S. GREENSHIELDS, SON & CO.

MONTREAL.

GREENSHIELDS & CO., Limited,

VANCOUVER, B.C.

We have always given the best values in all lines of

Dry Goods

and will continue to do so. This year we are showing a larger and better assortment than ever before, and the prices speak for themselves.

See our travellers' samples or write us.

Letter orders have our prompt attention.

WASH GOODS

In this department we carry a very large assortment of the following special lines :

Canadian Muslins, Plain and Fancy.
American Muslins, " "
English Muslins, Plain, Fancy and Laced Stripes.
French and Swiss, Latest Designs.

White Goods

Comprising Victoria Lawns, India Linens, Dimities, Organdies, fancies of all descriptions, and newest designs.

Special Leaders :

BBB Extra Heavy Canadian Print

AND THE

Celebrated Crum's Prints.

S. GREENSHIELDS, SON & CO.

MONTREAL.

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

30,000

PIECES

FLANNELETTES

in all qualities, both printed and woven

INCLUDING

Newest Designs and Colorings.

The above lot at the special prices they are marked are the best values in the market, and the best we have ever offered.

S. Greenshields, Son & Co.

MONTREAL.

GREENSHIELDS & CO., Limited

VANCOUVER, B.C.

CABLE ADDRESS
"WANDER" MONTREAL.

A. B. C. CODE USED.

The

Colonial Bleaching & Printing Co.

LIMITED.

Office 232 McGill Street,
TELEPHONE MAIN 2540.

MONTREAL, September 15th, 1902.

1903—SPRING PRICE LIST—1903

PRINTS.	L. P. 24-25 in. LIGHTS	5c.
	L. P 24-25 in. DARKS	5½c.
	M. P. 28 in.	7½c.
	H. P. 31-32 in.	8c.
	S. G. 30-31 in.	8c.
	C. C. 32 in.	10c.
	M. K. 31 in. EX. HEAVY NAVY PRINT	10c.
MUSLIN.	FANCY BLOUSE MUSLIN, FANCY WEAVES and DIMITY CORDS 29-30 in.	10c.
SATEENS.	FANCY DRESS SATEEN 31 in.	10c.
	ART. SATEEN 31-32 in.	12c.
DUCKS.	WHITE GROUNDS 28 in.	8c.
	NAVY and WHITE, BLACK and WHITE, and DARK FANCIES 28 in.	10c.
TWILLS.	HEAVY TWILL 32 in. NAVY and WHITE, and BLACK and WHITE	10c.
DRILLS.	HEAVY 31-32 in.	12c
MOLES.	KITCHENER TWEED 26 in.	9c.
	LIGHT MOLES 27-28 in., Tweed Effects	10c.
	LIGHT MOLES 28 in. NAVY and WHITE, and BLACK and WHITE	11c.
	HEAVY MOLES 29 in	15c.
	EXTRA HEAVY MOLES 29 in.	18½c.
FLANNELS.	A. A. 27-28 in.	8c.
	B. B. 28-29 in.	8c.
	FANCY TWILL 28 in.	9c.

We are the largest handlers of these goods in Canada.

WE CARRY A COMPLETE ASSORTMENT OF THE ABOVE GOODS.

S. GREENSHIELDS, SON & CO., Montreal

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

The DOMINION COTTON MILLS COMPANY LIMITED.

MAGOG PRINT WORKS.

Price List
Spring 1903.

H...	Print—Light Colors	5c.
H...	" —Dark "	5½c.
I....	"	6c.
	Regattas, Checks, Plates, Dark Fancies, Aniline Fancies, Blouse.	
2....	Print—	7½c.
	Black, White, Aniline Fancies, Quiltings.	
W2	Print—	8c.
	Regattas, Checks, Light Fancies, Plates, Blouse, Mixture, Lilac, Pinks, Reds, Seals and Grenats.	
HHH	Print	8c.
	Regattas, Plates, Dark Fancies, Mixtures, Blouse, Lilac, and Pinks, Cardinal, Omisk, Black and White.	
AAA	Print—Aniline Fancies	8c.
C...	" —	10c.
	Regattas, Blouse, Medium and Dark Fancies, Aniline Fancies, Solids, Steels, Chambrays, New Blues, Cardinal, Red, Black and White.	
SC..	Navy	8c.
DC..	"	10c.
XXX	"	10c.
GC..	"	12c.
NN.	Satine	10c.
	Anilines, Navies, and Fancies.	
A...	Duck—Costume	8c.
AA.	" —Navy and Anilines	10c.
XXK	Skirting	10c.
Moreen	"	10c.

Duchess Apron		10c.
Durban Drill	Navy and Aniline	10c.
H. Twill	—Navy and Aniline	11½c.
Magog Tweed		9c.
Ladas	"	10c.
"	" Aniline	11c.
Heavy Moleskin		15c.
Extra Heavy Moleskin		18½c.
D9 Costume		5½c.
Salsburys		8c.
Summer Costumes		8c.
N. B. Suitings		8c.
Art Muslins		5c.
Crepe Cretonne		6½c.
Twill	"	7½c.
Ottoman	"	9c.
Oatmeal	"	10c.
Sateen	"	15c.
Fancy Lawns		10c.
Corded Muslin		10c.
Merceline		8c.
Taffeta Foulard		12c.
Moires		12c.
D45 Foulard		10c.
Lustrine		12c.
Flag Bunting		6c.
00 Sleeve Lining		7c.
D11	" "	8c.
D22	" "	9c.
D33	" "	10½c.
D36	Overcoat Sleeve Lining	10c.
D37	" " "	12c.
D38	" " "	12c.
D39	" " "	13½c.

We carry all lines these mills make. S. GREENSHIELDS, SON & CO.

S. GREENSHIELDS, SON & CO., Montreal

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

Spring 1903 Spring

S. Greenshields, Son & Co.

MONTREAL.

Greenshields & Co., Limited, VANCOUVER, B.C.

CANADIAN LINING DEPARTMENT.

In this department we claim to show the

Largest Assortment in Canada

Embracing the Full Range Manufactured by

The Montreal Cotton Co., Limited, = Valleyfield,

whose goods are now acknowledged by the Best Retail Trade to equal, and, in many cases, excel any similar lines which can be imported.

In addition to the full range of Staple Linings which they manufacture, the mill, this season, are showing many new lines, among which are the following :

New Percalines, in Colors and Fast Black.
Moreen Skirtings, in Fast Black.
Satin Merv., in Fast Black.
Peau de Soie, in Fast Black.
Spun Glass, Colors and Fast Black.

We are the largest handlers of these goods in Canada.

Also large range of new designs in Striped and Fancy Check Muslins, Lappets, Colored Organdies, Window Muslins, Imperial Fancy Lawns, Royal Madras Shirtings, Crinkles, Matalasso, Boucle Muslins, etc., etc.

SPECIAL NEW PERMANENT FINISH

In 32 and 54-inch Italian and Beatrice Cloths.

Owing to the present firm tone in the cotton market, with prospects of higher prices we advise our customers to **ORDER EARLY.**

The Glove Department

is a most important one in any retail store. If you can supply a perfect-fitting Glove, and one that you can guarantee, you build up a paying and lasting connection.

THE MAKERS' GUARANTEE GOES WITH EVERY PAIR OF . . .

PEWNY'S KID GLOVES

We are now showing a full assortment of the latest styles and shades for

Spring 1903

and it will pay any merchant to carry this line.

S. GREENSHIELDS, SON & CO.

Sole Selling Agents for Canada.

MONTREAL.

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

S. GREENSHIELDS, SON & CO.

MONTREAL.

T. DEPARTMENT

Dress Trimmings of all Descriptions
Ball Pearl Buttons
Belts, full range,
Chatelaine and Wrist Bags

NOW IN STOCK

The most complete

Notion Department in Canada.

It will pay you to write us for anything you want in this line.

LINENS

We have now in stock

A FULL ASSORTMENT of

HOUSEKEEPING LINENS

THE MANUFACTURE OF

Messrs. J. & T. Alexander, Limited,
Canmore Works, Dunfermline.

The goods made by this well-known firm are unequalled for their quality and superiority of finish.

S. GREENSHIELDS, SON & CO., Montreal

Sole Selling Agents for Canada.

GREENSHIELDS & CO., Limited, VANCOUVER, B.C.

Our travellers are now out with a full line of

UMBRELLAS

PARASOLS

SUNSHADES

WITH THIS TRADE MARK

Returned to Montreal Pub Co Jany 13/03.



LEADERS—THE "SUKRAM" WATERPROOF UMBRELLA

The "M & F" Self Opener and Self Closer.

They are unequalled for quality, Style and Finish.

Samples and prices on application.

THE STANDARD UMBRELLA MFG. CO.,

Western Sample Room:
Toronto, 69 Bay St.

Factory and Office:
6 Lemoine St., Montreal.

M. MARKUS

Wholesale Importer of

DRY GOODS, TAILORS' TRIMMINGS and SMALLWARES.

ALL OUR GOODS BEAR THIS TRADE MARK



TRADE MARK.

Returned to Montreal January 15/03.

Our specialties in Trimmings are for the Wholesale Clothing, Mantle, Skirt, Blouse, Shirt, Neckwear, Cap and Fur Manufacturers.

Our specialties in Dry Goods are: Silks, Satins, Velvets, Felts, Woollens, LACES.

We lead in Buttons of every description and carry the largest stock of any House in Canada.

We can supply you with woven name labels.

Full stock of Trimmings carried at our

Toronto Branch, 69 Bay St.

6 Lemoine St., Montreal.

J. & J. BALDWIN'S

Established 1785

Bee Hive

Established 1785

KNITTING WOOLS

Are known all over the civilized world.



THE LARGEST AND OLDEST ESTABLISHED MAKERS OF ALL KINDS OF KNITTING WOOLS.

Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

New qualities: BEE HIVE COCOON and EIDER WOOLS.

Wholesale Only. Send for Samples.

Agent,

Duncan Bell,

MONTREAL and TORONTO

Latest Styles in

WATERPROOF AND RAINPROOF GARMENTS

FOR 1903.

Returned to Montreal Jan 15/03

Two of our Leaders.



"DANDY."



"HANDY."

Returned to Montreal Jan 15/03

We would be glad to hear from you for more information.

Our new Catalogue is now ready and will be sent on application.

We Make a Specialty of High-Class Goods.

ASK FOR THE

BEAVER

...BRAND

Manufactured by

The Beaver Rubber Clothing Co.

LIMITED.

MONTREAL.

THE TRADE-MARK OF EXCELLENCE

RETURNED
Copy 92 XVII

both to I. B. Kleinert & Co.
see cut Book 8
page 98



IS STAMPED ON EVERY ONE OF

KLEINERT'S

DRESS SHIELDS

WHICH, IT IS UNIVERSALLY ACKNOWLEDGED,

ARE THE BEST

A GUARANTEE WITH EVERY PAIR.

I. B. Kleinert Rubber Co., 26-28 Front St., West, **Toronto.**



ROBERTS AND KITCHENER

ARE

LEADERS

IN THEIR

LINE

AND



WE MAKE NO EXAGGERATED STATEMENT WHEN WE CLAIM THAT

We are Leaders in Our Line.

YOU MAY REST ASSURED THAT OUR STOCK OF

Woolens and Tailors' Trimmings

FOR

Spring 1903

embodies every desirable feature. The wonderfully successful business of this establishment is due to the RELIABILITY, NOVELTY, STYLE, and EXCEPTIONAL VALUE and VARIETY of our offerings. An inspection of our stock or samples will quickly convince you of the truthfulness of our claim. THE OPPORTUNITY IS YOURS to make the favorable and lasting impression upon the minds of your customers that you ARE UP TO DATE and carry THE BEST IN THE LAND by placing your order with us—GRASP THE OPPORTUNITY WHILE IT LASTS.

Orders through our representatives, who are now on the road, or by letter direct to the house, will receive our prompt and careful attention.

A. McDOUGALL & CO.,

168 McGILL STREET,

MONTREAL.

BRANCH OFFICES:

Corner Bridge and St. Joseph St., Quebec.
86 Bay Street, Toronto.
Truro, N.S.
Pugsley Building, St. John, N.B.

We are sole proprietors of THE CELEBRATED "TYKE" AND "BLENHEIM" SERGES.

RYLANDS & SONS

LIMITED

MANCHESTER, ENG.

Cotton Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

Capital, $14,500,000. Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign
Fancy Dress Goods, British and Foreign
Silks and Velvets
Velveteens
Irish and Scotch Linens
Table Damasks, Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves



Returned to Montreal Jan. 14/

Kyle, Cheesbrough & Co., Montreal.

The Lace Warehou

Expansion and **Contraction** have forced us to "get a move on." Expansion in business and a Contraction in margins and prices have so increased the volume of our trade we are crowded out and, after **April 1st., 1903,** we will occupy one of the largest, most handsome and up-to-date Warehouses in our city, now being fitted up for us at **No. 93 St. Peter Street.**

Our skill, born of twenty years' experience, will be devoted to the development of the following departments of our business among others:

Dress Goods in all the latest fabrics, **Muslins, Grenadines, Satins,** and a full line of **Summer Dress Materials.** See our **"K.C." Cashmere,** to retail at 50c, and our **"K.C." Heavy All-Wool Black Satin,** to retail at 50c., with a good profit. These are specimens of this department.

Lawns, plain and tucked, **Nainsooks, Dimities,** and **Batistes.**

Embroideries, Laces, Galloons, and **Insertions.**

Trimmings, Strappings (Floral designs), **Medallion Garniatures,** and **Persian** and **Russian Galloons.** Every known make of trimming can be found in this department.

KYLE, CHEES

MONTREAL, = =
WINNIPEG, = =
LONDON, Eng., =
NOTTINGHAM, Eng.

Returned to Montreal Jan. 15/03.

use of Canada

Gauzes, Veilings (in Checked and Plaid Patterns), **Plain** and **Fancy Nets, Sequin Nets,** and **Plain** and **Fancy Chiffons.**

Silks, Satins, Sarsinettes, Velvets, Velveteens.

Ribbons in plain Silk and Satin, Fancy and Velvet. Very large range.

Collars, Bolero, Berthas Fischues, Scarfs in endless variety, from 37½c. doz, to $6 00 each.

Fancy Goods, including **Chatelaine** and **Wrist Bags, Belt Buckles, Belt Brooches, Neck Chains, Hair Ornaments, Combs,** and **Pins.**

Curtains, Curtain Nets, and **Swiss Curtains.**

Hosiery, Gloves, and **Underwear.**

Blouses, Waists, Pelisses, Jackets, and **Skirts.**

The **"Queen's Gate Hose"** controlled by us in this market is an **Indelible Black Cashmere Hose** of exceptional merit and value.

BROUGH & CO.

= 16 St. Helen St.
= 216=218 Bannatyne St.
= 35 Milk St.
= 22 High Pavement.



New Yoke Collars in Guipure and Silk Applique

All returned to Montreal Jan 15/03



Section of Silk Medallion Applique Trimmings and Garniture.



Embroidered Band Collar, can be retailed at 25c. for six collars, in assorted of patterns.

Kyle, Cheesbrough & Co., Montreal.

ALL WOOL UNDERCLOTHING

WILL NOT SHRINK IN WASHING EVERY GARMENT GUARANTEED



ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

IN WEIGHTS SUITABLE FOR ALL SEASONS.

SUPPLIED THROUGH THE LEADING WHOLESALE HOUSES.

DUNCAN BELL, MONTREAL and TORONTO, CANADIAN AGENT.

The "Kumfort"



The mitt that's made H. B. K. known from Sydney to Dawson.

The mitt that has given us more thought, and our competitors more worry, and the dealer more satisfaction, and the consumer more wear for the money than any other mitt in Canada.

This is the mitt we made our reputation on. It's a business-builder and a money-maker for every dealer who handles it.

Listen:

Pure Canadian all wool, 4 lbs to the dozen, knit to wear to shreds before it ravels or rips, the same at the finger tips as the cuffs.

Tough muleskin palm, black oil-dressed sheepskin back. "A mitt as is a mitt." $4.50 per dozen, net 60 days.

HUDSON BAY KNITTING COMPANY,

30 St. George Street,

MONTREAL.

The John D. Ivey Co., Limited

BRANCHES

Montreal Winnipeg Quebec

SPRING MILLINERY, 1903.

The NEWEST NOVELTIES and best values in all lines of

MILLINERY GOODS

will be found in our stock for the coming season.

The John D. Ivey Co., Limited

TORONTO.







MARK FISHER, SONS & CO.

Woollens and Tailors' Trimmings

Victoria Square, **MONTREAL.** 60 Bay Street, **TORONTO.**

The Oldest Established and the Largest strictly Woollen House in the Dominion.

SAMPLE ROOMS

Halifax, N.S
St. John, N.B.
Victoria, B.C.
Ottawa, Ont.
London, Ont.



FISHER & CO., HUDDERSFIELD, ENG.

Mark Fisher, Sons & Co.

MONTREAL and TORONTO.

IMPORTED WOOLLEN DEPARTMENT.

The largest range ever shown in Canada.

7,000 New Patterns in Suitings and Trouserings

Rainproof Overcoatings: We show a large and varied range of choice patterns and best quality.

Flannel Suitings: A select assortment from the best British Manufacturers.

The largest stock in the Dominion of *Martin's Black and Blue Worsteds*; also *Fancy Worsted Suitings and Serges.*

We again call attention to our **FOUR** leading serge **"SPECIALS."**

GUARANTEED INDIGO BLUE:

"AVALANCHE,"
"DOMINION,"
"KLONDIKE,"
"OPHIR."

Canadian Woollen Department

Is replete with the newest and best products of Home Manufacture.

Special attention called to our Costume Cloths in this Department: Zibelines, Fancy Homespuns, and Venetians in all shades.

Tailors' Trimming Department.

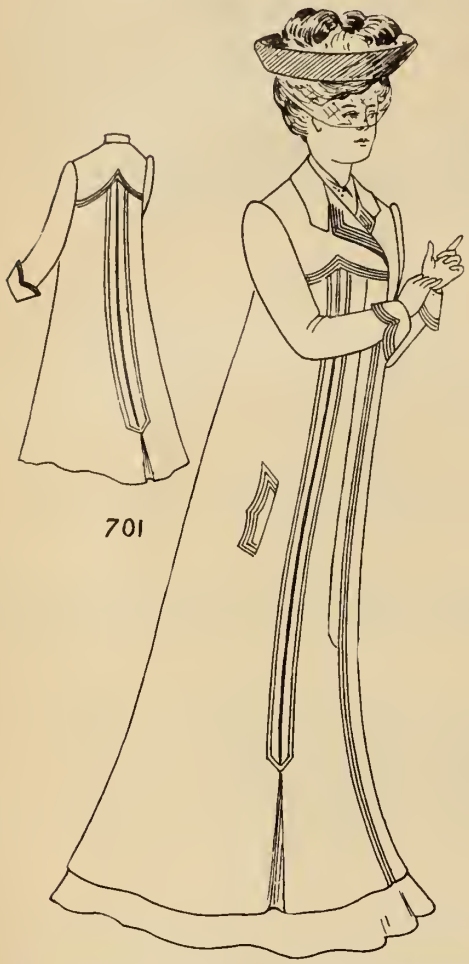
A large and assorted Stock, new designs in Sleeve Linings, special values in Italians, Mohair Serges and Alpacas.

In Canvasses we have always on hand the best from Irish and Scotch looms.

Our special lines of Canvasses and Paris Ducks are used by the Leading Merchant Tailors of the Dominion.

IMPERIAL CLOAK CO.

Manufacturers of



This is one of our latest styles in Rainproof Coats—nothing nobbler will be offered the trade for Spring 1903. Made in full, three-quarter and shorter lengths. Colors, Light and Dark Grey.

Costumes, Cloaks, Capes, Children's Reefers, Blouses, Dress Skirts, and Underskirts.

We have doubled our factory capacity and equipped it with all the latest machines required to produce **High-Class** work. We guarantee prompt delivery of all orders intrusted to us.

We supply the Wholesale Trade only.

We are now showing Spring Styles in all lines.

We invite Wholesale Buyers to call and inspect our samples.

Don't buy before seeing our Goods.

Quotations by mail and samples sent when required.

Office, Factory and Showrooms:

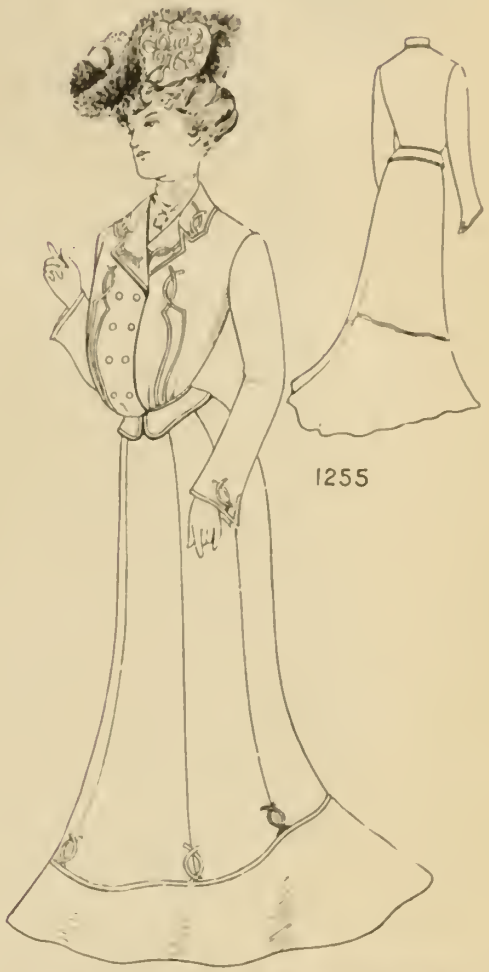
1920-1922 and 1924 Notre Dame St.,

MONTREAL.

SPRING 1903.

We beg to call the attention of the trade throughout Canada to our new Spring lines of

Ladies' and Misses' Costume Jackets and Separate Skirts for Spring 1903.



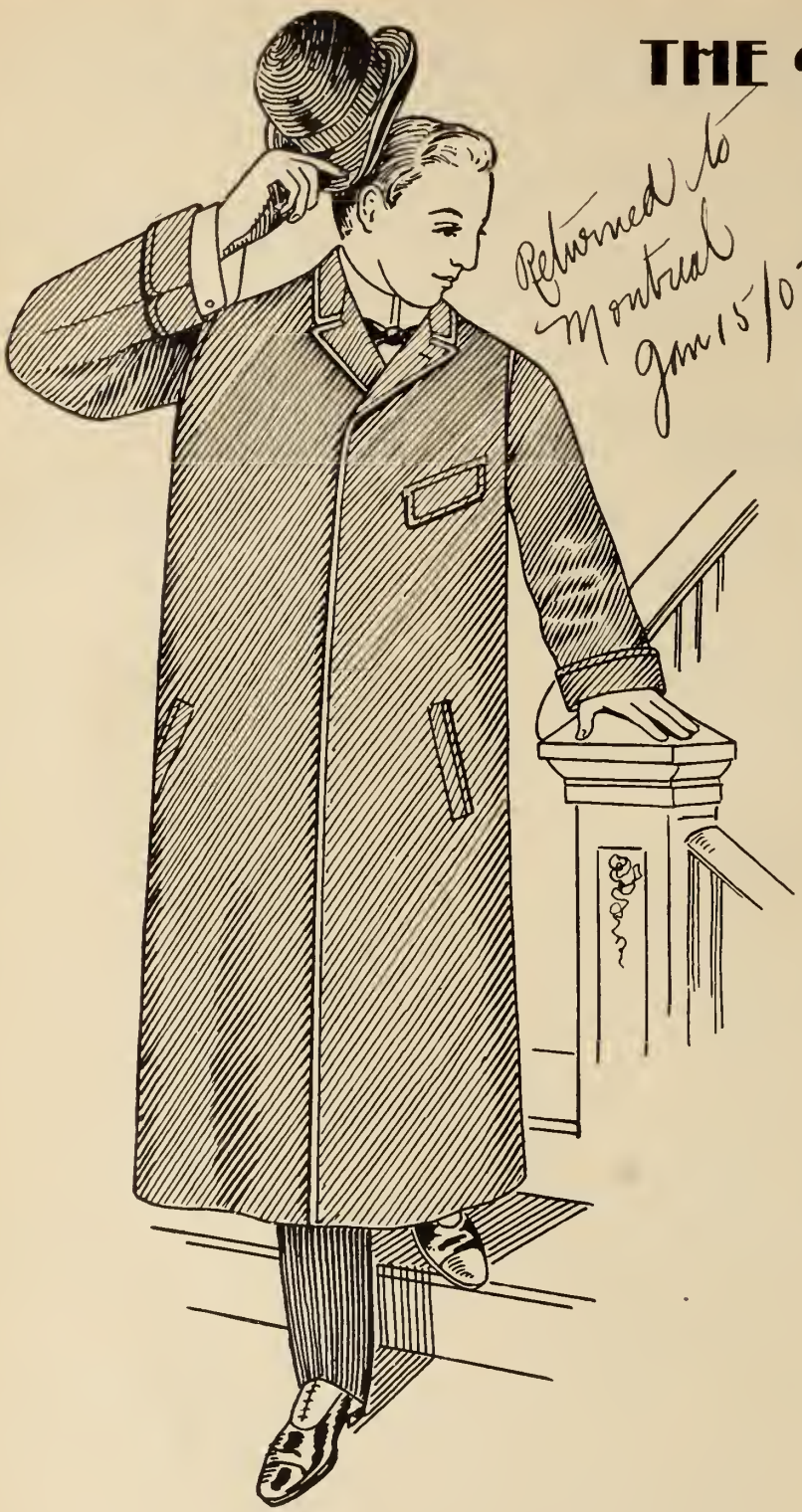
This Costume is one of the latest New York creations and we are showing it in Fawn, Black, Brown, and all the leading colors. It will be a "Leader" wherever it is shown.

We can truthfully say that never before has there been such a **Stylish** and **Up-to-date Assortment** shown by any manufacturer in Canada. We guarantee our goods to give entire satisfaction as to Fit, Workmanship, Style and Durability.

WRITE US FOR PRICES BEFORE PLACING YOUR SPRING ORDER.

IMPERIAL CLOAK CO.

1924 Notre Dame Street, **MONTREAL.**



Returned to Montreal Jan 15/03

THE "ELITE" BRAND

Rainproof and Waterproof Coats

Our Representatives are now out with a complete assortment of our makes of

Gentlemen's Waterproof and Rainproof Coats

Every garment bears our label and is warranted.

The Montreal Waterproof Clothing Co.,

1873 Notre Dame St., MONTREAL.

The "ELITE" Brand

Rainproof and Waterproof Garments.

Returned to Montreal Jan 15/03

We guarantee every garment bearing our label.

* * *

Like everything good the "Elite" Brand has imitators, but our label protects the retailer.

* * *

Travellers will call upon you with distinctive styles in Ladies' and Gentlemen's Coats.

* * *

Wait for them.



The Montreal Waterproof Clothing Co.

1873 Notre Dame St., MONTREAL.



A. G. SPALDING & BROS'.

TRADE-MARKED

Line of Athletic Goods



THE DEALER that is clever enough to look out for his own interests will be the one that will order Spalding's trade-marked line of implements and nothing else. For over a quarter of a century the Spalding trade mark has been the standard in the athletic goods industry, and the trade mark on the implement is a guarantee that the article is official and correct and in use by the champions throughout the world where athletic sports are indulged in.

BOXING GLOVES.

The largest and most complete line of Boxing Gloves in the world to select from. The Spalding Championship Gloves, endorsed by all the champions and used by them. Three styles at $6 each. The Spalding Special, at $4 each. The Spalding Gloves with the new patent palm lacing and patent palm grip is an improvement that has made the Spalding Gloves the sellers this season. Fourteen different styles and no dealer can be up to date with this line unless he has a catalogue before him. Prices are fixed and final.

STRIKING BAG.

The Spalding Championship Bag, originally designed by "Kid" McCoy, is the one that is used by the experts and the professional men. Price, $7. Nine other Swinging Bags for the dealer to select from. Spalding's Double-end Bag, the Fitzsimmons' Special, is the best in this line at $5. Seven others as low as $1.

ICE SKATES.

Complete line of Peck & Snyder's American Club Skates, for over thirty years the leading Skate in America. It is copied by many, but never equalled.

Spalding's line of Hockey goods is admitted by the players to be the most perfect line on the market. This not only applies to the stick and puck, but also to sundries that are required by hockey players. The Spalding "Shamrock" Hockey Stick requires no introduction to Canadians. Endorsed and used by the Shamrocks of Montreal, and the champions of the world, the Victoria team.

The Spalding official trade-marked Puck is the official Puck of the Canadian Amateur Hockey League.

Now is the time for the dealer to think of next season's business. The wise dealer will be the one that carries the Spalding complete line of baseball goods. Spalding in baseball is synonym for perfection, and wherever baseball is played, in order to have the game officially played, Spalding's goods must be used. For a quarter of a century Spalding has held the field in the baseball line.

Lawn Tennis last year was the best in many years in the tennis line; 1903 promises to be better. Spalding's line of Lawn Tennis goods is unequalled.

Then there is Spalding's official Basketball, the one that must be used in all games, as well as the official goal posts and goals.

The Spalding Intercollegiate Football, No. J55. This is the ball that is used by Yale, Princeton, Harvard, Pennsylvania, Cornell, Chicago, University of California. Every team that plays football in America uses this ball.

GOLF GOODS.

The largest and most complete line in the world, and made by the most expert golfers in the world. Everything in the golf line is up-to-date.

The dealer that wants to have his store up to date will be the one that carries a complete line of Spalding's Athletic Library—the American authority on all matters athletic. Each book complete in itself, and wherever displayed find ready buyers. If you have not a copy of Spalding's Athletic Catalogue before you, send us a postal card and we will send you one.

A. G. SPALDING & BROTHERS,

The Largest Makers of Athletic Supplies in the World.

767 Craig Street, - - MONTREAL, CANADA.

53-55 Fetter Lane, - - LONDON, ENGLAND.

New York, Chicago, Denver, Buffalo, Baltimore, Boston, Philadelphia, San Francisco, Minneapolis, St. Louis, Kansas City.



EVERYONE IN THE TRADE

that examines or handles the products of
THE GUELPH CARPET MILLS:—

Wiltons, Brussels, Ingrains, Art Squares

is pleased with them. Some consider them superior to any other Canadian carpets and by no means inferior to the much-talked-of imported article.

There is no better equipped mill than ours, and as we are gaining credit for giving a little bit better value than other makers, we are striving to sustain this reputation.

For Spring, we are now showing some new and very beautiful effects both in figure and coloring, embodying the creative ideas of our skilled designers, as well as many outside artists.

Our long-established system of selling direct from our mills to the trade assures the closest prices and most prompt shipment.

Repeat orders of any of our patterns supplied on very short notice.

If our travellers have not recently called, let us know and we will forward you some samples.

Guelph Carpet Mills Co., Guelph

LIMITED

CARSON'S NONPAREIL GAUNTLETS AND GLOVES.



Carson Nonpareil Gauntlet.

Carson's Nonpareil Gloves are specially adapted for the Grip, Brake, Motor and Trolley; also General Teaming, Plowing, Harvesting, Pruning, etc., so constructed as to be



Carson Nonpareil Glove.

FREE FROM SEAMS

at the Vital Points, DOUBLE STITCHED, REINFORCED AND RIVETED in the minor parts.

A Perfect Fit.

Free and easy on the hand. Made from a specially selected quality of Horse-hide, Calfskin and Buckskin in a Steam, Heat, and Sweat-Proof Tannage, warranted to keep soft and pliable. Cut to the accurate size. Can give a brother's **GRIP** and not strain a stitch. Seams to the back, thoroughly Reinforced, Double Stitched and Riveted. Leather Bound and Faced throughout.

NOTE. No cloth or canvas used in this Glove. Sewed with the best linen thread waxed **FOR WEAR.**



Carson Nonpareil Duplex Glove.

Carson Nonpareil Duplex is a Double Glove

which will give the service of two pairs of Gloves for the price of one. The extra piece covers palm, forefinger and thumb, cut from one continuous piece of leather which is double-stitched to Glove proper in such a manner as to be practically

Free from Seams On the Wearing Surface.

Combined as it is with our new patent Nonpareil Glove, which is cut in a continuous wrist length, seams to the back, stitched twice over with the best linen thread, outseam style which guarantees comfort and a Glove absolutely rip proof.

It is made of Horse-hide in the latest Steam, Sweat and Fire-Proof Tannage of leather. Specially adapted for smelters, coiners, firemen, linemen, woodmen, millmen, trolleys, spool-tenders, etc. For handling wire cables, iron billets, rods, ropes, lines, hot pokers and ladles, tending spools, handling barbed wire, shovelling, freight handling, etc. Generally adapted for all kinds of rough work. ***SEND FOR TRIAL SAMPLE DOZEN.***

MADE BY SKILLED LABOR CLARKE MENS TRADE MARK LADIES GLOVES FOR WEAR

Our travellers are now on the road. It will pay buyers to hold their orders until they see these samples.

MANUFACTURED IN CANADA EXCLUSIVELY BY

A. R. Clarke & Co., Limited

TORONTO.

MADE BY SKILLED LABOR CLARKE MENS TRADE MARK LADIES GLOVES FOR WEAR



Ladies' and Misses' Garments Bear this Label.

HIGHEST GRADE

(Guaranteed)

BRITISH-MAKE

FOR

LADIES, GENTS, MISSES AND BOYS.

"Premier" Waterproofs are guaranteed not to harden, and to be thoroughly waterproof. Showerproofs are suitable for Spring and Fall wear.

"PREMIER" WATERPROOFS and SHOWERPROOFS

STANDARD OF THE WORLD.

ESTABLISHED 1873.

(Guaranteed)

The Trade Supplied Through Wholesale Houses Throughout Canada.



Gentlemen's and Boys' Coats Bear this Label.

Cut book 14
Page No. 65
a.w.d.

SYCURA

The Twentieth-Century Fancy Flannel.

Guaranteed Non-Shrinking

FOR BLOUSES, COSTUMES, etc., and all UNDERWEAR.

Cut book 14
Page 65
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Lanura

The Family Flannel.

Pure Undyed Wool.

Non-Shrinking.

For all Household Purposes.

Ready-made Department Shirts, Nightshirts, Pyjamas, Divided Skirts, etc.



Reliable

A Strong Hard-Wearing Shirting Flannel. Specially made to meet the inquiry for a low-priced cloth.

31-in —7¾.

Agent Wanted for Canada, Apply to Editor of Dry Goods Review.

Lanura Co., Limited

LEEDS, ENGLAND.



Fac-simile of Label on each Coat. None genuine without it

The dealer that supplies his customers with Waterproof or Rainproof Coats with this label attached can feel satisfied that he is giving the best value that can be secured in Canada. We proof all our material in our own factory, therefore we are in a position to guarantee every coat bearing this label.

The Strathcona Rubber Company

PROOFERS TO THE TRADE.

Office and Factory :
Papineau Avenue.

MONTREAL.

E. L. ROSENTHAL, General Manager.

THE PIONEER MANUFACTURER OF RUBBER CLOTHING IN CANADA.

We don't say much—our goods speak for themselves.

The largest and best assortment of Waterproof and Rainproof Coats for Ladies and Gentlemen being shown to the trade in Canada for Spring 1903 are manufactured and sold by

The Strathcona Rubber Co.

MONTREAL.

We are showing all the latest styles as they will be worn in New York and London, and our coats are all made from the latest styles in Cloths.

Every dealer handling our lines can rely on having nothing but up-to-date goods to show to his customers. We get the Cloth direct from the mills, and, as we Proof it in our own factory, we give an absolute guarantee that every Garment sold by us will give thorough satisfaction in every way.

All that we ask is a fair trial from the trade. A small order books you as a regular customer for us.

The Strathcona Rubber Co.

MONTREAL.

Office and Factory, Papineau Ave. **E. L. Rosenthal, General Manager.**

THE PIONEER MANUFACTURER OF RUBBER CLOTHING IN CANADA.

MANUFACTURERS OF
All Wool and Union Flannels



Tweeds Serges &c

A H BAIRD, SECY TREAS. H STROUD, MGR.

The Paris Wincey Mills Co.
Paris Ontario.

OUR NEW FACTORY—THE LARGEST OF ITS KIND IN CANADA.



Returned Jan 5/13

J. J. TURNER & SONS, PETERBOROUGH, ONT., CANADA.

—Manufacturers of—

Tents, Awnings, Flags, Sails, Waterproof Goods, Pack Bags, Nose Bags, Coal Bags, Binder Covers, Cheese Covers, Waterproof Coats, Hats, and Pants, Aprons, Horse and Wagon Covers, Lap Rugs and Horse Blankets. Also direct Importers and wholesale Dealers in every description of Cloth and Plush Rugs, Robes, Etc.

Decorations of all kinds done to order

Telephone, Day or Night, 180, 195, and 215 Cable address "Turners, Peterborough, Canada

Novelties in . . .

Ladies' Dress Goods,

Mantlings, Homespuns,

Friezes, Mackinaws,

Blanket Cloths.

CANADIAN WOOLS ONLY.

The T. H. TAYLOR Co., Limited,

CHATHAM, ONT.

MORE LIGHT LESS EXPENSE

Received in Aug 7 Sept 16 1903



Find out what it costs you to light your store and how much or how little light you get for your money. Then let us know the cost and we will submit you estimates for the installment of THE ROCHE TER CLUSTER GAS LAMP, the best store light on the market. This lamp will positively give a better light than the Electric Arc at half the cost. It is in use in a large number of dry goods stores and warehouses, and is giving absolute satisfaction.

We are also Canadian Agents for the celebrated ROCHESTER LAMP, unsurpassed where oil is used.

Let us solve your store lighting problem for you. You will save in the end if you do.

The Rochester Lamp Co. of Canada

24 FRONT ST. WEST, TORONTO.

Headquarters For All Kinds Of Lighting Goods.

The Season's Greetings To All

We have endeavoured in the selection of our Samples for Spring 1903 to make the coming year very prosperous for our customers. Never has such a complete range of Millinery Samples been shown to the Trade. Our advertised list will give a slight idea of the very varied character of the lines we are carrying :

NOVELTIES FOR SPRING 1903 WE ARE SHOWING IN GREATER VARIETY THAN EVER.

STRAW HATS IN ALL NEWEST SHAPES—PLAIN STRAW, CHIFFON, AND READY-TO-WEAR.
LARGE ASSORTMENT CHILDREN'S SILK AND MUSLIN HEADWEAR.

SPECIAL ATTENTION TO MAIL ORDERS.

Caverhill & Kissock,

91 St. Peter Street, MONTREAL.

ALSO AT QUEBEC, OTTAWA, HALIFAX, VANCOUVER.



Our Wax Heads are all guaranteed to stand any temperature.

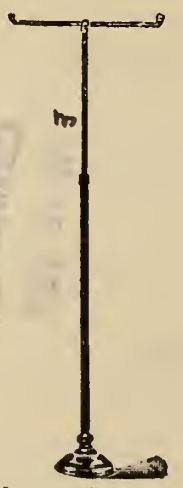
Won't crack with cold.

Nor melt with heat.

They are the nearest life, and most expressive heads in the market.

We Only Manufacture the Highest Class of Nickel and Brass Fixtures.

Store Stools.
Show Cases.
Triplicate Mirrors.
Wax Figures.
Forms of all Descriptions.
Dress Goods Stands.
Mantle Racks.
Haberdashers Frames.



Lace or Tie Stand.
Very convenient.
Always ready.

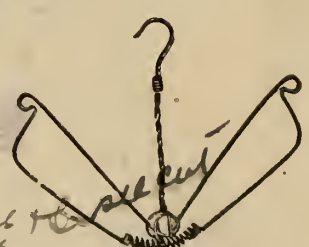
GIVE US A TRIAL.

Send us the dimensions of your windows and we will be pleased to quote and give any suggestions for you.

SEND FOR OUR CATALOGUE.

Write us about our Wardrobe Cabinet. We sell them for Ladies' or Gentlemen's departments. They are in use in many stores now.

Write us for prices and explanations.



The "Only Skirt Hanger," in use successfully adjusts to any sized band. Leaves no marks, no strain on the skirt, adjusting by the skirt's own weight; made in nickel-finished wire.

DELFOSSE & CO.

1782 Notre Dame St., MONTREAL.

Caverhill & Kissock

Millinery Trimmings—Straw, Sequin, and Chiffon.

Dress Trimmings—Complete stock of newest designs in braids and fancy, also in Lace and Dresden effects.

Laces—Assorted patterns and widths. These will be in great demand as a primary feature in trimming.

Chiffons For value see our "Special" line in all colors; also black and colors—all prices. Fancy Gauze and Chiffon hat trimming. Large assortment of Ruching, Ruffling and Ruffles.

Staples in our Millinery and Dry Goods are well assorted, up-to-date and A1 value.

SPECIAL ATTENTION TO MAIL ORDERS

CAVERHILL & KISSOCK,

91 St. Peter Street, MONTREAL

ALSO QUEBEC, OTTAWA, HALIFAX, VANCOUVER.

The Goderich Knitting Co., Limited

MANUFACTURERS OF



"Maple Leaf" Brand.

"MAPLE LEAF" BRAND

Plain and Ribbed Woollen and Worsted Hosiery, and Fine Mitts.

—ALSO—

"ALASKA" BRAND

Lumbermen's Socks and Mitts



ALASKA BRAND

CORRESPONDENCE SOLICITED.

The Goderich Knitting Co., Limited, Goderich, Ont.

Caverhill & Kissock

RIBBONS—Soft effects in Duchess and Louisine for Millinery and Dress use. "Special"—our "Winner" line of colored taffeta ribbon in all widths.

SILKS—Varied assortment of Lace stripes, printed Japanese and Shantoo. Note our staple lines in colored Tamolines, Taffetas and 20-inch Japanese.

SKIRTS—BLACK SATEEN Underskirts, special values in low-priced lines.

FLOWERS—All KINDS, COLORS and PRICES. Violets for early trade.

FEATHERS—Ostrich Flats and Ospreys. Feather Boas.

SPECIAL ATTENTION TO MAIL ORDERS.

Caverhill & Kissock,

91 St. Peter Street, MONTREAL.

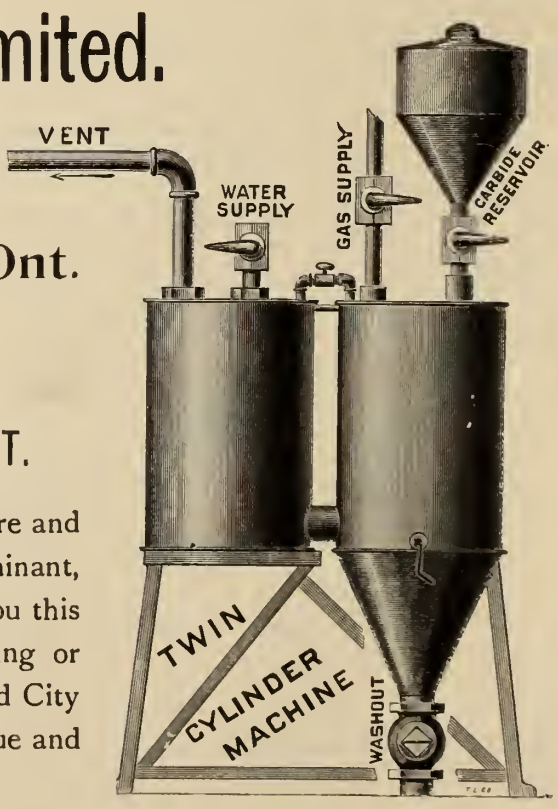
Also QUEBEC, OTTAWA, HALIFAX, VANCOUVER.

JOHN CAMPBELL, PRES. CAPITAL STOCK, $100,000. HENRY LINDOP, VICE-PRES.

St. Thomas Acetylene Manufacturing Company, Limited.

Manufacturers of Star Water Pressure Acetylene Gas Machines, Acetylene Gas Stoves, Gas Heaters, Etc.

St. Thomas, Ont.



ONE WANTS LIGHT WHEN THEY WANT IT.

And because Acetylene gives light without break, more and more people are being won to use this exquisite illuminant, and the St. Thomas Acetylene Mfg. Co. can supply you this light at a very small cost for either cooking, heating or lighting. Office and show room at the factory, Old City Building, West End, St. Thomas. Write for Catalogue and particulars.

1859 1903



WE wish to thank our customers for their patronage the past year, and to state that during the coming season we will be in a better position than ever to supply them with the best Underwear made in Canada. For Spring Underwear, we have Ladies' and Men's

CEETEE

India Gauze Full-Fashioned Vests, Drawers, Combination Suits, guaranteed **UNSHRINKABLE.** We will replace any that shrink (ask any other maker of so-called unshrinkable, if he dare make this offer).

WINTER WEIGHTS.

Silk and Wool, Lamb's Wool; Fine Australian, in Men's, Women's, and Boys' Full-Fashioned, Ladies', Children's and Infants' Perfect-Fitting, Elastic-Ribbed Vests, Drawers, and Union Suits, New Trimmings, New Shades, in a large range of qualities.

We are now making a special line of Men's, Women's, and Children's Ribbed Combination Suits.

☞ All our Full-Fashioned Garments have this Tab:

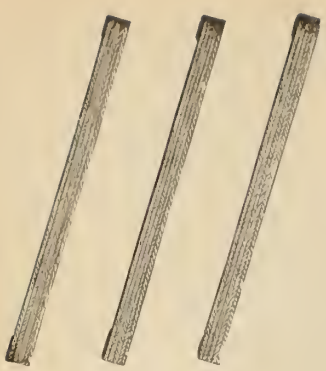
WARRANTED TURNBULL'S

Write us for samples of the Ceetee Unshrinkable Fabric.

The C. Turnbull Co. of Galt, Limited

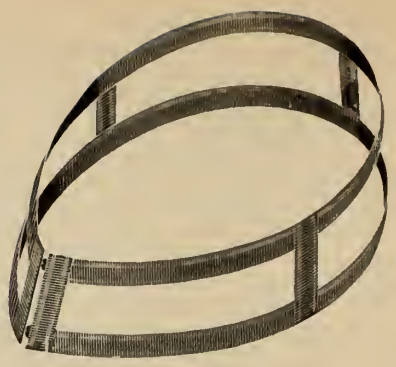
GOULDING & CO.,
30 Wellington St. East, TORONTO.

JOS. W. WEY,
6 Bastion Square, VICTORIA, B.C.



The
ORIGINAL QUALITIES
made of
Best Real Whalebone

CANNOT rust.
CANNOT hurt the neck.
CANNOT hurt the material.



Pat. No. 255/01.

Lake's Invisible Stiffeners.

Made in Black, White and Ecru, Fine Glace Cotton, 1½, 2, 2½, 3 and 3½-ins., **12/11** gross bundles of 6.

Made in Black, White and Ecru, Silk Finish, 1½, 2, 2½, 3 and 3½-ins., **2/11** doz. bundles of 12.

Made in Black, White and all Colors, All Silk, 1½, 2, 2½, 3 and 3½-ins., **4/6** doz. bundles of 12.

Lake's Invisible Skeletons.

An Entire Collar Shape for Transparent Neckwear

Sizes—2-in., 2½-in. and 3-ins. deep.

11½, 12, 12½, 13, 13½, 14, 14½, 15-ins. neck size.

SEPARATE SIZES OR ASSORTED.

Made in Black, White and Ecru, Silk Finish, **4/11** per doz.

Made in Black, White and all Colors, All Silk, **8/11** per doz.



Lake's Easy Collar.

AN ENTIRE COLLAR SHAPE for DRESSES, COSTUMES, Etc.

MADE IN BLACK AND WHITE.

Sizes—2-in., 2½-in., 3-ins.

Deep—12, 12½, 13, 13½, 14, 14½, 15, 15½-ins. neck size.

6/9 per doz.

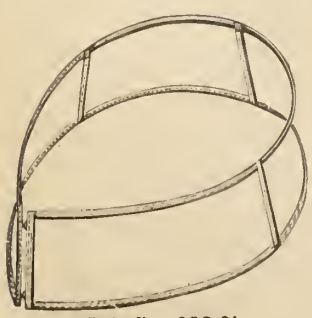
Lake's Invisible Collar Rings.

For Transparent Neckwear, WITHOUT COLLARS.

Made in Black, White and Ecru, Silk Finish.

Sizes—11½, 12, 12½, 13, 13½, 14, 14½, 15, 15½, 16, 16½, 17, 17½, 18 and assorted.

23/6 per gross.



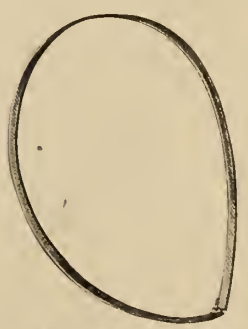
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H. W. Lake

PATENTEE AND PROPRIETOR

28 and 30 Graham St., LONDON, AND PARIS

Manufacturing Haberdashery and Fancy Specialities.



Prov. Pat. No. 10820.

PROGRESSIVE RETAILING

A Department of Helps and Aids.

THE QUESTION OF QUALITY AND PRICE.

By "ONLOOKER."

IN spite of all that has been written and all that has been said upon the matter, there are some in the dry goods trade who persist in centreing their efforts on pushing low-priced and low-quality goods at the expense of the better quality and better priced goods. Not long since I was in a store and a customer asked to see some white laundered shirts. The clerk produced a 50c. line.

"Have you nothing better that these?" asked the customer.

"Yes, sir," replied the clerk. But he was evidently bent on moving up by easy stages, for the next line he showed was a 75c. one.

"My dear sir," exclaimed the customer with some irritability, "it is a good shirt I want, not trash."

Fortunately the merchant was attracted by the somewhat loud voice in which the customer spoke, and, coming up quickly, inquired what was the trouble. The merchant himself sold the customer, who was on the point of leaving the store in disgust, the best quality shirt he had in his store, which was the kind he wanted.

It is to be hoped the merchant read the clerk a lesson. But, after all, should he not have previously instructed him as to the importance of pushing the best goods first, no matter what the appearance of the customer may be?

* * *

A friend of mine who is a believer in price and quality was recently in a retail store in Toronto. While there a woman, nicely attired, entered the store, and, approaching one of the clerks, asked for a certain article, adding "I want it good."

The clerk, who, evidently, had not been educated in regard to quality and price, produced an article of merely moderate quality. The woman was evidently not a connoisseur, for when the price was named she looked at the goods and in a somewhat doubting tone asked: "Are you sure this is good?"

"Yes, ma'am," remarked the clerk.

The woman, evidently not being altogether satisfied, after hesitating a moment or two, took a small quantity of the line in question. After she had left the store, my friend, who, by the way, is an apostle of price and quality, addressing himself to the clerk, said:

"Had you nothing in stock better than that?"

"O, yes," replied the clerk.

"Well, why didn't you show it?"

"O, I don't know. I thought that was good enough for her."

"Well, you shouldn't think," rejoined my friend. "That woman wanted a good article and was, I should judge, prepared to pay for it. The article will not turn out well, and you stand to lose a customer."

* * *

There is no branch of trade in which quality and price should be preached more assiduously than in the dry goods trade. One cannot taste dry goods like one can groceries, and consequently the average customer must of necessity depend largely upon the merchant or his clerks for guidance as to quality and value of goods purchased. It would, therefore, be a good thing for dry goods merchants to periodically impress upon their clerks the importance of quality and price. It would certainly pay the merchant better, as well as guarantee better satisfaction to the customer, for the higher the price the better, of course, as a rule, is the profit.

ATTENTIVE, BUT NOT ANNOYING.

By W. L.

I RECENTLY made a tour of a large department store in Philadelphia and one thing that particularly impressed me was the uniform attitude of the clerks in the various departments towards those who were inspecting the firm's wares as they walked past. Clerks were always close at hand, but they never obtruded. And yet there was by no means lack of attention. One felt that they had been instructed not to approach a customer until he or she had evinced some interest in the article being inspected. At any rate, that was my experience. I could travel from department to department and from counter to counter unmolested by clerks until I became interested in any article. And the moment I became interested, a quiet and polite voice would remark: "That is a nice line," or "Can I show you some of these, sir?" or "We are making a specialty of these to-day, sir," or something to that effect.

I felt that while I was not being interfered with I was not being neglected. The effect upon me was most gratifying, and I have no doubt it has the same effect upon others. It is a good thing for clerks to be eagle-eyed, but not obtrusive, attentive, but not annoying.

SHOVE AND "PULL."

By E. H. O.

IT was before the self-adjusting folding doors had been introduced. Doors opened only one way; it was a case of shove one way and pull the other.

A youth, lately out of school, bright and intelligent, was surveying his last fifty-cent piece. "Mighty glad I've got my room paid for a week. It'll take a lot of scheming to make this money last. If I could once get a good job I'd 'soak' a quarter of this for a dinner."

Bananas were selling at 10 cents a dozen. He bought six and ate them in a park.

"If I only had the pull, I think I could get into that bank on the corner. Confound it, anyway! things go by wires. By George! I'm going down past there; if I can screw enough courage up I'll go right in and speak to the manager. Pretty nice trick, though—I've got turned down six times already to-day."

It may have been the bananas that gave him fresh courage, or it may have been the cool drink of water. With a piece of old comb he straightened his hair and togged up the best he could, and with an alert step he hastened to the bank.

Just as he put his hand on the bank door, he stood still—his attention fixed on a spot near his hand. A man, coming up, said: "Can't you open it, Johnny? To get in the bank you must push."

"Thank you," said Johnny, "I always thought you had to pull."

"No, that's how you come out. See, here is 'Push'; on the other side is 'Pull.'"

Johnny realized then fully himself why he had been standing still, looking so intently at the brass sign on the door.

Probably this was why Johnny took the job for $2.50 per week and soon had one for $25.00 per week. It had occurred to him that the surest and most permanent road to success in great trade enterprises—the way in, and not the way out—was "push," not "pull."

STOCK-TAKING AND ITS IMPORTANCE.

By W. H. S.

THE end of the year reminds the drygoodsman that for him it is time to take stock of the goods in his store. All merchants, with few exceptions, from the small dealer on the corner to the large departmental store, observe this season.

A small merchant indeed may reason that it is scarcely necessary for him to take stock this year, his business being conducted on a paying basis and all the goods in his store being paid for. He can, of course, stand up and size up the goods upon his shelves at any time. He will not be the richer by stock-taking, and it means a good deal of extra work. But

EVEN THE SMALLEST MERCHANT

will derive from it something to his advantage. Leaks may be discovered, and old goods which have perhaps lain on the shelves for years may be disposed of before they are rendered totally unsalable.

The stock is not the only thing in the store that should be valued and inventoried, but it is the most important.

METHOD IN STOCK-TAKING.

Every article in the store coming under the category of merchandise should be counted, weighed, or measured. The smallest piece of cotton and the largest web of worsted should be measured, and entered in a book with their cost price. The prices entered should be what was actually paid for the goods at the time they were bought, with shipping and Customs expenses added; but if the goods are lower in price at the time of stock-taking than when bought, the lowest price should be put down in the book. This stock-book will be handy for referring to when new goods are required.

Many men invoice their goods too high, but stock-taking enables them to correctly estimate the value of the merchandise they carry. Stock-taking is valuable to the dry goods merchant by aiding him to

FIND HIS NET WORTH.

It seems to bring under his notice shelf-worn goods, which, perhaps, have been long on his shelves and have depreciated in value. He will quickly perceive the necessity of getting rid of such goods as soon as possible. Dust and dirt can be removed, and the goods which have been unrolled or come out of the packages can be fixed up neatly and attractively. And goods, the sales of which have hitherto been slow, can be pushed to the front and gotten rid of more quickly.

RESURRECTING OLD STOCK.

No matter how prosperous the business or how large the sales, a certain amount of old stock is sure to accumulate year after year, as errors in buying are sure to be made. Goods which only sell once a year are neglected and allowed to accumulate.

By handling the stock over once a year, goods can be more carefully bought in regard to quality. In the opinion of an expert, more failures are the result of dead stock accumulating than from any other cause. Of course, excessive buying is more likely to be indulged in by the beginner in business, who usually does not exercise his care well enough in buying sparingly with his generally small capital. He should beware then that he does not lock his money up in useless goods that cannot be readily sold. His annual stock-taking will help him greatly to

REMEDY HIS MISTAKE

in this regard. We know of business men who, years ago, bought heavily of some goods and carried them on their shelves without selling them. The goods deteriorated in value, until they were worth only a fraction of what was paid for them. Thus, so much money was lying useless on the shelves of the store, occupying valuable space, and meaning so much loss to the merchant. It is needless to say that such merchants are hard up and in need of money.

CAREFULLY PREPARED MAILING LIST.

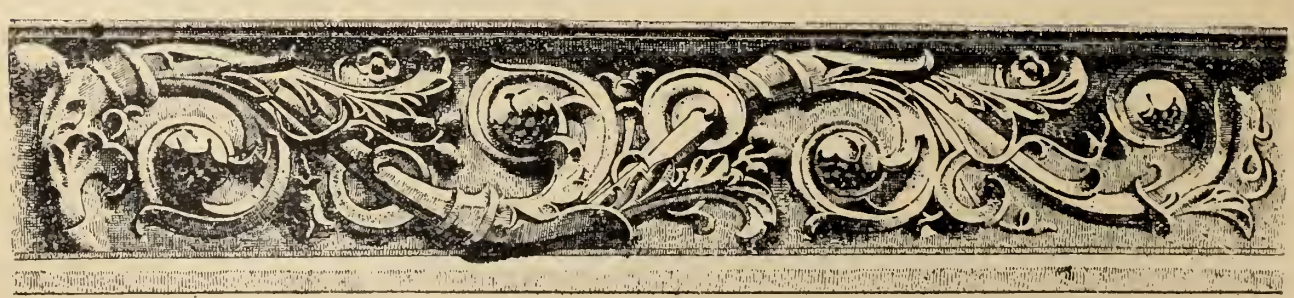
IT is advisable that every merchant should have some system for keeping a record of the names and addresses of customers, new as well as old. A Wisconsin firm that devotes a good deal of attention to this particular branch of its business, in a recent interview said:

"We have a mailing list of 1,500 names, which we watch with a great deal of care. Our clerks are instructed to learn the names of new trade and give these names to us.

"Another feature is that we use a plain envelope in which to mail our circulars to the trade. The probability is, we have figured, that the curiosity of our trade will get them into the inside of the envelope.

"A four-page pamphlet or folder we prefer. It is out of the ordinary style of retail advertising and has a better effect, we think, than a simple circular. We like to do differently from our competitors.

"Another of the features of our store which we fell assured is all right is our crockery department. It is not improbable that this will be increased to include hardware specialties. In towns our size we prefer day to hour sales, as this permits the farmer to get into town any time during the day."



The Distribution of Selling and Commercial Expenses

By KENNETH FALCONER, Montreal.

THE pro-rating of manufacturing expenses on the cost of product is a question which in these days of high shop organization is attracting universal attention amongst manufacturers. With the possible exception of the various methods of compensating labor, whether based on day or piece work, and including all forms of bonus or premium plans, no management problem is being more generally considered nor widely discussed. From the simple plan of providing for all expenses, including both selling and commercial, by a percentage on the cost of labor and material entering into the product, to the separation of the manufacturing expenses and providing for them by the scientific distribution on the cost of each article of only such items of expense as are directly related thereto, the manufacturer of to-day has unlimited opportunity to select that plan which is best suited to existing conditions and surrounding circumstances.

Where a line of distinction is drawn, separating manufacturing expenses, all others are usually classed together, and little or no attempt is made to distinguish between the selling and the commercial, or administrative, expenses of the business. The manufactured cost of an article being composed of labor, material and manufacturing expenses, one of the following plans is usually adopted as regards what may be termed the selling cost; that is, the cost of the article up to the time it is sold and becomes the property of the customer. In one case it is charged to Sales Account at its manufactured cost, and the difference between that value and the price at which it is billed to customer represents the gross profit; for this difference Profit and Loss Account receives credit, and being debited with such expenses of the business as are not included in the manufactured cost sufficient to cover all selling expenses, leaving the commercial or administrative expenses to be wiped out by Profit and Loss; or else to advance the cost at which goods are charged to Sales Account a sufficient percentage to cover all expenses not provided for in the manufactured cost; that is, the cost at which the article is charged and credited to stock. The objection to the two first plans is that they do not allow each individual sale to show the net profit or loss, as the case may be, and thus to stand on its own merits, while the weakness of the last plan is that, no distinction being drawn between the selling and other commercial expenses, it is impossible to hold the selling department responsible for the ultimate result, or to judge whether the efforts of the salesmen are producing from time to time more or less satisfactory results in the shape of profits on sales. Just as where all the expenses of a concern are included in the cost of manufacture it is impossible for an extravagant commercial, or incompetent selling, organization to neutralize the effects of the best of management, so, where no distinction is made between selling and administrative expenses, it is possible for an extravagant accounting, or commercial, organization to more than offset the efforts of the most efficient selling staff or the most economical administration of the stock-room and shipping department.

The point I want to make may be seen more clearly by an examination of Figures I and II. If the selling cost, that is, the cost up to the time the sale is made, is taken to include all expenses, as shown on Form I, then an extravagant administrative department or executive may more than offset the results attained by the selling staff, and the cause of a gradual lessening of the percentage of profit on sales remaining undiscovered; whereas, if the selling cost is taken to be as shown in Figure II, the cause of the trouble would be at once indicated. More especially will this be the case if the division between selling and other commercial expenses is so arranged that, while the latter are equally borne by all sales, the former are distributed in their correct proportion on the cost of goods sold in the various territories or districts of the company's trade. To obtain this result and, at the same time, have each sale show on its face the net profit or loss is the object for which this plan was designed.

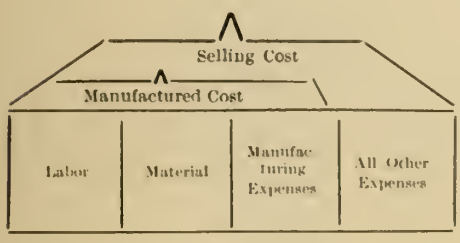


FIG I.

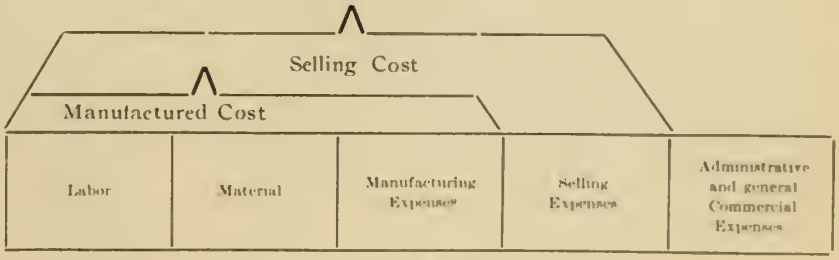


FIG II.

For purposes of illustration we will assume the case of a manufacturing company doing business in three defined districts, known as east, west and city. All manufacturing expenses being provided for by an advance on the price at which goods are charged to stock, a careful analysis of the remaining expenses shows an annual outlay of, say, $72,000, amounting to 12 per cent. on the cost of the probable sales as based on past records, this sum having to be provided for before any profit is made. Of this amount $42,000 is for such expenditures as may fairly be called selling expenses, such as travellers' salaries and expenses, commissions, advertising, etc., etc., the remaining $30,000 being made up of the general administrative expenses of the concern. The sales are estimated at $800,000, divided equally among the three districts named. The gross profits averaging 33⅓ per cent on cost, this would mean a cost of goods sold of $600,000. The general administrative expenses bearing no direct relation to the amount of sales in each district, but only to the total of such sales, are to be provided for by a charge of 5 per cent. on the value of the goods sold, without regard to the location of customer. It is very desirable, however, that the charge against Sales Account, made to provide for the selling

NOTE A. Data upon which provision for expenses for coming year is based:

	East.	West.	City.	Total.
Sales—				
Cost	$200,000.00	$200,000.00	$200,000.00	$600,000.00
Sold	266,666.67	266,666.66	266,666.66	800,000.00
Expenses—				
Selling	$14,000.00	$22,000.00	$ 6,000.00	$42,000.00
Administrative	20,000.00	10,000.00	10,000.00	30,000.00
Total	$24,000.00	$32,000.00	$16,000.00	$72,000.00
Percentage of selling expenses on cost of sales	7 p.c.	11 p.c.	3 p.c.	
Percentage of commercial & administrative expenses	5 p.c.	5 p.c.	5 p.c.	
Total advance on cost of sales to cover all expenses except manufacturing	12 p.c.	16 p.c.	8 p.c.	

FORM 1—SHIPPING SLIP—EAST.

This space contains name of customer, date, terms and all particulars.

	Article.	Price. Cost.	Price. Sold.	Shop A. Cost.	Shop A. Sold.	Shop B. Cost.	Shop B. Sold.	Total. Cost.	Total. Sold.
	4	$1 50	$2 00	$6 00	$8 00				
		1 50	2 00			$6 00	$8 00	$12 00	$16 00
				Add 12 per		cent.		1 44	
								13 44	

The ultimate disposition of the above amounts is as follows:

Sales Account, Dr.		$13 44	
To Stock			$12 00
Sales Revenue		7 p.c.	84
Com. "		5 p.c.	60
		12 p.c.	
Customer, Dr.		16 00	
To Sales Account			16 00

expenses, should be distributed on the sales in the various districts in exactly the same proportion the selling expenses of each district are expected to bear one to another. The various sums required will be seen by reference to Note A, and are based on past records of sales and expenses and present knowledge of salaries, commissions paid, and of current advertising contracts. For each district shipping slips (Form 1) of a different color are provided; these are either made out by the shipper, or are the original shipping orders, as may be found best, and are the official advice to the office of shipment having been made, and notification to charge customer. When the charge has been made in the day book, the invoice number is noted in the space provided and the shipping slip returned to the cost department; there the costs are filled in, value extended and the total percentage required to cover selling and commercial expenses (in this instance 12 per cent. for goods sold in the east, 16 per cent. in the west and 8 per cent. in the city), added to the cost. At the close of the month the various amounts thus added are listed under their correct headings and the totals ascertained. These totals are then divided in the proportions, as shown on Note A, and the amounts credited to Sales Revenue and Commercial Revenue, respectively, stock being credited at net cost. Sales Revenue Account thus gets credit for 7 per cent. on the cost of sales in the east, 11 per cent. in the west and 3 per cent. in the city, while 5 per cent. on all sales goes to the credit of Commercial Revenue to provide for the general expenses other than the selling. Sales Account having been debited with the net cost of goods sold, plus the percentage as shown in Note A, the difference in each instance between the amount so charged and the selling price will represent the net profit and show on each individual sale; a most important point in the eyes of most managements.

All accounts properly coming under the head of selling expenses are each month closed out to Sales Revenue, and the

NOTE B. Sub-Ledger Account.

SALES ACCOUNT.

DR.	East.	West.	City.	Total.	CR.	East.	West.	City.	Total
1901									
Manufactured Cost	$200,000.00	$200,000.00	$200,000.00	$600,000.00	Sold for	$266,666.67	$266,666.66	$266,666.67	$800,000.00
Per cent. added	24,000.00	32,000.00	16,000.00	72,000.00					
	$224,000.00	$232,000.00	$216,000.00	$672,000.00		$266,666.67	$266,666.66	$266,666.67	$800,000.00
1902									
Manufactured Cost	$200,000.00	$100,000.00	$300,000.00	$600,000.00	Sold for	$266,666.67	$133,333.33	$400,000.00	$800,000.00
Per cent. added	24,000.00	16,000.00	24,000.00	64,000.00					
	$224,000.00	$116,000.00	$324,000.00	$664,000.00		$266,666.67	$133,333.33	$400,000.00	$800,000.00

SALES REVENUE ACCOUNT.

	East.	West.	City.	Total.		East.	West.	City.	Total.
1901									
Selling Expenses	$13,900.00	$21,850.00	$6,100.00	$41,850.00	Per cent. on cost	$14,000.00	$22,000.00	$6,000.00	$42,000.00
1902									
Selling Expenses	13,900.00	19,000.00	6,700.00	39,600.00	Per cent. on cost	14,000.00	11,000.00	9,000.00	34,000.00

COMMERCIAL REVENUE ACCOUNT.

It is assumed that the percentage added to manufactured cost and credited to this account exactly provides for all administrative expenses.

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REGD.

PURE WOOL FLANNEL. UNSHRINKABLE.



A "Remino" Pyjama.

FOR



A "Remino" Waist.

Men's Pyjamas,

Golf, Cycling, Tennis and Cricket Shirts.

Children's Dresses,

Underclothing, Etc.

Ladies' Shirts,

Blouses, Tea-Gowns,
Dressing-Gowns, Underclothing,
and
All Athletic Wear.

"Remino" Regd. is a thoroughly reliable ALL-WOOL UNSHRINKABLE Flannel, manufactured in England, where it has met with enormous success. It is made in all the newest colors and designs in Plains, Stripes and Checks.

Absolutely Fast Color.

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Patterns on application to Sole Manufacturers,
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Atlas Works, CARLISLE, ENGLAND.

other commercial expenses to Commercial Revenue. The manufacturing expenses having been charged out to the account provided for that purpose, it will thus be seen from month to month if the amounts provided for all the expenses of the business are too small or are in excess of the requirements, and in either case, whether it is the provision for the manufacturing, the selling or the administrative expenses that require readjusting. Should any of these expenses reach an abnormal figure, instant attention will thus be called to it.

In connection with the general ledger a sub-ledger is kept, showing the distribution of the selling expenses as well as the provision for same amongst the various districts, east, west and city.

Assuming annual sales for two different years at $600,000, with a gross profit of 33⅓ per cent., Note B shows the total of the Sales Account and the Sales Revenue as taken from this sub-ledger, B1 being a summary of the result. Note C contains exactly the same information as far as totals are concerned, and is based upon the plan of crediting profit and loss with the gross profit on sales, and charging the selling and commercial expenses to that account, the ultimate result in the shape of net profit shows an increase over 1902 and a decrease in the expenses of the business for that year—a most satisfactory showing, on the face of it, until the details are examined. These details, as shown on Note B, however, indicate a very serious condition of affairs in the west, where the selling expenses, though legitimately high, have reached an altogether unreasonable figure as compared with the previous year. In 1901 the sales in that district amounted to $200,000, the cost and expenses of selling to $21,850; in the following year the sales fell to $100,000, a decrease of 50 per cent., while the selling expenses only show a decrease of $2,850, or, roughly speaking, 13 per cent. The fact that this disproportion between the falling off of sales and the lessening of expenses did not cause a serious shrinkage in the profits is owing to the city trade having increased 50 per cent., with a very slight increase of the selling expenses for that district. The total sales expenses and profits for each year being practically the same, the management might easily fail to see that their hold in one of the districts covered by their salesmen was fast being lost; but the expenses in that district being kept up to a high figure, possibly on account of injudicious advertising contracts. If the sales in the west had been equal in 1902 to what they were in 1901, the net result would have been a very substantial increase in the business done and profits realized. It must be understood that the figures used are purposely such as to show extremes. The results, however, are improbable in degree only, and not in their nature, and under these circumstances the trend of affairs would, of course, have been seen long before the results were so serious or the amounts involved so large. It is a truism to state that accurate knowledge of details is essential to the best success of the productive departments of industrial concerns. Equally full knowledge of details, if not so essential, may yet well be a strong factor towards the success of the selling department, and the admitted necessity of careful distribution of all manufacturing expenses is a strong plea for equal care in the distribution of the selling and commercial.

NOTE B1.

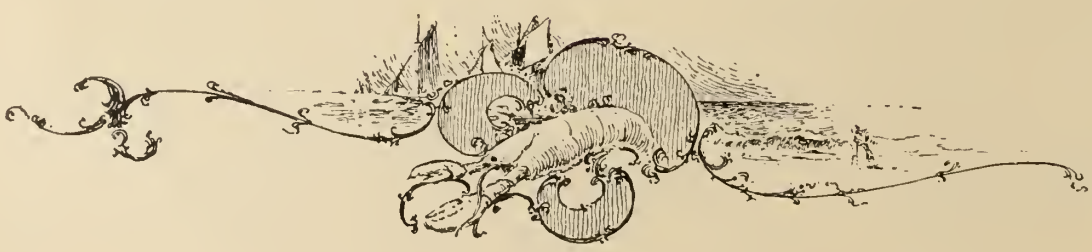
Being a summary of the results for two years, as shown in Note B.

1901.	
Sales	$800,000.00
Selling cost as charged sales acct.	672,000.00
Profit on sales	$128,000.00
Add excess provided for selling expenses, being profit made by selling department	150.00
Net profit	$128,150.00
1902.	
Sales	$800,000.00
Selling cost as charged sales acct.	664,000.00
Profit on sales	$136,000.00
Less deficiency in amount provided for selling expenses, being a loss caused by the selling department	5,600.00
Net profit	$130,400.00

NOTE C.

Memo. of sales and profit without any distribution of selling expenses.

	1901	1902
Sales	$800,000.00	$800,000.00
Manufactured cost	600,000.00	600,000.00
Gross profit	$200,000.00	$200,000.00
Less all expenses not included in cost of manufacture	71,850.00	69,600.00
	$128,150.00	$130,400.00



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TRADE VOCABULARY.

CERTAIN foreign words have been adopted by the trade, either because the manufacturers' names for the articles stick, or because there is no English equivalent for the word used. Quite often a foreign word or phrase is used for the sake of brevity. In more cases French is preferred because the French word gives more "tone" to the article than the English synonym. In almost every case it is a matter of practicability and not at all affectation to use the foreign word. It has long been considered bad form to use French words, where English will serve every purpose as well.

We are apt to grow familiar with the appearance of a word and its meaning when it is impossible to catch its pronunciation from its spelling. As it is essential to know this also in order to make use of the word in talking the following brief list is given:

Word—Pronunciation.	Definition.
Atelier	A work-room.
Antique—Anteek	Ancient in design.
Applique—Apple-ka	Materials cut out and applied to other material.
A-la-mode—A-la-mode	According to the fashion.
Assorti	To match.
Baroqu—Ba-roke	Grotesque or eccentric in shape.
Bayadere—Ba-yah-dar	Having design running across the material.
Beige—Baghe	A soft shade of tan color.
Bolero—Bo-ler-o	A small jacket cut in the Spanish fashion.
Boucle—Boo-cle	Having an embossed surface.
Broche—Bro-sha	Knotted effects on the surface.
Batiste—Ba-teest	A fine muslin resembling lawn.
Cabochon—Cabochon	A round buckle or brooch.
Chantilly—Shong-te-e	Lace made at Chantilly.
Chic—Shick	Stylish, artistic, "smart."
Chiffon—Chif-fon	A fine, soft, silk gauze.
Cocher rosette	Rosette like a coachman's.
Coiffure—Ko-if-feur	Manner of arranging the hair.
Calais—Ca-lay	Applied to laces made at Calais.
Crepon—Crapon	A crinkled dress fabric.
Choux—Shoo	A large rosette or round bow of ribbon.
Crepe de Chine—Crape d sheen	A thin crinkled silk first made in China.
Crepe Lisse—Crape Lis	
Comma il faut—Comme il-fo	
Directoire—De-rec-to-a	In the style of the French Directory.
Drape d 'ete—Dra-de-ta	A heavy-weight material woven like cashmere.
Ecru	The shade of unbleached goods.
Etre distingue—A-ter d stanga	Elegant, distinguished in appearance.
Emeraude—Emerode	Emerald.
En suite—Ang sweet	Together, or in the train of.
Faille—Fah-ee	A soft ribbed silk.
Foulard—Foo-lard	A thin, soft, washable silk.
Flitter—Flit-ter	Spangles made of composition.
Guimpe—Gimp	Yoke to be worn with a low-cut dress.
Habutai—Hab-u-ti	A plain woven silk made in Japan.
Illusion—(English pronunciation)	A thin, transparent tulle.
Lisle—Leel	Woven of fine, hard twisted thread.
La mode—Lah-mode	The fashion.
Lingerie—Lan-cher-ee	Woman's lighter apparel.
Louisine—Lou-is-een	Soft silk of a special weave.
Maline—Ma-leen	A very fine silk net of a gauze-like texture.
Medici	A high collar rolling out at the top.
Miroir—Mir-o-ah	Having a glossy or brilliant surface.
Modiste—Mo-deest	Milliner.
Moire—Mo-ah-ra	Having a watered surface.
Mousseline de soie—Moos-e-leen-de-soah	An extremely fine muslin of silk.
Panne—Pan	A pile fabric similar to satin antique.
Peau de soie—Po-de-soah	Silk woven like gros-grain, but with a very fine rib.
Pompadour—Pom-pa-door	Small flowered designs in bright colors.
Plauen—Plow-en	Name given to German machine-made laces manufactured in Plauen.
Robes (Robes)	Gowns, dresses.
Recherche—Ra-shar-sha	Wrought out with extreme care.
Salon—Sa-lon	An exhibition room.
Taffeta—Taf-fe-ta	Plain surface silk.
Tout-en-semble—Toot-ang-samgbel	Taken all together.
Tam o' Shanter—Tam o' Shanter	A Scotch cap. Now used to designate large puff crown hats.
Tartans (Clan Tartans) (as spelled)	Scotch plaids.
Toilette—Toah-let	A costume.
Toque—Toke	A round hat without brim.
Tulle—Tule	Plain fine silk net.
Trousseau—Troos-so	The wardrobe for a bride.
Valenciennes—Val-ang-si-en	Lace made in Valenciennes.

DECISION AS AN ESSENTIAL TO SUCCESS.

By ARTHUR SIDNEY LOSEY.

PHILOSOPHERS are all very well in their way, and in the discussion of their never-arriving milennium can be as deliberate as they please. But we business men of this twentieth century are immersed in a great and cruel *now*. The same moment arrives to the thousands, the millions, of human beings that go to make up what we term the world. If we let it slip by unnoticed, unacted upon, someone else will have utilized what belonged by right to us; and what is thus once lost can never be regained.

Decision is the ruling power of the times. We have no time for deliberation. That must have been our preparation for our work—not our tools in hand.

The race is not won by the rider who stops to deliberate how he shall take a hurdle, but by the one who gets over first. The general on the field of battle spends little time deliberating upon the manner of attack—but fights! His deliberation was had the night before.

We are in the midst of action. Every day, every minute of every day, has its question that demands an immediate answer. Once deny the right, the time is but a measure of years, and opportunity becomes a mocking farce.

In the carrying on of the business of a certain manufacturing company, a large number of people are employed—fifteen hundred in one mill. Every minute in the mill counts as fifteen hundred minutes. Every detail must be made so as to dove tail into its next-door neighbor, that there be no hitch.

Almost every week has a crisis of its own. An order is received that must be accepted at once if at all. The acceptance of it means the shifting of the work of a number of looms. It means the making up of samples at once. It means the stopping of certain other work in order to find room for this. It means an immediate decision as to whether it be worth accepting and an immediate decision as to how it can be accepted and also an immediate decision as to the cost of manufacture and sale.

A case in point came under my knowledge recently. An order was offered and accepted, and samples made for the new customer before 3 o'clock on the same day. In the working out of the order the work on fourteen looms was shifted. The samples submitted proved to be satisfactory, and the work was rushed through to the satisfaction of the one who placed the order.

It was decision that obtained the order, and decision that made it possible to execute it.

The modern business office is controlled by men of decision, it is filled with able lieutenants of decision, and every detail of the enterprises under their control is in the hands of decisive workers. Deliberation is too often a synouym for hesitation, he who hesitates is lost.

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OILCLOTH-MAKING IN CANADA

A Description of the Process.

AMONG the industries of Canada the manufacturing of oilcloth can scarcely be considered as one of the most important, since at present we have only one factory devoted to its manufacture—although this is an immense one. But the subject should at least have an interest with the trade, most of whom handle this staple floor covering along with carpets, in which department it is no insignificant line. But oilcloth-making is in itself a very interesting process, and it is safe to assume that only a very small percentage of those who buy and sell it have ever witnessed the operation by which it is made.

SIMPLICITY OF MACHINERY.

When one looks over the plant of a big oilcloth works one is struck by the comparatively simple machinery used. Entering the buildings with little or no previous knowledge on the subject, one is prepared for all sorts of complicated machinery in order to prepare the material and produce the many varied designs one is accustomed to see in these cloths. But, while the machinery itself is of simple construction, the process by which the oilcloth is made is not, but requires at various stages the utmost skill and care to effect the desired results.

PRECAUTIONS AGAINST FIRE.

The area covered by the oilcloth manufacturing plant is necessarily large, as the buildings in which the different operations are conducted are usually separated, with fireproof walls between. Thus, the danger of a conflagration, which, before modern science and resource introduced new and improved conditions, was a thing always to be feared in such an establishment, has been very much lessened. Indeed, there are now as few fires occur in these factories as in any other connected with the dry goods trade. It is usually the case, too, that all large plants of this kind have their own fire extinguishing appliances and force of firemen.

Some of the buildings are entirely separate; others, again, are connected, only being divided by the above-mentioned fireproof walls.

BASIS OF THE OILCLOTH IMPORTED.

While the whole process of manufacturing oilcloth into shape for commercial purposes is done here, the basis of the oilcloth itself is imported from Scotland. This is burlap; and oilcloth is primarily only burlap, sized, painted and printed. The burlap reaches this country in large bales, and is in pieces of 152 yards each. There are six standard widths, ranging from 38 to 93 inches; while for special purposes, such as table oilcloth, stair oilcloth, etc., it is made in special widths.

JOINING THE BURLAPS.

On their arrival at the factory, several pieces of the burlap are sewn together, and when the desired length is obtained it is placed in position in a huge roll before the sizing machine. The sizing or stiffening of the burlap is the first step towards converting it into oilcloth. The burlap, which is at first soft and pliable, is given a hard surface by the sizing, which enables it to retain the paint. In the case of the cheaper grades a double purpose is accomplished by dyeing the size, which then colors the unpainted back of the burlap. The solution used for dyeing flows from the room where it is made into a vat connected with the machine. In the bottom of this vat a roller revolves, and under this the burlap is drawn from the big roll. It gets a thorough wetting while in the vat, and from thence passes through rollers, and is wound up again into a large roll, as it was before going through the machine.

The burlap, dripping wet with the sizing, is then taken into another room preparatory to being dried. It is carried on endless chains into the drying-room, where the temperature is kept up to about 220 deg Fahrenheit. It is watched through windows while drying—for, of course, such a heat renders it impossible for anyone to enter the room. The hot air is driven up from a heater below.

After making the turn of the drying-room three times, it passes again out and under a window sash, where it is marked into lengths automatically. Thence it is drawn over three steam-heated rollers, which press and iron it. The burlap, which is now stiff, is cut up into lengths, rolled up, and is ready for painting.

Large oilcloth-manufacturing plants, like that of The Dominion Oilcloth Company in Montreal, have their own linseed oil tanks, boil their own oil and prepare their own paints.

THE PROCESS OF PAINTING.

The painting machines are simply constructed, and the process of painting the body color on the burlaps is also of the simplest. They are usually on tracks, so that they can be moved from one end of the building to the other in order to paint any desired piece of burlap, the pieces being hung separately on racks. A tub of paint is brought up to the machine, and thrown by dipperfuls on the burlap as it passes over two pads. It is then drawn under two knives which distribute the paint evenly over the surface. Sometimes as many as four coats of paint are given to one side of the cloth.

DRYING PROCESS.

The burlap is then drawn to one of the racks, and it is left to dry. The drying process is helped forward by the free circulation of air in the daytime, and at night and in cold weather steam is used. After drying, which takes a couple of days, the burlap goes to the rubbing machine. Here, by means of pumice stone blocks, and sometimes sand thrown on the surface of the cloth, the painted burlap is smoothed so as to be fit for printing.

THE PRINTING PROCESS.

The printing of the oilcloth is the most interesting of all the various processes, and, in the case of hand-printing, which, however, is done but little, the most ability on the part of the workmen is required. On the more expensive grades of oilcloth and on samples hand printing is sometimes used; but the greater portion of even these goods are printed by machinery, and it is difficult in some cases to see why the machines should not be employed on all oilcloths, for the work they do is certainly very fine.

THE PRINTING BLOCKS.

For printing, either wood or metal blocks are used, depending on the kind of work to be done. Each color is printed by a separate block, and sometimes patterns require as many as ten different shades. Like the painting machines, the printing machines move on tracks from end to end of the room. The printing machines are over 50 feet long, and the oilcloth is fed in from the rear.

K. Ishikawa & Co.

Japan and China Mattings.

Japan Habutai Silks.

Japan Taffeta.

Japan Corded Silks,

White, Black, and Colors.

24 Wellington St. West Toronto, Ontario.

The blocks for printing are fastened to frames extending over the machine, and are moved vertically by means of cam wheels; so that when the flat side of the cam turns up, the blocks are let drop down on the oilcloth. The paint is put on the blocks by rollers, much after the manner of a printing press. Each roller "inks" one block, which prints one color. The burlap is moved forward automatically a certain number of inches, where it stops and the blocks descend, each leaving its impression on the cloth. Thus, as the oilcloth enters the machine, and stops for the first time, all the blocks descend, but the first is the only one which descends on the oilcloth. Another forward movement is made, and the second block—with a different color—makes its mark on the oilcloth, while the first block makes a second impression farther down. As the last block is reached all the colors are printed and at that portion of the oilcloth the design is completed.

THE DRYING PROCESS.

As the oilcloth gradually moves through the machine, it is drawn into a drying-room and raised through trap doors to any floor desired. It takes sometimes as long as twenty days for the printed cloth to dry, while in other cases it dries in three days. When dry enough it is rolled up, and left to stand for about a month.

In hand printing the block is "inked" on a pad and the paint spread with a brush.

THE VARNISHING PROCESS.

The last machine through which the oilcloth must go is the varnishing machine. The oilcloth is passed under a metal trough containing the varnish. Along this a row of spouts pour the varnish evenly over the oilcloth, which moves forward between two rollers, the one on the surface of the oilcloth being a printer's roller, which spreads the varnish. This is done more thoroughly after passing the roller by workmen with brushes. The oilcloth is drawn up to the drying-racks again and left until quite dry.

It then is rolled up and sent to the warehouse, to be brought out when some member of the trade finds that he is in need of that particular pattern.

FASHIONS AND THE COUNTRY MERCHANT.

THE desire for change is inherent in the human race, and the love of adornment is instinctive, even with the least civilized branches. Fashions and changes in fashions have existed even in the most remote times, and in our own day they form one of the most potent factors in trade.

In the greater part of the goods bought and sold in the dry goods trade fashion is the keynote of value. While it is not every class of goods that comes under its influence, the value of the most important and profitable part of a dry goods merchant's stock is that which feels most the influence of fashion. Fashion puts an artificial value on some goods, and it is in these that both wholesaler and retailer find the most profitable part of their trade. Hence, they are always on the alert to cater to the demands of fashion.

It is fashion that regulates the demand for goods; and no matter what their qualities of material or weave, when goods are no longer fashionable they are no longer wanted—as many merchants know to their cost.

The successful business man is fully alive to this power and selects all his goods with an eye to their fashionable qualities. He studies the fashions and knows when and how to buy, and is always in line for something that is new and stylish, for he has found by experience that it is the fashionable goods that sell quickly and at a good profit. To be successful he must also study the wants of the community that he sells to, and be shrewd enough to select the goods that will appeal both to their pockets and taste.

There is much talk about the fickleness of Fashion, but those who watch her closely know that there is rarely an abrupt change from one style to another. Many things help to mould the styles—a beautiful gown worn in a new play by a beautiful woman, or at a great State function like the Coronation, which undoubtedly has originated the vogue for velvets, ermine, and the many rich embroideries now in use.

That fashion news spreads quickly in these days of steam and telegraph there is no denying, and that those who live in the remoter districts have a good idea of the current styles is proved by the active demand for goods that were once thought good only for the city trade.

Rural merchants and storekeepers are beginning to find out that if they do not keep their stocks up to date, if they do not stock the same class of goods as the city stores, the mail-order business with the department store increases and they lose much trade that they might otherwise retain.

The time has passed when goods that are out of style a season or so can be worked off on the country trade, as almost every country paper has its fashion page. Then there are the advertising catalogues of the large city firms, and the many fashion magazines that are now brought out at popular prices. These all spread among the country people the styles that meet with the approval of the city trade.

The desire to be well and stylishly dressed is shared equally by the city woman and her country sister, and in the present prosperous condition of the country they can both afford to gratify those tastes. The merchant who is most alert as to what is most stylish—other things being equal—is the one who is going to get the largest share of trade.

It is interesting to note how soon the styles that are worn in Paris, London, and Vienna are seen on this side of the ocean; and once copied here, they soon find their way into the country districts.

The merchant who makes a success of his business is the one who keeps well informed not only on what is, but has definite ideas of what is going to be; and in these days of the trade journal and the fashion magazines this is comparatively an easy task.

The Dominion Oilcloth Co., Limited

MONTREAL.

Returned to Montreal Jan 15/03



Select and up-to-date patterns in...

Floor, Table, Shelf and Stair... **OILCLOTH** **Enamelled and Carriage.**

Decorative Burlaps - Double Sized, Oil-Coated.

See our Samples. Travellers of all wholesale dry goods houses in Canada carry them.

WEST INDIAN PRODUCTS.

IN this issue THE DRY GOODS REVIEW presents its readers with a cut of the British West-Indian exhibit, as it appeared at the Toronto Industrial Fair last September. The picture gives some idea of the extent and importance of this exhibit, but naturally it fails to do adequate justice to the whole thing. One would need to be present in person and examine carefully all the details in order to grasp the full significance of the important collection of West-Indian products there shown. The arrangement was excellent, and the various exhibits were placed as conveniently as possible to admit of a careful inspection. The throngs which crowded around the space allotted to this section evidenced the interest which was they had not been backed up in the able manner they were by the exhibitors in the West Indies, as also by the following gentlemen: Luke Hill, Guy Wyatt, of Demerara; T. Geddes Grant, Edgar Tripp, of Trinidad; John Barclay, secretary of the Agricultural Society, Kingston, Jamaica, and last, but by no means least, Dr. Morris, C.M.G., Imperial Commissioner of Agriculture in the West Indies, and his lieutenants in the different Islands.

Dr. Morris, Mr. Pickford informs THE REVIEW, passed through Toronto some three weeks ago on his way to Ottawa, and stated that he was more than delighted with Canada. He has control of the botanical stations in the different Islands,



An Exhibit of West-Indian Products.

universally aroused by the luxuriant and curious products of the tropical Islands.

Next year, Pickford & Black, of Halifax, who originated and carried out the idea of the exhibit, and who are to be congratulated on its success, intend to repeat their experiment on a large scale both at Toronto and at the Dominion capital.

C. S. Pickford, who undertook the task of working up the interest of the people of the West Indies in the enterprise, and who also took charge of the exhibit at Toronto, informed THE REVIEW that, although the work and worry was great, he looked forward to the pleasure of making, if possible, a larger showing next year. For this purpose he will probably leave Halifax for the West Indies about the middle of January.

Mr. Pickford says that, although his firm did the work of transporting the goods from the West Indies to Toronto and exhibiting them, their efforts would have been of no avail if and is doing a great work for the West Indies in improving the sugar cane. Here alone he has succeeded in increasing the yield some 25 per cent.; and also in fruit, cocoa and other products the improvement is marked. Take, for instance, onions; both in Antigua and Dominica this article has been made a great success of, the former, in the last couple of years, having exported large quantities to the other Islands of the West Indies.

In this regard, Mr. Pickford says that he saw at Dominica last Winter potatoes, beets, etc, which he does not think could be beaten in Canada; he also states that trade between Canada and the West Indies is steadily increasing, and all that is wanted is for our manufacturers to push their wares by sending their representatives into the field, and good business will result. THE REVIEW wishes Pickford & Black good luck in their efforts.



FACTORY

ESTABLISHED 1868

....FOR....

Spring Trade.

GLOVES AND MITTENS
MOCCASINS AND SHOE PACS
TRAVELLING BAGS
LEATHER BELTS, ETC., ETC.

During the more than 30 years success of our business, we have always been at the front in all that pertained to improvements in the production of Gloves and Mittens. We have brought out new ideas We have given the Trade splendid values—goods which have possessed style, given satisfaction and long service.

Our representatives will call on the Trade in due season. Make it a point to see our samples before placing your orders. We guarantee satisfaction, and the maximum in value at the minimum of cost.



TANNERIES

W. H. STOREY & SON,

The Glovers of Canada.

ACTON, ONT.

TRADE EDUCATION

German Methods and Practices

GREAT things do not happen by chance. To the shrewd, fluctuations are not causeless. No one will ever be so wise as to foresee all things. It is a comfort, though, to feel with our greater experience and wider outlook, and more thorough training many activities heretofore deemed erratic appear now to be the legitimate results of causes whose existence had not been guessed. In the commercial world the man with the wide outlook, the powers to grasp, is the man to succeed—provided he has common sense and sober judgment.

This faculty to comprehend cannot be imparted. But the

SICKLIEST AND WEAKEST INTELLECT

under a course of proper mental gymnastics can develop into a symmetrical and healthy mind. The most vigorous will become warped and lopsided unless braced by the regular exercise of systematic and all-round training. No instructor would recommend the exclusive practice of the short-arm travelling of ladders, or the hook-swing or the back-flip. He would demand a general physical development. Only when the whole body has been brought up to a certain standard of perfection will he allow one exercise to be especially practised, and even after this excellence has been attained the standard must be maintained and elevated.

The business man is essentially a specialist; he handles one line of goods; his energies are exerted in pushing one class of wares. He has made a special study of this one kind of article. Is there a danger that in his endeavor to develop the muscles of his arms he has neglected his legs? Will he find some day that he can't walk to the gymnasium? Will he even lose those sinewy arms because he has neglected his frame as a whole?

Things in this world are too closely related to admit of pushing one line without a knowledge of others. How is the commercial man to understand the changes in the prices of his goods; how is he to anticipate fluctuations in the market unless the training in his special department is supplemented by a knowledge of external factors?

TWO LINES OF EDUCATION.

There are for the commercial man two lines of education, not separate and distinct, but closely related and mutually dependent, if success is to be attained. He must receive an education, and the education—he must have a general and a special training. The general education will give him the true perspective of things; it will enable him to take advantage of good points in other systems or economies; it would enable him to grasp the general trend of all the factors that make for success. It will make him liberal and teach him to respect the rights of others. It will destroy the autocrat within him.

The special education is his technical training; it is a study of the ins and outs of his particular business; it is a comprehension of the best and latest methods in the conduct of this one enterprise or industry to which he is going to devote himself.

VALUE OF TECHNICAL EDUCATION.

The value of the technical education is universally recognized; we are now pleading for the supplementing of this by a generalizing education.

Commercial education has met with considerable favor in Germany. A department of commerce has been founded in the University of Toronto. The University of Birmingham is undertaking what has never been undertaken in England before—the teaching of commercial methods as a science, and Mr. Arthur Chamberlain, presiding at the annual meeting of The Birmingham Trust, Limited, advised parents to watch very carefully the proposals of the university with the view of considering whether it would not pay them to place their sons in the university previously to starting them on a business career. He was perfectly certain that if commerce was taught as it should be, and as it might be, three years at the university would be of the utmost value to rising business men.

ORGANIZATIONS IN GERMANY.

There are 115 chambers of commerce or similar organizations in the German Empire. Of this number 112 are actively engaged in promoting commercial education. The inactivity of the others, for the most part, is owing to the fact that they have only been recently established, or that commercial education in their districts is maintained by the merchants' unions or by municipal governments. The following resume will give a very clear idea what commercial education in Germany owes to the Empire's highly-organized and powerful chambers of commerce:

1. The statistics for 1901 show that 22 chambers of commerce gave $15,652 in cash to 11 commercial schools, which work entirely under their own management. Six chambers paid one-third of the deficits in 12 commercial schools with independent management; the amount is not stated. Forty-eight chambers of commerce voted the sum of $13,030 to 102 commercial schools, which were more or less controlled by these chambers. Eight chambers of commerce paid part of the deficits of 18 commercial schools, which were partially under their management. Twenty-four chambers of commerce gave small sums to 31 commercial schools for the purpose of buying prizes, books, etc. Four chambers devoted $1,697 to independent lectures on commerce and industry.

2. Twelve chambers of commerce gave prizes in the shape of books, money, stipends, etc.; in 21, the members take part in the examinations; in six chambers of commerce districts the secretary of the chamber makes tours of inspection among the schools; 63 chambers have members on the school board of directors; eight have arranged lectures for clerks and others holding minor positions in business houses; three have arranged for teachers' conferences; one has appointed a commission to examine all important school subjects, and another has established an industrial exhibition.

SUMS EXPENDED IN COMMERCIAL EDUCATION.

A short time ago the Zwickau Chamber of Commerce wrote to all the various chambers of commerce and commercial bodies in the German Empire, asking what part was taken by them in supporting commercial education, the sum expended, what supervision of schools was exercised, etc.

Among the answers received the following will give us a fair conception of what individual chambers of commerce are doing for commercial education:

RETURNED
JAN 15 190



This costume is made of Fine French Printed Silk and Wool Berege, This is one of several designs in various combinations confined to us for Canada.

Brophy, Cains & Co.

MONTREAL.

Our Drapery Department

is showing a full assortment of

American Fancy Art Draperies, Sateens and Denims, English Reversible Double-width Cretonnes at all prices, Art Screens, Etc.

Prints and Ginghams

The Magog and Colonial ranges of prints at all prices—
THE STANDARD LINES.

A full range of Dress Ginghams from

The Canadian Colored Cotton Mills Co'y,

and imported lines in

Printed Zephyrs, Printed Lawns, Ginghams, BOTH ENGLISH AND AMERICAN.

See our line of Pin Spot Silver Prints.

A full range of Silicias, Twills, Percalines, Linenettes, Sateens, etc., in all colors, **ALWAYS** kept in stock.

Brophy, Cains & Co.

MONTREAL

STOP!

and inspect our Spring Range of Dress Muslins before purchasing elsewhere.

The range, which will be in stock within a week or so, includes the

Very Latest Designs

from British, Foreign and American Print markets in

PRINTED CREPE CLOTHS,
PRINTED DOTTED SWISS MUSLINS,
PRINTED ORGANDIE, Satin Stripe,
PRINTED LENOS, Lace Effects,
PRINTED LENOS, Satin Stripe,
PRINTED JACONETS,
PRINTED BATISTES,
PRINTED ORGANDIES,
PRINTED AND PLAIN COLORED DIMITIES.

Also a large range of English-printed Satanas and Pongees, to retail at popular prices.

This Department is showing the latest importations for Ladies' Summer Wear in

KNICKER LINEN CHAMBRAYS,
KNICKER LINEN STRIPES,
FLAKED LINEN CHAMBRAYS,
FLAKED LINEN STRIPES,
LINEN CANVAS SUITINGS,
Plain, Striped, and Corded Stripe.

These goods are shown in Plain Colors, Colored Ground with white stripe, and Linen Ground with colored stripe.

COLORS—Linen, Sky, Pink, Green, Red, Navy, and Black.

Brophy, Cains & Co.

Montreal

For Spring 1903

Muslins

This Season's Importations will comprise all our former Standard Ranges in Plain Black Muslins, and Plain White and Cream Muslins, the numbers and prices being exactly the same as last season. In addition to the above ranges we have added several lines in 48-in. Fine Sheer French Muslins, and Fine French Organdies. These are also plain goods for high-class trade. Each piece nicely boxed.

Novelties in Fancy Muslins.

Our ranges in these goods are the very latest, comprising :

Fancy Stripes and Cords,
Imitation Tucks and Hem-stitched,
Mercerized Leno Stripes,
Spot and Hem-stitched Combinations,
Open Lace Effects,
Silk Warp Linen Organdie,
Silk Striped Linen Organdie,
Silk and Linen Coloured Organdies.

The following lines are worthy of your careful attention :

BASKET AND HOP SACK EFFECTS IN DRESS MUSLINS,
FANCY INSERTION PIQUES,
FANCY PIQUE CORDS.

Unique in their class and certain to be in great demand.

All-over Tuckings and Apron Muslins in both Lawn and Nainsook in a large variety of styles and prices.

We would also draw your attention to the fact that we have a most comprehensive range of **Laces ;** also **Embroideries,** suitable for making up with all our Muslins.

BROPHY, CAINS & CO.

Montreal

Berlin.—The Merchants' Corporation of Berlin has supervision over six commercial schools, to which it gives a subvention of $10,000 annually. In addition, the corporation gives $550 to an institute which prepares young girls to fill positions in business houses, $250 to the Humboldt Academy, and $1,000 to the city weavers' school. The corporation also gives $1,250 each semester for the benefit of young men who wish to hear lectures on the science of commerce, etc. The corporation would like to see the attendance of apprentices at these schools made compulsory.

Dortmund.—The chamber of commerce gives $900 annually to the commercial school in this city.

Dresden.—The chamber of commerce maintains a commercial school, and the president of the chamber is chairman of the board of trustees.

Halberstadt.—Through the instrumentality of this chamber of commerce, ten commercial schools have been established in as many cities in the district. One member of the chamber is on every school board. Lectures are maintained during vacations for the benefit of teachers. The chamber pays $1,500 annually for the maintenance of these schools.

Leipzig.—This chamber of commerce pays $1,000 annually for commercial education in this city. This sum is raised by private subscription from the members of the chamber.

Magdeburg.—The commercial school in this city is maintained equally by the State, municipal government, and the chamber of commerce. The city places a building free of charge at the disposal of the school. The aggregate sum paid for maintenance, in addition to school tax, tuition, etc., amounts to $5,000 per annum, $1,500 of which is contributed by the chamber. Special courses have been introduced in this school in foreign languages, rapid calculation, double entry bookkeeping, stenography, etc. These courses thus far have been self-supporting, but if a deficit should occur, it must be made good by the chamber and the merchants' union of this city. In addition, the chamber of commerce has arranged for ten scientific lectures on commerce and economics for the merchants of this city. The expense of these amounts to $500 a year, which is partly paid from the interest on $1,000 capital donated for this purpose by one of the citizens, and partly from admission fees. During the past year, however, this chamber made good a deficit of $250 for these lectures. The total sum expended by the chamber of commerce for commercial education amounts to $2,000 annually, or fully 15 per cent. of the total expenditures.

Münster in Westphalia.—The commercial school in this city will open on the 1st of April, 1903. Attendance is obligatory for apprentices and those holding positions who have not passed the age of 18. The State and municipal government each pay one-third of the expense that is not met by tax and tuition. The rest is paid by the chamber of commerce and the merchants' union. The board of control is made up of representatives of the Prussian Government, the city, the chamber of commerce, and merchants' union.

Oppeln.—There are 30 commercial schools in the district covered by the work of this chamber of commerce. These schools receive annually about $1,000 from the Government, the chamber, and the various communities interested. A movement is on foot at present to thoroughly reorganize all these schools. The chamber has offered to pay the salary of a director who will superintend them.

ARE STILL ONLY TYROS

German merchants and manufacturers tell us that they are just beginning to take an interest in the matter of education. For example, eight Chambers of Commerce are at present busy with reorganizing and extending the commercial schools in their districts; 13 are agitating in favor of such schools; seven are working to secure obligatory attendance for their schools; six have declared their willingness to give pecuniary assistance to the schools in their districts if certain conditions are complied with; six are contemplating assuming the management of the schools in their districts, and several wish to appoint directors at the chamber's expense, introduce lectures, establish libraries and grant prizes.

It will be seen, therefore, that Germany pays almost as much attention to trade education as she does to any other branch of instruction, and the methods adopted might be pushed with advantage by our commercial organizations. What the different nations produce, what they import and export, political economy, German, Spanish, French, and the details of commerce and industry should be known to every progressive manufacturer, merchant and business man.



MEN WHO HAVE MADE THEIR MARK

J. PIERPONT MORGAN.

IN the gallery of the world's commercial notabilities, the place of honor undoubtedly falls to J. Pierpont Morgan. No other industrial giant displays such an amazing versatility and control of details as the great New York financier. No other multi-millionaire has made his fortune by such extraordinary methods. He has apparently laid aside all the usages of conservative financial methods and has astounded the world with his amazing control of its capital.

Mr. Morgan is not as young a man as many would imagine. At the present day, especially in America, the public have come to believe that the young man is behind every great and revolutionary movement. No step forward of any importance, they hold, can be taken without a young man's enthusiasm and vitality to back it up. But this is hardly the case with Pierpont Morgan. All his epoch-making work has been accomplished within the last few years, and he is to-day 65 years of age. A man may still be young at 65, but it is the youths of the twenties and thirties, who are erroneously believed to be the dominating force.

Unlike many of the great capitalists of to-day, Pierpont Morgan is not exactly what might be called a self-made man. He was lucky enough to inherit from his father a fortune of no little magnitude—in fact, a fortune of nearly $10,000,000. This he has increased by his individual effort to a vast amount.

His is a case where the man has triumphed over the surroundings. Few men, who are born to wealth, ever have the ambition to proceed a step further. They are either content with what they have, or else they squander it. Not so with Mr. Morgan. He started out with his fortune, as if it were nothing, and pressed forward.

Morgan's father—J. S. Morgan—was originally a farmer's boy, who left that sphere of activity at an early age and became a clerk in a draper's establishment. Here he continued until he was 38 years of age, when he concluded he might as well be in business on his own account. He accordingly started a small financial business in Boston, and by dint of honesty, ability and persistence, he rose in time to undoubted eminence as a banker. As an admirer of the son says: "J. S. Morgan was a man of the highest financial ability, and knew more of the money markets of the world, probably, than any other American of his time. He was a man upon whom his clients could implicitly rely. He would never advise them wrongly; never lead them into risky speculations; for the tricks and schemes by which unscrupulous adventurers in Wall Street made their coups and effected 'corners' and forced panics, he had no affection; but for genuine banking business and all that relates to the general science of finance he had a positive genius."

For five years the elder Morgan devoted himself busily to the building up of a great financial business. Then he paid a visit to London, met Mr. George Peabody, and the result was the offer of a partnership in the latter's business. The firm of George Peabody & Co. was formed. A long career of success followed, and on the death of Mr. Peabody, Morgan became head of the firm and its designation was changed to that of J. S. Morgan & Co.

During Mr. Morgan's residence in England he did much to establish the credit of the United States in the English money market. His probity and sound business methods produced a greatly improved understanding and confidence between New York and London, and led to an increased number of financial dealings between the United States and England. When Mr. Morgan returned to New York, in 1877, to assume control of the United States branch of the firm, he was warmly welcomed and entertained at a sumptuous banquet.

J. P. Morgan had meanwhile become a member of the firm, to which he added the impetus of rare energy and a thorough comprehension of financial affairs. The elder Morgan died 12 years ago and ever since J. Pierpont Morgan has been the guiding head of the business. Under him its transactions have increased enormously until to-day it ranks as one of the greatest financial institutions of the world.

There have been three undertakings, or, rather, series of undertakings, in which J. Pierpont Morgan has been the guiding spirit and which have given him an astonishing notoriety. The first of these was his work in connection with the railways of the United States. One railway after another fell into Mr. Morgan's grasp, not through any deep-laid scheme, but in the natural course of things. They got into difficulties, and only a financier of immense resources could handle them. When the Reading Railway was hard pressed, Mr. Morgan acquired control of it—by which means competition between that road and the Lehigh Valley System was ended, and the financier obtained power over a perfect network of local lines in Pennsylvania. Important benefits were realized in regard to production, economy, price of product and wages. Another combination of railway interests was reached by Mr. Morgan when he took over a group of Southern roads, of which the Richmond and Danville was the chief. Next, he obtained a hold on the Southern Railroad, the Baltimore and Ohio, the Big Four, and the New Haven System. He was thus placed in the position of dictator to all the lines and the result was he controlled the commerce of a great part of the United States.

The second important work accomplished by Mr. Morgan has been the formation of the Steel Trust. Only a man in Morgan's position could have effected this work. His independence counteracted the jealousies of the steel kings, and the combine resulted.

The latest coup on the part of Mr. Morgan has been the Atlantic Steamship Combine, with the details of which the public are perfectly acquainted. It forms a fitting climax to the great schemes which have made Mr. Morgan's name famous throughout two hemispheres. Into what new channel his energies will next be directed nobody knows, but it is quite on the cards that something more astounding even than the Atlantic Combine may yet be launched.

Mr. Morgan, as a man, is all activity. When not actually engaged in work, his mien is that of a man absorbed in some weighty subject. It is doubtful whether his working hours are ever completely free from business thoughts. Notwithstanding, he finds interest in books and art, and his collections of both books and pictures are exceedingly valuable and extensive.

Mr. Morgan is very fond of yachting, and is Commodore of the New York Yacht Club. He spends a great deal of his time on his steam yacht. He is also fond of dogs, and owns a large number of very fine animals, his particular fancy being collies. It may be added that Mr. Morgan is also a great smoker and probably indulges in more downright luxury in this direction than in any other; his cigars are said to cost him about $1.50 apiece, being made of the very best tobacco and rolled for him specially by an expert.

"WHAT WE HAVE WE'LL HOLD."

Of Interest to Glove Buyers.



FROM LADIES' FINE LINED GLOVES
TO MEN'S HEAVY MANITOBA MITTENS.

Style — Our new Manager has had experience in Paris and other Foreign Centres, also United States and Canada.

Quality — We tan our leather, and with each pair goes a policy against imperfection, payable on demand and proof of same

Price — Just look over samples **before you buy.** Traveller will call. We have something new in "Railroad Goods." Ask for booklet if interested.

You should see my New 1903 Designs. A good many are exclusive Patents Pending

W. J. CHAPMAN, Tanner and Glove Manufacturer, **WINGHAM.**

THE

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

SAM'L MUNRO. WALTER S'MSON. H. E. BUTTREY

John Marshall & Co.

Established 1873

Wholesale Merchants and Manufacturers

68 and 70 Dundas Street,

Furs, Hats, Caps,
Straws, Gloves, Etc.

LONDON, ONT.

Ask your jobber for, or order direct,

WATERPROOFS

BEARING THIS TRADE MARK



ON INSIDE NEAR THE COLLAR

Our representatives are now on the road showing a full range of the latest styles. No better selection is offered by any house in Canada. It will pay you to inspect them before placing your order.

London Rubber Co.

MANUFACTURERS

591 Craig Street
(Opposite Bank of Montreal)

MONTREAL.

HAMILTON COTTON CO.

Manufacturers of

HAMILTON, ONT.

RETURNED JAN 24 1903

STAR BRAND



STAR BRAND

Chenille Curtains and Table Covers

To keep pace with the increasing demand for our goods, we have prepared for the Spring trade a larger and more attractive range of designs and colorings in both Curtains and Covers.

TABLE COVERS

in the following sizes:

4/4, 6/4, 8/4, 10/4, 12/4.

CURTAINS in

32-in., 34-in., 36-in., 40-in., 44-in., 48-in. and 66-in., with Dado. Plain in all widths.

For sale by all the leading wholesale dealers.

Selling Agent

W. B. STEWART,

27 Front Street West,

TORONTO.

CATERING TO CHILDREN'S WANTS.

How a Department was Successfully Run.

A LINE of merchandise both profitable and interesting is that of children's garments. By making a specialty of them the interest of children is always secured, which, particularly in small towns, is no small gain.

A department store in Illinois recently conducted a special sale in children's shoes, and its experience, as related in the columns of a contemporary, may possibly be helpful to some of our readers. The

METHOD OF CONDUCTING

the sale, as relatsl by a member of the firm, was as follows:

"Some time ago a shoe roadman visited my store who had on his watch chain a charm in form of a small metal shoe. The idea attracted my attention as a very good article for a souvenir to give to the children for a shoe sale. I learned from him that it was possible to secure these in quantity at a price that would not be very high.

"I thought it would be interesting to the children to have these for toys, either to wear upon their watchchains or otherwise, as they might choose. An investigation on my part soon verified what the roadman said, and I found that I could secure these souvenirs in a quantity at a minimum cost.

ONE WEEK'S SALE.

"Harvey, Ill., is a factory town, and the best time to hold special sales is just after pay day; so I advertised just about the opening of the school, and as near pay-day as possible, we would hold a sale for children's shoes and advertised we would give a souvenir in the shape of a small metal shoe, which could be attached to a chain or string, as may be desired.

"The souvenirs were made in metal, either oxidized or white metal, which is called silver. I was anxious to secure the interest of the little folks, and that is why this souvenir was selected.

"I bought from the people who make the souvenirs some shipping tags, upon which was printed my name and address, but which were not attached to the souvenirs themselves. I had my clerks attach these to the souvenirs by means of wire and sufficiently long to enable them to be attached to door knobs. Just before the sale began we sent out the clerks with these tags and other tags to the doors of the houses in our town or presented them to the women who appeared at the doors.

NOVELTY PROVED A SUCCESS.

"The ad proved to be a great success, because it was a distinct novelty. The children were eager to secure one of the souvenirs because they were new to them. All around town it was possible to see my souvenirs attached to watchchains and in the hands of the children.

"We got as much advertising from this scheme as most anything we ever did, and the best feature of all was, it helped to sell shoes. The cost of the souvenirs was not very great. I was compelled to pay $6.50 per thousand for the metal shoe souvenir, together with the tags printed.

GAVE AWAY STILTS.

"Another premium which we had been giving and which the little folks appreciated was that of a pair of stilts. These we give with a $5 purchase, which makes the cost of the souvenir less than 5 per cent.

"The boys enjoy this premium and no doubt it brings many a customer for our stock which we would otherwise not secure. I found that the giving of a pair of stilts to the boys was a particularly good advertisement for the clothing stock. I am emphasizing the children's clothing stock as there is no more profitable stock which a merchant can have.

PENCIL BOXES.

"Another souvenir which I found appreciated was that of pencil boxes which children use in school. The children take them to school and preserve them for some time. The cost of this premium is as small, perhaps, as any we have given.

"We secure the pencil boxes at a cost of $9 a gross. With every $2 purchase of goods we will give one of these pencil boxes."

AFTER THE SHUTTERS ARE UP.

A LITTLE girl had listened during the last few weeks while her parents discussed the high price of meats and vegetables. It had been the customary topic at the table, and the child had been heard to speak about the high price to her playmates while "playing house" with them. Recently the mother presented the family with a bouncing baby boy, and the other child was well pleased. In telling about her new brother to a neighbor one night she exclaimed: "The doctor brought him this morning. He's awfully big. Wasn't mamma good to buy such a big baby when meat is so high?"

* * *

Among the Coronation aftermath is a story I just heard about the mayor of a certain seaport town in South England. This official came to one of the London hotels the night before the Coronation. He had evidently packed his bag in a hurry, for when he started to put on his robes in the morning he discovered to his horror that he had left out his long black silk stockings.

It was an awful quandry to be in. Ringing his bell, he summoned the manager and told him what he wanted.

"But I can't do anything," replied the manager; "the shops are all closed."

"But," declared the mayor, "I can't wear socks; my reputation would be ruined."

He rushed about his room as his perplexity increased. Just then a chambermaid passed by the open door. The mayor saw her, and his eyes gleamed with a happy inspiration.

"Have you a pair of black stockings?" he inquired, eagerly of the girl. She blushed.

"Only those I have on, sir," she said.

"Well," ordered the mayor, "go and take them off and bring them back here. I'll give you ten shillings for them."

The maid wondering, did as she was told. Thus it was that a Provincial mayor was able to take his place in Westminster Abbey and make as brave a show as any of his fellow mayors.

* * *

The Merchant: Madame, we are selling this for just what we paid for it.

Old Lady: And you have the face to think I'm going to help you out of a bad bargain?

THE TARTAN

Its Manufacture and History

"MacCullummore's heart will be as cold as death can make it, when it does not warm to the tartan."—SIR WALTER SCOTT.

A SCOTCHMAN has probably more patriotic emblems to arouse his feelings of loyalty to the little rugged kingdom across the seas than the son of any other nation. These emblems are in themselves distinctive. The tartan, the kilts and the bagpipes are peculiar to but one people on the face of the earth—the Scottish Highlanders—while they are to be found in all parts of the habitable world, whither Scotchmen have penetrated.

Unlike the distinctive features of other nations, time has not relegated these articles into the class of antiquities. Rather has the sentiment in their favor grown. The bagpipes are to-day the stirring accompaniment at many important functions, and the kilts swing bravely to the stride of many a gallant regiment.

Lord Archibald Campbell gives the clue to this continued favor when he writes: "We should love every thread and check that speaks of the olden days and the land so dear to the 'Children of the Mist'; that speaks of the halcyon days of youth, spent on the hillside or among the delicious woods, or beside the moor lochs or amber-colored streams; reminding us of some great event—the stirring days of the Crimea, the Indian Mutiny and Egyptian campaigns wherein kith and kin were engaged. Let us keep the emblems sacred, and, wearing them with 'modest pride,' teach those who are to follow us to love them as they have been loved and cherished by us."

Returning to a more prosaic level, it behooves us to leave sentiment to the poets and discuss the tartan from the utilitarian standpoint. Tartan, so The Encyclopedia Britannica explains, is "a worsted cloth woven with alternate stripes or bands of colored warp and weft, so as to form a chequered pattern in which the colors alternate in 'sets' of definite width and sequence."

Great antiquity is claimed for the tartan. In the writings of Diodorus, the Roman, reference is made to the variegated clothing of the barbarians. To him the effect was like that of flower-work, though it is probable that he got this impression from beholding the colors from a distance. However this may be, the first authentic reference to the tartan is to be found in the accounts of John, Bishop of Glasgow, treasurer to James III. An item for the year 1471 appears, "Ane elne and ane halve of blue Tartane to lyne his gowne of cloth of gold."

What has come to be considered as the real basis of the Highlanders' affection for the tartan, was the prohibitory measure of the year 1747, following the Jacobite Rebellion of '45. Time has obliterated the distinctive dresses of many nations,and would undoubtedly have done away with the Highland dress also, but the Act of Parliament, which prohibited the wearing of Highland garments, only served to stimulate the love of the people for their national garb and make them determined never to relinquish it. The Act is, in itself, an interesting specimen of legislation and is worth repeating here. It provided:

"That from and after the first day of August, one thousand seven hundred and forty-seven, No Man or Boy within that part of Great Britain called Scotland, other than such as shall be employed as Officers and Soldiers in His Majesty's Forces, shall, on any pretence whatsoever, wear or put on the clothes commonly called Highland clothes (that is to say) the Plaid, Philabeg, or little Kilt, Trowse, Shoulder-Belts, or any part whatsoever of what peculiarly belongs to the Highland Garb; and that no tartan or party-colored Plaid or Stuff shall be used for Great Coats or for Upper Coats; and, if any person shall presume, after the said First Day of August, to wear or put on the aforesaid garments or any part of them, every such person so offending, being convicted thereof by the oath of one or more credible witness or witnesses before any Court of Justiciary, or any one or more of the Justices of the Peace for the shire or Stewartry, or Judge Ordinary of the place where such offence shall be committed, shall suffer imprisonment without bail during the space of six months and no longer, and being convicted of a second offence before the Court of Justiciary, or at the Court of Justiciary, or at the Circuits, shall be liable to be transported to any of His Majesty's plantations beyond the seas, there to remain for the space of seven years."

So rigorously was this law enforced that during the short period it was on the Statute Book, many convictions were made and punishments meted out to the offenders. Matters even went so far, that a man on trial for a very palpable murder in the year 1750, was acquitted because the victim of the murder was clad in a Highland garb. Mainly through the influence of the then Duke of Montrose, the Act was repealed in 1782. The relaxation was received with much joy, and ever since the tartan has been worn with much pride by the Highlanders.

The manufacture of the tartan has long been carried on at Stirling and in its environment. The village of Bannockburn is probably the most noted spot for the weaving of the very high-grade article. In its manufacture great care has always to be used in getting the correct shades of color. Some of the clan tartans are the same in groundwork, but the shades of color are slightly different. It accordingly becomes of the utmost importance to preserve the correct tints, and, those who are expert in dyeing and weaving, are much valued.

The tartan rises and falls in public favor like many other cloths, but at present, in the British possessions at least, there is a tendency towards a more extended use of it. In fact, it is growing in favor. The King's attention to Scotland and the Highlands has brought that portion of the United Kingdom into prominence and has placed a Royal sanction on the Highland costume. More important still, the War Office yet recognizes the kilts as a suitable uniform for certain British regiments. It was feared that the South-African War would completely do away with gaudy uniforms of all kinds, the kilts included, but this fear has not been realized and the kilts are to-day as popular as ever.

It would be both tedious and useless to go any deeper into a description of the different plaids, with their special features. Such a task would only be of interest to antiquaries or genealogists. Suffice it to say the clan tartans are numerous and varied, and their study requires patience and accuracy.

W. A. C.

Knox, Morgan & Co.

Wholesale Dry Goods .... HAMILTON, ONT.

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of **Spring Stock** this month.

Magnificent assortment of

Prints, Ginghams, Printed Lawns,
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AT CLOSE PRICES AND TERMS.

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A very choice lot of the newest makes of French, English and Canadian Dress Materials will be found in this progressive department.

We want the trade to know

we are **throwing special energy** into the **made-up goods** section of this business, such as

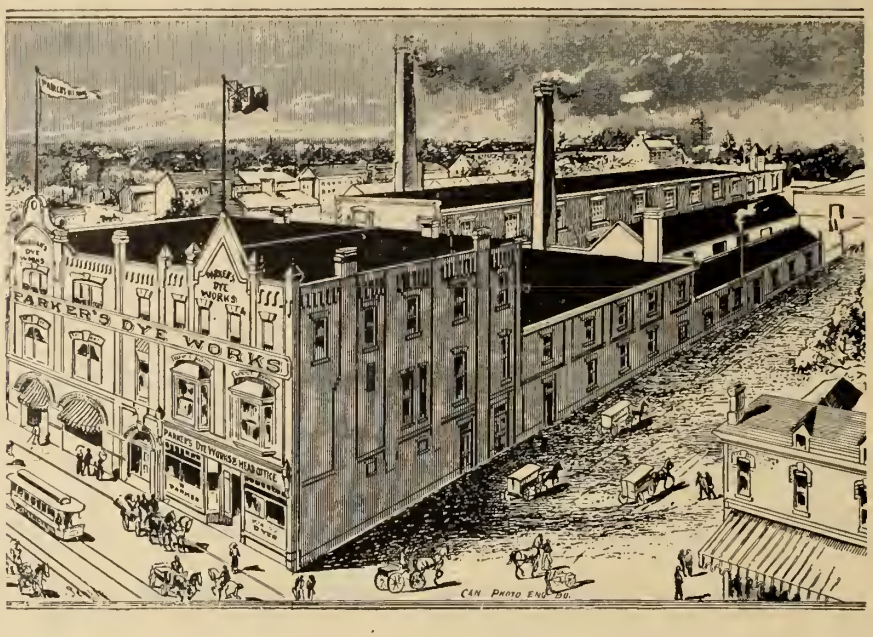
Blouses, Wrappers, Skirts,
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Our line of these goods for Spring is thoroughly first-class, and prices tempting.

A visit to our warehouse or inspection of travellers' samples will convince buyers that **we have the goods that attract trade.**

We are pleased to receive letter orders.

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DYEING FOR DRY GOODS MEN.

We have the largest plant and best facilities in the Dominion of Canada for handling Merchants' goods that have become dead stock through being shelf-worn, off-color, or out-of-date in pattern.

For years we have done this work successfully for dry goods merchants:

Dress Goods, Tweeds, Ribbons, Braids,
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BLOUSES, SHIRTS, GIRLS' DRESSES, UNDERWEAR, Etc.

Mercerised Effects in Lace and Open Weaves in great variety.
New, Original, and Exclusive Designs every Season.

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BATTING

Guaranteed free of threads and other weak and lifeless stock.

North Star, Crescent and Pearl Cotton Batting

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not of shoddy. Ask for **North Star, Crescent, and Pearl Batting.**

ROBERT HENDERSON & CO.

Dry Goods Commission Merchants

181 and 183 McGill Street — MONTREAL

The Building of a Modern Department Store

What is Demanded for Its Equipment

WHILE there is much about the business methods of department stores which cannot be commended, a great deal can sometimes be learned from them. Many of them, with unlimited capital at their command, are able to procure the ideal in store arrangement, and to employ innovations and methods for expediting business that are beyond the reach of merchants whose capital is only of ordinary proportions. But, while such perfection of arrangement and method may be beyond the reach of the ordinary business man, there is no reason why they should not stimulate his efforts, and particularly in view of the fact that these department stores, with their modern utilities, are the outcome of years of experience and development. The enormous department store of R. H. Macy & Co., of New York, whose extent and perfection of arrangement has been so much talked about lately, is an example of this.

THE PLANS

of this store is the outcome of all the knowledge and experience gained in the planning of the building previously erected, and in describing the kind of building which such a business as that of a modern department store requires, one is obliged inevitably to use this building more than any other as a type.

The indispensable requirements of a department store are many and various. The primary need is, of course, for a floor space larger than that demanded by any other business, and this floor space cannot be divided among more than a certain number of floors. The new Macy building, for instance, has nine floors above ground and two floors below, each floor containing about 70,000 square feet. It would have been impossible for the firm to obtain the same actual floor area by doubling the number of storeys and halving the area of the building, because of two reasons. In the first place, it would be much too expensive, both in space and in power to supply the elevator service needed to carry the large number of customers, amounting to from 25,000 to 40,000 a day, to and from the many different floors they might desire to reach. In the second place, if these customers were forced to do overmuch vertical travelling in order to make their purchases in the different departments, they would find it inconvenient; and such a disposition of space would tend, in all probability, to make them curtail their purchases. The consequence is that a department store is limited in height. Unlike an office building it cannot be profitably built higher than a comparatively low number of storeys, and it is probable that the nine storeys of the new Macy building represent, under present circumstances, the limit of useful and profitable height.

But to this primary requirement of a large area for the display of goods and the accommodation of the various departments must be added

A THOUSAND SECONDARY REQUIREMENTS,

which diminish the floor space actually used for the sale of goods by a very large percentage. Space must also be provided for the receiving, handling, and the storage and shipping of these goods, for the circulation and entertainment of the customers who come to buy them, for the disposal of the refuse and dirt which such a mass of business is constantly throwing off, for the wrapping up of packages and the return of the change, for the accommodation of the large numbers of employes who are constantly at work in such an establishment, for the location of the machinery and engines which all these services need, and last, but not least, for the sufficient protection of the great quantities of perishable material against destruction by fire. These different secondary requirements, not only frequently conflict with one another, but they all of them tend to diminish the space actually occupied by the counters for the display and the sale of the goods, and the disposition of the available space, so that the great and complicated machine will work smoothly without making excessive deductions from the space occupied by the counters, is a matter of the nicest and most elaborate adjustment.

EXIT IN CASE OF FIRE.

Each of the different points mentioned in this summary deserve some elaboration. Take, for instance, the very important one of a sufficient means of exit in case of fire alarm. For this and for every other reason it pays the proprietor of a department store to provide an abundance of aisle space on the different floors used by his customers, as well as a liberal supply of stairways, elevators and escalators. In the Siegel-Cooper store there are eight passenger elevators situated very near the centre of the building, and at one end two for employes and four for freight, as well as a moving sidewalk from the first floor to the second. The new Macy store, with a somewhat smaller superficial area, will have an escalator connecting all the floors not used merely for storage purposes, eight passenger elevators near the Broadway end, eight at the other end—six for customers and two for employes—two elevators for furniture and three for general freight, and in addition, several other service shafts. In order to be both useful and unobjectionable, all these passages are, and must be, of generous width and capacity. They must, most of them, be very conspicious, and at the same time they must not obstruct the aisles and passages between the counters, nor exclude the daylight. But what is most important of all from the insurance point of view, all these shafts are dangerous as fire distributors, and that their numbers must be kept as low as convenience and the building laws permit, while they must be constructed in the most careful fireproof manner. It is desirable to combine stairways and elevators at their various locations and to surround them and a hallway in front entirely with iron framework, plaster and wire plate glass partitions. The plate glass will not obstruct the view, and the plaster surfaces of the partitions near the ceiling will serve as a fire screen. Ornamentation can be applied so as to make the surfaces look pleasant and cheerful. Facings of marble or metal may be substituted for the plastered surfaces. The doors leading into the hallways should be fireproof and close automatically. Rolling shutters, to be used at night, should also be provided.

FIRE PRECAUTIONS AND INSURANCE.

In another respect, also, the necessity of taking the most elaborate precautions against fire, so as to reduce the cost of insurance, has an important effect upon the design of a department store. Probably there are no other buildings in New York as large as the Siegel-Copper or the Macy buildings, that are entirely without interior courts for purposes of light and

Abel Morralls Needles



This Cabinet supplied free of charge to merchants selling

ABEL MORALLS NEEDLES.

For over 100 years Abel Morralls Needles have had a world-wide reputation as the best. You ought to have them. Are you giving your customers *Needle Satisfaction?* *You can afford to do so.* These are the best needles on the Canadian market to-day, and retail at the same price as common grades. The wholesale price is the same as in Europe or any part of the world, and they are now being sold by the largest dry goods stores in every city and large town in Canada. The best is the cheapest in *Needles.* Your customers think so. Give them the best.

One of Our Seven Travellers will take pleasure in showing you our up-to-date Spring range of Smallwares and

Chatelaine Bags,	*"Venus" Hose Supporters,*	*Jewellery Novelties,*
Hand Bags,	*and all other good makes,*	*Shirt Waist Sets,*
Chain Bags,	*Horn Hair Pins,*	*Belt Buckles,*
Silk Belts,	*Hair Comb Novelties,*	*Pearl Buttons, etc.*

In fact, every up-to-date dry goods merchant should see our range for Spring.

Our **NEW WAREHOUSE**—5-storeys high, at 74 Bay St., now in process of erection.

C. H. Westwood & Co., LIMITED. 62 Bay St., Toronto

Sole Selling Agents in Canada for Abel Morrall, Limited, Priory Mills, Redditch, England.

ventilation. Some of the other large department stores do, indeed, have such courts, although for purposes of light alone, they are by no means necessary. The combination of abundant window space on the exterior, with the use of arc lights in the interior, provides all the light actually needed. Yet, even though not strictly necessary, these light courts, extending through two or more storeys, roofed with glass and surrounded by balconies, make such an attractive feature of a department store that they would probably be universally used were it not that here again, and especially in store buildings of considerable height, the risk of distribution of fire in the building, owing to the introduction of the light court, would be so materially increased that from a practical standpoint it is usually dispensed with.

ACCOMMODATION FOR CUSTOMERS

A large amount of space, conveniently situated, has to be provided for the accommodation of lady customers—for waiting-rooms, closets, manicure parlors, and even dental chairs. Moreover, the restaurant branch of a department store is becoming more and more "featured" by their managers, and consequently is consuming ever-increasing quantities of space. The new Macy building in this, as in other respects, is the high-water mark of department store planning. It will provide sufficient room to accommodate at any one time no less than 2,500 tired shoppers, and as this space will be finally located on the ninth floor of the new building, it will enjoy every advantage of light, air and outlook. The kitchens, to do the cooking for these 2,500 people will, of course, be situated on the same floor, and as a whole it will constitute one of the most elaborate and best equipped, if not one of the most expensive restaurants in the city.

ACCOMMODATION FOR EMPLOYES.

Next to the customers, the employes come in for the largest share of consideration. These employes have to be provided with lunch and recreation rooms, elevators, lockers, closets and a sort of a hospital, to which they can retire in case of sudden indisposition. It would seem as if the space which could be best spared for accommodations of this kind would be on the top floor, but the use of the top floor for such purposes is attended with obstacles which are almost insurmountable. It must be remembered that these employes, amounting at Christmas time to some 4,000 people, all arrive and depart at the same time. Now, if there were four elevators, each accommodating forty people, it would take twenty-five trips for each elevator, or one hour and forty minutes, all told, to move 4,000 people each way. And each person would have to be moved four times a day. The consequence is that it is practically impossible to provide the necessary space in any single part of the building, which is at all difficult of access; and in the Macy store lockers and closets, approached by stairways nine feet wide, are provided on each floor for the employes there at work, an expenditure of space which is considerable, but necessary.



The New Big Department Store of R. H. Macy & Co., New York.

The small store on the corner (a tobacco store) could not be bought for love or money. Consequently, the large edifice had to be built around it.

STORING AND DISTRIBUTING GOODS.

Finally, the business of receiving, storing and distributing the goods is a similarly difficult and complicated matter, which can best be treated by considering it in relation to the general distribution and employment of space in the building. A large part of the basement is inevitably given over to the engines and machinery which operate the mechanical services required in such a building, including the electric motors, the pumps, the refrigerating plant, the engines required for the

Hitchcock, Williams & Co.



SIR G. WILLIAMS
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69, 70, 71, 72, 73, 74 St. Paul's Churchyard.
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ESTABLISHED NEARLY 70 YEARS.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application

Our Mr. Cliffe visits Canada twice a year. He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

pneumatic tube service, the heating plant and the like. The 550 horse-power, which the newspapers of 1876 considered so extraordinary in the case of the Stewart Building, appears to be very small beside the 1,500 horse-power developed by the engines in the Siegel-Cooper building, or the 3,000 horse-power which will be developed by those in the new Macy building. The rest of the basement is used as a salesroom, always for housefurnishing goods and for a general receiving-room. This general receiving-room is the place in which all goods are placed when they first come and before they are sent upstairs to be stored away before using. It is connected by freight elevators with the floors used for storage purposes, which include all the floors above the fourth or fifth storey. These floors are not distinguished from one another in any way. Not being used for the sale of goods, they are not approached by the passenger elevators, except those which are used by certain employes, and for the same reason they are frequently left entirely unfinished. They are all constructed to carry the same amount of weight, except in the case of the floor or floors which are used by the grocery department.

Another matter accessory to the distribution of the goods, but almost as important as that process is, is the disposition of the refuse, of the accumulation of wooden and paper boxes, of old paper and packing material, and of the thousand-and-one odds and ends which the business of a large store throws off into a scrap heap. This refuse is so enormous and so useful that it provides a large part of the fuel used to run one of the most important boilers. In the new Macy store it will be carried away by means of a waste chute, built of brick, and measuring 4 x 4, which will run from the top floor to the basement. Since this chute provided an easy means to distribute fire, as well as to get rid of refuse, it has been constructed with a particular view to this danger. On every floor is a trap door which opens down but not in the other direction, and which automatically closes as soon as a certain amount of pressure is removed. Another usually slow and laborious job, when accomplished by hand, will be much facilitated in the new Macy building by the use of machinery. A sweeping apparatus will be installed, which, by the use of a vacuum, will suck the dirt from the floor in a small fraction of the time employed for the purpose by the respectable but not expeditious scrub-woman and sweeper.

The big department store almost ranks with the modern ocean steamer or the modern hotel as a triumph of complicated and ingenious planning. It does not have to provide for the separate and peculiar needs of so many individual people as does a hotel or an ocean steamer, but it has to handle much larger masses of material and accommodate larger numbers of people—bent though they be upon much the same errand.

A PARISIAN DEPARTMENT STORE.

A PECULIAR thing about the Bon Marche department store of Paris is that it is managed on the co-operative principle. Boucicault married a common working-girl, and after he died his wife took the business. When she died she made a will leaving it to her employes and assistants, so that the establishment now has about 500 stockholders, and every clerk gets some percentage over the amount paid him for wages. In 1880 the shares in the company were worth about $10,000; the same shares are now worth over $60,000, and pay annual dividends of $3,600.

All the employes are fed free. They have a breakfast at noon, which is more like a dinner than our breakfast. It consists of soup, meat, vegetables, and dessert. One thousand clerks are dined at a time, the eating beginning at eleven and continuing until one. There were 1,000 men at the tables today when I entered the dining-room, and several hundred women in rooms adjoining. The big dining-room must cover at least half an acre. It has 80 windows, and is 600 feet long.

From the dining-room I was taken into the kitchens, where at least a score of cooks, scullions and butchers were at work. Most of the cooking is done in enormous gas ranges and steam boilers. There are nine boilers, each as big as a hogshead, used to make the soups and stews. Three of these contain 800 quarts and two others have each a capacity of more than 100 gallons. When the whole store takes mutton chops for dinner the meat is cooked in grills which open and shut just like a waffle iron. If you should take two iron-barred garden gates and hinge them together so that they could be laid on the coals you might have something like one of these grills. Each will hold 100 chops, and the arrangements are such that 600 steaks or chops can be broiled in 12 minutes. Seventeen hundred pounds of potatoes are fried at the same time and 1,400 eggs can be boiled at once.

Connected with the Bon Marche are lodging-houses for the women employes, who are given house, linen, fire and food free of charge. All employes after five years' service have an interest in what is called the Boucicault Provident Firm, consisting of a certain amount of the profits of the house proportionate to the salary received. Four per cent. interest is paid on the accumulations of this kind, and this is added to the capital. After a woman has been employed for 15 years or a man for 20, he or she can withdraw this capital, or the same right is given on reaching 50 years of age. If a girl marries, however, she is given the entire amount of her capital, irrespective of the term of service. Since the foundation of the firm more than $350,000 has been paid out to employes, and the capital of the fund at present is about $700,000.

In addition to this, there is another fund which provides pensions for such employes as have worked in the establishment for twenty years, or have reached the age of 50. The capital of this fund is $1,000,000, and it gives life pensions of from $120 to $300 per year.



The Leopard Cannot Change his Spots

Nor can hosiery that's Hermsdorf-dyed ever change in its permanent blackness. None of the hostile powers of Man or Nature—water, sun, soap, perspiration, alone or in deadliest combination—can ever avail to alter the blackness that Hermsdorf has fixed. Look for the sign of this immutability the Hermsdorf signature on each pair.

AMERICAN BUREAU OF LOUIS HERMSDORF 200 Greene St, New York City
Selling Office of HERMSDORF BLACK MERCERIZED YARNS
JOSEPH J DE LONG
Works, Chemnitz, Saxony Wool Exchange Building, New York City

Louis Hermsdorf
Dyer

A CORNER FOR CLERKS

THE art of selling is becoming more and more a science. To be in the race a salesman must be posted on the goods he handles.

The ability to talk correctly on fabrics, etc., will aid any clerk in making sales. Especially in showing new or novel dress materials, etc., it is imperative that salespeople should be able to tell the customer something about them.

Even if the customer is already posted, she will appreciate the fact of a clerk being well informed. If uninformed, she will take a genuine pleasure in being made acquainted with the "points" in a new fabric. It is also important for salespeople to know the trade names by which materials are designated. Each season brings forth new colors and materials and these should be learned, even to the proper spelling of the names. Shoppers have come to rely on the magazines and fashion journals for new names, and this makes it all the more necessary for salespeople to familiarize themselves with the correct names of colors, materials and designs.

To supply some fanciful designation of one's own invention to any material is as stupid as it is unwarranted, as there are plenty of even high-sounding names for almost any article or fabric known to the retail trade.

It may even happen that a certain customer might want a fabric under the identical title she has read or heard about, regardless of its appearance.

If a sales-person applies to it some unheard of title, the customer may come to the conclusion that it is not what she wants, and may go somewhere else.

OPPORTUNITIES FOR YOUNG MEN.

(By Wm. F. King, former President of the New York Merchants' Association.)

Mr. J. Sloat Fasset was right when he told the New York State Bankers' Association recently that young men now have greater opportunities for getting on in the world than had their fathers and grandfathers 50 years ago. There is a popular fallacy that the reverse is true, but a little study of the situation will show that the theory is not based on facts, but rather upon the assumption that the recent consolidation of trade interests has reduced the chances for individual advancement.

Towns and cities sprang up in a night. The prairies were made to produce unheard of harvests; railroads were constructed across the continent; coal and copper mines were opened, and an era of prosperity began such as no country ever knew. Fortunes were accumulated rapidly; wealth begot a love of ease and enjoyment; luxuries found their way into hundreds and thousands of homes in which formerly there were not even ordinary comforts.

This expansion of agriculture and of industries of various kinds has continued, and year by year more young men and women find employment. Their opportunities are far greater than those of their forebears, but in different ways. In the old days there were many masters; now the most of us are servants. Some are bank presidents, railroad presidents, directors of great trust companies, superintendents of factories, managers of steamship and other transportation companies, but all are the servants of capital. The earning power of men in executive positions is tenfold greater than it was 30 years ago, but the responsibilities have increased in direct ratio.

My experience and observations in the commercial world during a period of 38 years have convinced me that the young men of to-day do not realize that they will soon be called upon to fill dead men's shoes and that it depends entirely upon them whether the shoes shall be good or poor.

It is a significant fact that nine out of ten of the men who are the leaders in finance and in business are from the country. They were brought up under the discipline of stern necessity, and had instilled into their minds and hearts those principles of right-living and right-doing that have helped them reach the goal of their ambition in competition with the city-bred youths, many of whom have had every advantage of education and travel.

AN OBSTACLE TO PROGRESS.

The reason why some young people never get beyond a ten-dollar-a-week position is because their brain-power has not been sufficiently developed to stand the pressure of greater responsibility, remarks Profitable Advertising. They have never realized the importance of developing brain-power by study, and the result is disastrous to their ambitions and aspirations. Even if the opportunity to better their condition is presented, they are not equal to taking advantage thereof. They are seemingly content to plod along in the old familiar way, their chief anxiety being as to the fit of their coats and the part of their hair. We don't know of anything that would be of greater benefit to humanity than a practical scheme for arousing such creatures to a sense of their condition.

NAPOLEON AS A BUSINESS MAN.

M. GERMAIN MARTIN, the distinguished French authority on sociology and economics, in a recent lecture on "Napoleon as a Financier," said: "Who does not know Napoleon, the great General, the strong-willed organizer, who evolved order out of the administrative anarchy which reigned before him. The means by which he attained his ends are less known, however. To the casual student of history it is never less than disputable that he must have possessed great capacities as a financier in order to attain these ends.

"In fact, he was a sovereign who insisted upon probing to the bottom each and every financial question of his kingdom. He was qualified for this by his early training. Love and order had been inspired in him by his mother; so much so that whilst yet a cadet at Brienne he kept his personal accounts with great care, always endeavoring to balance his expenses on the credit side of his little budget. Economy, but not avarice, such is the characteristic feature of his personal accounts. This we shall find held true throughout his whole later career.

"However, a man is not a financier merely because he understands how to manage his household affairs. The handling of public funds requires a certain technical knowledge which Napoleon could not have possessed at the beginning of his career. In fact, he originally held many quaint ideas about the financial world in general. He shared the opinion, for instance, that every 'bear' on 'change' is an enemy to the State.

"His educator in the details of the State finance was Mollien, who became Minister of the Treasury. As soon as Napoleon knew the principles of finances he made it his practice personally to go over the State accounts which were relatively as complicated as the Empire was great. He acquired in these matters an accuracy of view which astonished Mollien himself.

"Napoleon was a genius even in finances."

William Agnew & Co.,

Montreal.

OUR SPECIALTIES

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DRESS GOODS DEPARTMENT

Alpacas and Sicilians. Twenty of the choicest lines in Black and Cream, to retail from 20c. to $1.25 per yard.

Grenadines. In Stripe and Check effects, particularly suitable for Dinner and Matinee gowns. Crepe de Chine. Wool de Laine.

Challies and Printed Organdies.

A full range of exclusive designs in these fashionable goods :

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Leno Checks,
Lawn Checks,
Spot Muslins,
Tucked Lawns,
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Satin Luella Our A47 is a line of special value, to sell at 60c.

Black and Coloured Moreens. We have a range comprising the choicest numbers.

Black and Coloured Velveteens, Corded Velveteens. Only the best values kept in stock. Our A84 in Corded Velveteens is the very latest fashion for Opera Cloaks and Evening Wraps.

Black Voile Cloth, Black Bengaline, Taffeta Bengaline, Black Silk and Wool Crepeline, Black Epingiline.

Eoliennes. Silk and Wool. A complete range of the best shades, to sell at 75c. to $1.25 per yard.

Nuns Veiling. All the latest shades, to sell from 30c. to 50c.

Opera and French Flannels. In the latest designs.

Boxcloth. Our A40 is another of our special lines for Spring, to sell at 57½c., and has already proved to be a great favorite with the trade—28 shades in this number alone.

Sateens. Coloured, Black, and Mercerized, to sell at 25c. to 40c. per yd.

Coating Twills.

We draw your special attention to the following numbers. Our travellers will gladly show them:

A24 Wool de Laines,
A26 and A35 Black Peroia,
A29 Black Prunella,
A30 Coloured Venetian,
A37 Black Armure,
A45 Fancy Armure,
A46 Satin Zibeline,
A48 Tartan Plaids,
A54 Coloured Bengaline,
A60 Satin Vigoreux.

Worsted Coatings, Black Italians, Coat Canvas.

Our special lines of Worsted Coatings and Black Italians are of special interest to the country merchant who has a custom-tailoring trade in connection with his regular business.

CASHMERE DEPARTMENT

Our **A100** and **A200** in Black and Coloured Henrietta Cloths stand unrivalled in quality and price.

A complete range of Jet Black, Mid Black and Blue Black Cashmeres, comprising amongst others the following lines:

A85, A300, A400, A500, A600, A680, A690, always kept in stock.

Black Silk Warp Henriettas.

We have an excellent assortment of these more expensive goods to retail as high as $2.50 per yard, while we have lower values which may be profitably sold at $1.20 per yard.

SILK DEPARTMENT

Black Peau de Soie.

We have an exceptionally fine assortment of Peau de Soie at all prices.

Our P.E. is a great favorite with the trade and sells readily at $1.00 per yard as a leader.

Black Bengalines, Black Satin Merveilleux, Black Taffetas and Black Satins at all the favorite prices.

Black Broche.

In Black Broche Silk we have a very choice range of spot and floral designs in small and large patterns that sell readily at $1.50 per yard.

Tamaline Silks.

We have just purchased the entire stock of a large manufacturer and offer these goods to the trade at greatly reduced prices. All the best shades in stock. Ask our travellers to show them.

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THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

INVESTIGATING THE ACCOUNTS

By W. H.

TAKING stock of his accounts is as necessary to the merchant as taking stock of his goods. The banks monthly balance their books and thus are enabled to keep themselves informed of the extent of their business and whether it is going back or advancing. Likewise, every dry goods merchant should take stock of the accounts in his ledger as well as of the goods on his shelves. He should scrutinize the names of his debtors. Some of his customers he will find especially desirable; others, he will find slow pay and not desirable. The good ones should be well treated and promptly waited upon, and if they have any complaints these should be quickly investigated and settled in a manner that will give satisfaction to all concerned. If concessions be necessary, even though it means an actual loss to the merchant, they should be made to retain custom.

The dry goods business, like every other, has slow and poor payers amongst its customers. These should also be considered, but in a different way from the others. They should be made to pay more for their goods than those who settle their accounts promptly. It is just and right that the people who buy their dry goods, their clothing, their housefurnishings, and keep the drygoodsman out of his money for a time needlessly long, giving him other unnecessary expense and great bother in collecting his accounts, should pay the highest ruling price for their goods. It is only fair that the man who settles promptly his accounts should buy his goods at the lowest price going. Complaints about overcharges can be met by giving a discount for immediate settlement.

Besides the slow pay customers are the ones who scarcely ever pay. It is a fact, we are sorry to say, that some people make it a practice of running accounts with their grocer, their tailor, their drygoodsman and everyone else they can without intending to pay their debts.

Caution should be exercised in opening out new accounts. Reports of the financial standing of the would-be customer should be obtained from mercantile agencies, and as much found out about him as possible before giving him the goods. A customer of this sort often may deal with you for months, always seem to have lots of money and pay cash every time for the goods until you are confident that he is square and honest. He asks credit for a small amount, gets it and settles promptly the first time. The next time he gets in deeper; at last a large account is run up and then you never see him again in your store. You resort to the law courts, but find legal proceedings are useless, he has everything in the name of his wife, or he resorted to some other means to avoid being compelled to pay his debts. Such cases as this are too common among the trade. The merchant would do well to be on the alert and work up a cash business as far as possible.

The credit system of itself is all right, but should not be abused.

THE PROPER BASIS OF CREDIT.

CREDIT has been defined as the power to make use of another man's wealth, resting upon the fact that when one has more wealth than he proposes to use for himself, he is ready, for consideration, to lend to another. While it may be either for production or consumption, the great function of credit in modern industry is to furnish the means for production to those who may be possessed of energy and ability but who lack capital. It is based upon the eternal fact that men are dependent upon another, and that "no man liveth unto himself."

Credit, of course, is often used as a means of convenience, illustrated in the running of a monthly account at a retail store. It has been claimed that 60 days' credit was originally granted when transportation was slow, to allow the merchant time to receive and examine his goods. Likewise, a credit transaction now frequently means merely time enough to allow the purchaser to receive and examine the goods, when he remits less the cash discount. The fact, however, that he has the option of longer time and that the goods are sent him on trust places these transactions properly in the range of credit.

THE HISTORY OF CREDIT

would be extremely interesting were material at hand which would enable the recorder to compile it. We may believe that the first credit transaction took place at very near the time of man's creation.

It is important that we find the true basis of credit. I can think of no better way of expressing it than the one employed by Mr. Boocock, of the National Association of Credit Men, who, in his address before the association a few years ago, quoted James G. Cannon, of the Fourth National Bank of New York, as saying that the true foundation of all credit is character, capacity, and capital, and the greatest of these is character. It is, indeed, pleasant to exalt character, for if we appreciate mankind we must appreciate character, which may be defined as being what a man actually is.

If credit is that by which one makes use of another's wealth for purposes of production, is not the true basis of credit his productive ability? The integrity of purpose must, of course, be assured, and a certain degree of capital is essential in almost every instance to one's having ability to produce. I take it, therefore, that when we have satisfied ourselves that the applicant for credit is possessed of integrity and has fair prospects of success by reason of the amount of capital contributed by himself, his business ability and a suitable environment, we may conclude that he offers the proper basis upon which any business man may extend credit.

HIS METHODS.

As to methods, there is not a great deal to be said. In obtaining information it is best to use almost every source at command. The mercantile agencies and personal reference are of value. I have found the reports furnished by attorneys who are under contract to answer inquiries, for which they are in return to receive collections direct, fairly satisfactory on the whole.

The first essential towards securing

THE REGARD OF A CUSTOMER

is for the house themselves to show a proper regard for him. A good way, I believe, is to send a statement the day the bill is due. This can be readily arranged by making out at the first of the month, not only the statements of bills that are due, but of others that will mature during the month, filing them according to dates and sending

them out accordingly. It is likewise desirable in most instances to give a detailed statement of all the bills which are due, although a statement may have been previously rendered, and not simply begin "Balance Rendered." In some instances it is not necessary to repeat items of which statement has been rendered previously, but as a rule it is best, especially in the case of past due bills.

UNFULFILLED PROMISES

It is important that the customer should be reminded of every unfulfilled promise. As to what methods must be employed, in case the ordinary fail, and when these should be employed, I shall not undertake to say. Again the knowledge of the individual case must be brought into play, and the method used which suits the case. The collection of a bill that is past due should be urged systematically, and each step taken should be in advance of the previous one. It is useless, as a rule, to write a persuasive letter, make a draft which is allowed to be returned, write a threatening letter, and then begin over again and write another persuasive letter.

HOW A CREDIT MAN WAS DUPED.

A BUSINESS man gives in Business Topics an interesting account of how he was duped by a sharp but crooked attorney. He said: "One of our customers in Michigan executed a trust mortgage in favor of the credit men of a large jobbing house, agreeing in the instrument to make a payment of a certain amount each week or month, as the case happened to be, and the trustee was to distribute the amount so paid pro rata among the creditors, the trust deed being drawn to cover all the creditors. The debtor also arranged so that he would pay 5 per cent. interest, or, in other words, through the trust mortgage he contemplated paying 100 cents on the dollar and 5 per cent. interest. We filed our claim of $96 with the trustee, whom we knew fairly well, and dropped the matter from our mind. In the course of a month we received a letter from an attorney in our city stating that the settlement under the trust mortgage would be a long-drawn-out affair, and the outlook somewhat problematical, and that some friends of the debtor had gotten together and were willing to put up the money to bring about a compromise settlement, and enable the debtor to get rid of his debts and resume business. The letter seemed to show such familiarity with the trust mortgage and the conditions of the debtor's affairs, and besides, indicated that the attorney was in fact authorized by the debtor to take the matter up with the creditors.

"I happened to be out of the city at the time, and the attorney was notified that the matter would be laid over 15 or 20 days until my return. He seemed anxious to close the matter up, however, and telephoned us that he would give 45c. on the dollar. When the writer returned to the city the clerk was notified to instruct him that we would settle the account at 50c. on the dollar, naturally assuming that the proposition was a general one to creditors. Now, there is where we made our mistake; we should have written the trustee regarding the matter and had him put himself on record, but everything looked as though the attorney was simply acting with the trustee or with the debtor. The attorney accepted our proposition, and we assigned our claim to him upon receipt of 50 per cent. The same tactics were employed successfully with other creditors, but some refused to join in the matter of a compromise.

"These facts only developed about a month later when the debtor called at our place of business to buy some goods and wanted a little time on them. I suggested to him that he would have to pay cash, as we had lost 50 per cent. on the old account. The debtor was accompanied by his wife, and both of them expressed a good deal of surprise. I got out my papers and explained the facts to them, and they in turn surprised me by stating that they did not know the attorney in question; that he had no authority from them to compromise any claims, and, further, that they had been making their weekly or monthly payment to the trustee with the idea that the distribution was being made to the creditors, and that eventually they would pay 100 per cent. and interest at 5 per cent.

"We took the matter up with the trustee and he disclaimed any knowledge of the attorney's action in the matter, but admitted that several claims had been compromised by the creditors and assigned to the attorney. The letter written us by the attorney in question certainly misrepresented the facts, and the point we have not yet satisfied ourselves about is where he got his information about the trust mortgage and the creditors, and at whose suggestion he undertook to settle claims in the apparent interest of the debtor without any knowledge on the part of the debtor.

"The moral of all this is: To beware of any propositions or compromises unless made you through the proper channel.

"We lost 50 per cent. on our claim in this instance by not taking that precaution."

AN ARGUMENT FOR INSURANCE.

By W HOFFMAN

I CANNOT afford life insurance at present because I need my money in my business." So spoke a prominent business man in a prominent Canadian city, when recently approached by a representative of one of the largest insurance companies in the world.

It is true a man needs his money in his business, but he also needs, and that more imperatively, to have enough ready cash laid aside to bridge his family over and to protect his estate in case he should be taken away.

His business needs are born of his family needs. If he had no family needs he would perhaps need no business, and the very lowest value of his possessions while he is alive will be the highest price obtainable if his estate should be forced upon the market on account of his death.

How, then, can he lay any considerable amount aside and still keep his money in his business? Here is the rational solution. Let him keep his money in his business, and let the best (not the cheapest) insurance company he can find lay aside a snug sum for his family. His premiums will be a small matter comparatively, and he can manage them if he wants to do so. A man insured really has more money to use than he would otherwise have, since, otherwise, he cannot invest without feeling that he should guard his means to protect his family. Their future being secured he may indulge in business ventures, or even luxuries impossible to the man with a family unprovided for.

What is business but the effort to provide for our families and our own old age? The simple accumulation of wealth is not the aim of life. We struggle to give comforts to our families and to educate our children. All our business is to these ends. And when we put our money into life insurance, it is just there that we are putting it—best and safest putting it—into the chief business of our lives.

It is exactly as a business proposition that legal-reserve life insurance commands itself in the strongest terms.

It means the business man's capital, and it enhances his credit many times its cost, while at the same time it is a splendid guaranteed installment. Bankers, brokers, finan-

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—$5 per hundred clippings, $40 per thousand, payable in advance but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

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We make a specialty of filling Mail Orders for all kinds of printing, and we do it cheap.

1,000 GOOD WHITE BUSINESS ENVELOPES for $1.00, any printing

1,000 Official No. 10 Envelopes printed for $1.75.
Noteheads, Billheads, Statements, $1.50 per 1,000.

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Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims

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Capital Paid Up -	1,000,000.00
Assets, over - -	2,320,000.00
Annual Income -	2,300,000.00

HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

POINTER FOR BUSY MEN

A SHORT TALK BY LONG DISTANCE TELEPHONE OFTEN SAVES A LONG WAIT. TRY IT.

The Bell Telephone Co. of Canada

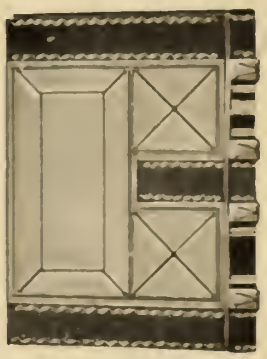


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Our stock is very complete in every department.
Standard quality at best value.

Ledgers, Journals, Cash Books, Day Books, Blotters—all kinds and sizes
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Writing Portfolios, Dressing Cases, Letter and Card Cases, etc.

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WE AIM TO HAVE THE MOST COMPLETE STATIONERY HOUSE IN THE DOMINION.

51-53 Wellington Street West, Toronto (Established half a Century)

cial experts, and business men generally, carry the larger insurance policies. They would not do so if there were any way possible to do better with money for present purposes

The whole truth of the matter is that it is really only by the aid of life insurance that a man with a family can use all his money in his business.

Therefore, when such a man says he "cannot afford life insurance because he needs all his money in his business," he should say, rather, that he "cannot afford to be without life insurance just because he needs his money in his business."

HOW TO OPEN A BOOK.

HOLD the book with its back on a smooth or covered table; let the front board down, then the other, holding the leaves in one hand, while you open a few leaves at the back, then a few at the front, and so on alternately, opening back and front, gently pressing open the sections till you reach the centre of the volume. Do this two or three times and you will obtain the best results.

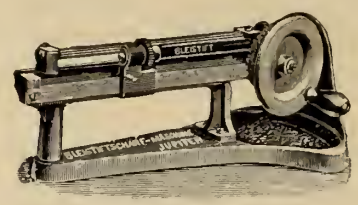
Open the volume violently or carelessly in any one place and you will likely break the back and cause a start in the leaves. Never force the back of the book.

ACCOUNT COLLECTIONS BY DRAFT.

THE prevailing system of collecting out-of-town accounts to-day is by draft, either at sight or time. There is, however, amongst the retail trade, to a certain extent at least, a prejudice against this system of collecting. If the retail merchant who is thus prejudiced would consider the time, trouble and expense of remitting, which is saved by simply accepting a draft, this system would no doubt become more popular. Another important advantage is in the matter of cash discounts, which items are very often overlooked by the busy man, and which by the draft system are always assured. When a draft is returned without any apparent reason, the credit man has no option, but must write the customer, usually in a courteous way, requesting him to state why the draft has been returned. If the draft is incorrect, the customer will no doubt reply to this effect at once, but, in nine cases out of ten, no reply is forthcoming and a man who has some three or four thousand accounts to deal with is obliged sometimes to write several letters before receiving a satisfactory reply. The relations between debtor and creditor are in this way strained considerably, where a line or two from the debtor would have prevented any unpleasantness or misunderstanding. There are few instances where a customer requires a few days extra time on an account that will not be readily granted, but the customer must be reasonable and do his part.

PENCIL-POINTING MACHINE.

Grand & Toy, office outfitters, Wellington street, Toronto have a unique office device in the shape of "Jupiter" pencil



pointing machine which they are showing to the public. By the invention of the "Jupiter" a long-felt want for a pencil pointer is supplied. The accompanying cut is an illustration of this practical office device.

BUSINESS PERSONALS.

Mr. Edmunds, of the Bank of Commerce, Winnipeg, has been removed to the branch at Ottawa.

Mr. Fellows, of the Bank of Montreal, Montreal, has been transferred to the branch at Ottawa.

Mr. D. G. Scott, of the Merchants' Bank, Montreal, has been transferred to the branch at Galt.

Mr. C. A. MacMahon, of the Wolverton, Ont., branch, has just been named assistant accountant of the Sovereign Bank in Montreal.

Mr. E. T. Horn, formerly assistant to Mr. Russell, the manager of the Intercolonial Railway at Moncton, has been appointed assistant to the general superintendent of the Baltimore and Ohio Railway, with headquarters at Pittsburg, Pa.

Mr. S. L. Smith, of the Bank of Montreal, at Guelph, on leaving for New Westminster, B.C., was presented with a handsome gold locket by the manager and staff.

The Adams Furniture Company, on December 4, celebrated the anniversary of their moving to their new building at City Hall Square, Toronto, by a tastefully arranged "At Home," which proved a popular event with their many customers and friends.

BOOTS AND SHOES

SHOES ANCIENT AND MODERN.

UNTIL about seven or eight years ago the shoeman had less worries than any other business man. Quantity, not style, made his stock, for style scarcely varied in the smallest degree from year to year. His stock in trade was made up of toes like Fig. 1. The good old round toe suited and fitted everyone and all was well.

At that time, however, his troubles came. Something, whether the greed of the manufacturer, or the demands of the consumer, brought a change in the shape. The toe became narrower although still rounding, and Fig. 2 had to be carried in addition to the old shape.

People felt comfortable in the new shape and it certainly looked neater, so the tendency of human nature asserted itself and Fig. 3, the opera toe, appeared.

No fatal results were immediately evident, and prices were better for the new toe than for the old one, so, of course, maker and seller encouraged it. Reasoning from all this, the mind of the manufacturer evolved the idea that if x plus y was better for all concerned than x, therefore x plus y plus z would be better than x plus y (Q.E.D., of course). Then appeared that marvellous oddity and nuisance, the razor toe.

The poor public! Having got started on the steep decent of change, they clutched at the new toe and kept it—for a season. For a season the "well dressed" public spent a half of their time extricating the toes of their boots from cracks in sidewalks and gratings; a man was walked over by another, who appeared to be some feet in front of him; crowds were impossible except sideways; the boys in "the gods" eschewed the front seat unless there were holes in the railings to thrust their toes through. The only way to avoid occupying so much advance territory was to turn the feet sideways. In fact, this style of walking was absolutely necessary, but the effect to an onlooker was of a man crippled with rheumatism.

All things considered, the razor toe was doomed, and its death was so sudden and complete that the manufacturers didn't dare advertise their remaining stock in the reading columns of the press as "the popular thing."

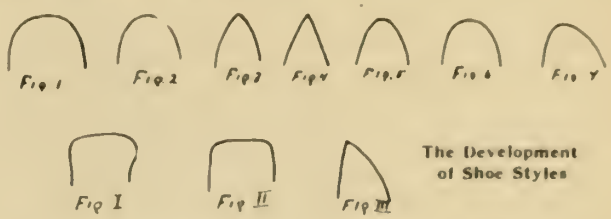
Common sense at last prevailed, and the styles gradually worked through the shape Fig. 5 to Fig. 6, "the coin toe," where it remained for some years, and, in fact, the newest shape, Fig. 7, is merely a modification of it.

Although new toes are being put on the market the present shape is the best, both for appearance and fit. The shape of the foot has been studied and the result is Fig. 7. It is sincerely to be regretted that the heavy medium extension sole is "going out," as much of the fatigue of walking was obviated by that sole, which rendered unnoticeable the small irregularities of the sidewalks and floors.

Of course, there were freak shapes through all these "populars." Fig. 1 represents a toe that was worn by a few many years ago in the time of the old round toe. It was called the duck bill toe. It demonstrates the fact that even then, someone (a manufacturer probably) felt the necessity (for pecuniary reasons) for a change in the shape. Soon afterward Fig. II was used by some and called by that came to the door of popularity—the French toe.

Modern ingenuity, however, has eclipsed all past endeavors both in shape and name. During the past few months a toe has been introduced in the United States. Look at Fig. III, and think of the name it goes by. "Potay" toe, and nothing further need be added.

In the matter of soles the extension affordes an opportunity for the extremist, and we used to see occasionally the very wide extension that looked all sole and no boot, the double decker, was a marvellous production of someone's brains and "caught" a few.



The Development of Shoe Styles

The old hand-sewn sole was an excellent sole, a more modern imitation of which is the "Goodyear" welt. This sole is on all the best shoes and is equal to the old time hand made. The turn sole is only used on very light slippers and shoes. The McKay sewn sole is a comparatively new, cheap sole, which does not wear well, and is apt to make a shoe "squeak."

A modern shoe with its sensible comfortable toe, its improved linings, flat seams, celluloid eyelets, which will not get white, Goodyear welt, plain leather, etc., is an almost perfect shoe lacking only the medium width thick sole to complete its excellence.

STYLES.

IN the United States the majority of dealers consider the tan shoe as the thing for swell footwear this Spring.

For men, tan Oxfords, while even the mannish girl will wear dark Russia leathers.

In medium or cheap goods dealers are not handling tans, however.

The new toe, the "Potay" toe, is going to be pushed by some, but it is considered generally that common sense will never accept it as a popular shape.

Last year's popular Colonial is gone out of favor.

Patent leathers will be worn more than ever, with patent colt as the favorite, although calf and kid will be good sellers.

Oxfords in all goods will be worn.

High heels, 1¼ in. at least, are coming back for ladies.

Heavy extensions and perforated vamps will be out of it. Light soles, close trimmed, being the thing. There will be an entire absence of perforations and fancy stitchings, with the possible exception of the edge of the tip.

In Canada tans will not be worn to any extent this year at least, although if they become very popular in the United States, we will, of course, fall into line.

Oxfords will be worn, as also patent leathers, in colt, particularly.

The favorite shape seems to be the toe shown in Fig. 7 of a previous article. No "Po-tay" toes will be handled to any extent.

Soles will be narrower and thinner, and the whole make-up plainer.

A new patent leather has a monkey-skin top.

In slippers, the styles are more showy than ever. Some are made of alligator skin, others, of morocco, and most have the patent-leather ornamentation around the top.

LEATHER TRADE IN DANGER.

THE action of the Dominion Government in forbidding the importation of tannery hides from the New England States, where the foot and mouth disease is prevalent, offers a serious menace to Canadian tanners.

The great bulk of our heavy hides have to be imported from South America and Europe. These hides are shipped through New England ports during the Winter and brought through in bond to the Canadian tanneries. At present there is supposed to be about a million dollars worth of hides en route for Canada. As these will be unloaded in New England ports, they will at present have to stay there.

Tanneries which depend upon South America for their hides will perhaps have to close down, as their half-year orders are given and quite probably en route.

From present prospects no relaxation in the prohibition will be allowed, as the Government considers the disease too contagious to permit of any risks being run. Tanners are strongly objecting on the ground that the hides will not come into contact with the disease, and therefore should be allowed through.

Should this prohibition be as severe as it appears, leather will undoubtedly go up, and manufacturers and retailers had better be prepared for it.

HOLIDAY REMNANTS.

NOW that Christmas is over don't let your stock of special holiday goods remain in your windows and showcases without attracting special attention to them by offering them slightly cheaper, or by the advertising, which most merchants are becoming expert in.

Those fancy slippers or baby shoes should be pushed now, as special lines should never be kept before your customers too long. If you can't sell them, put them out of sight for a short time. Then bring them out again in a month or so, and they will appear to be new stock. However, it is better to get rid of them before you run chances of soiling or of having your customers become so accustomed to see them around that they never notice them. Special lines always tire soon. Unlike staples, they are so conspicuous that everyone sees them when first displayed, but the very fact of their attracting so much attention at first makes people pass them by afterwards.

Effect some very noticeable change in the style of display immediately after the new year; reduce the price a little and advertise as what is left of your large holiday special line which pleased the people so much. Don't advertise the stock as the remains of the Christmas stock, but tell them that you still have the good things, but that only a few of certain sizes are left which you are willing to sell at a sacrifice to close up the stock.

INFANTS' SOFT-SOLE SHOES.

THE HURLBUT COMPANY, Toronto, has made great strides since its organization, three and a half years ago, in the manufacture of infants' soft-sole shoes. When this company was formed it was intended that it should develop the manufacture of several lines of leather goods, but a few months ago it was found that the manufacturing capacity of the establishment would have to be entirely given over to babys' shoes, in order that the business in that line should be met. In the future the company will manufacture this line only.

Two worthy points in the Hurlbut shoe is that each button is placed on by machine, and there is no thread connection with the next button. The other is the eyelets, which are worked in silk on linen. No brass is used.

Early this year the plant will be greatly increased. The Hurlbut Company's advertisement may be seen on another page

NOTES.

John Campbell, a member of the firm of Turner & Campbell, sole-leather tanners, of Listowel, Ontario, died a month ago at the age of 90 years.

C. F. Johnson, who is interested in the formation of the boot and shoe manufacturers' combine, is confident of success. He stated that although all the Montreal houses may not be in it, the majority of the manufacturers of Quebec, Montreal and Toronto will join, and things are progressing as favorably as can be expected.

The Up to-Date RETAILER

will do well who carries a full range of

The BABY SHOE for Infants.

Mothers will appreciate your judgment, as this Brand represents the Best Style, Fit and Quality

STYLE—Original.
FIT—Perfect.
QUALITY—Unsurpassed.
SIZES—0 to 5.

THIS "BABY SHOE"
is made in Canada, by Canadians, out of Canadian material, and may be had at any of the leading jobbers'.

John M. Garland, Son & Co.

OTTAWA, CANADA.

WHOLESALE DRY GOODS.

Men's Furnishings, Woollens and Carpets.



"Fortune smiles on industry and laughs at idleness."

Our Senior Partner, the founder of our business, has been over fifty years selling Dry Goods, a worker and close student of the best business methods every year of it. We have one of the largest and most modern warehouses in Canada, divided into eight departments, each in charge of a young energetic buyer who was trained and is guided by our senior.

In turnover we are **near the top,** in proportion to expenses (doing about 75 per cent in the house **without** travelling expenses), we believe we **are at the top**

Think it over, would it not be wise for **you** to visit us and see our nine floors filled with **New Spring Goods ?**

Mail orders filled carefully and shipped promptly—packing free.

GEO. H. HEES, SON & Co.

Lace Curtains

OUR Lace Curtain Sales have been increasing by leaps and bounds. The reason is, by ordering from the European factories immense quantities we are able to buy them at specially low prices.

Last year we placed orders for over one hundred thousand pairs and had to cable repeats over and over again.

Where the jobber who does not make a specialty of these staple quick-selling goods place orders for hundreds of pairs, we, by having twelve travellers on the road calling at every nook and corner of the Dominion, are able to place orders for thousands of pairs. It is well known that where looms are kept almost constantly running on a pattern the cost of production is greatly reduced, and that is the secret of our advantage in buying. Buying right and selling right enables us to handle such immense quantities of Lace Curtains that many dealers who formerly imported them direct now find it more profitable to buy from us. Another great advantage of buying of us is that when the retailer finds he has bought some unusually good sellers he can repeat his orders and get prompt deliveries out of our stock right here at home.

N.B.—We are placing orders for over **one hundred and fifty thousand** pairs of Lace Curtains for the Fall and Spring trade.

GEO. H. HEES, SON & Co.

71 BAY STREET, TORONTO



CURTAINS AND DRAPERIES.

ROPE PORTIERES.

DECORATORS are noticing the advantages of rope portieres, particularly in apartments or small rooms. In many of the modern houses, where space is limited and comfort more important, portieres will give an effect to be obtained from nothing else. Doors take up so much room and draped curtains give such a feeling of stuffiness and closeness that the open portieres are a decided relief. In addition to greater freedom of circulation, they give an idea of space without the feeling of blankness and glare afforded by an open doorway.

The differences of decoration between adjacent rooms can be toned down by the use of rope portieres with better results than by any other method. They give much the same results as the network in a curtain on the stage of a theatre, which not only gives an impression of distance to the scenery behind, but also softens the lines of demarcation.

Some new styles of portieres have much metal or iridescent cord woven in with the material. The really swell ones are made of large silk ropes, with heavy tassels, the whole being in one color. Portieres of thin leather, cut in twisted fancy designs, are shown.

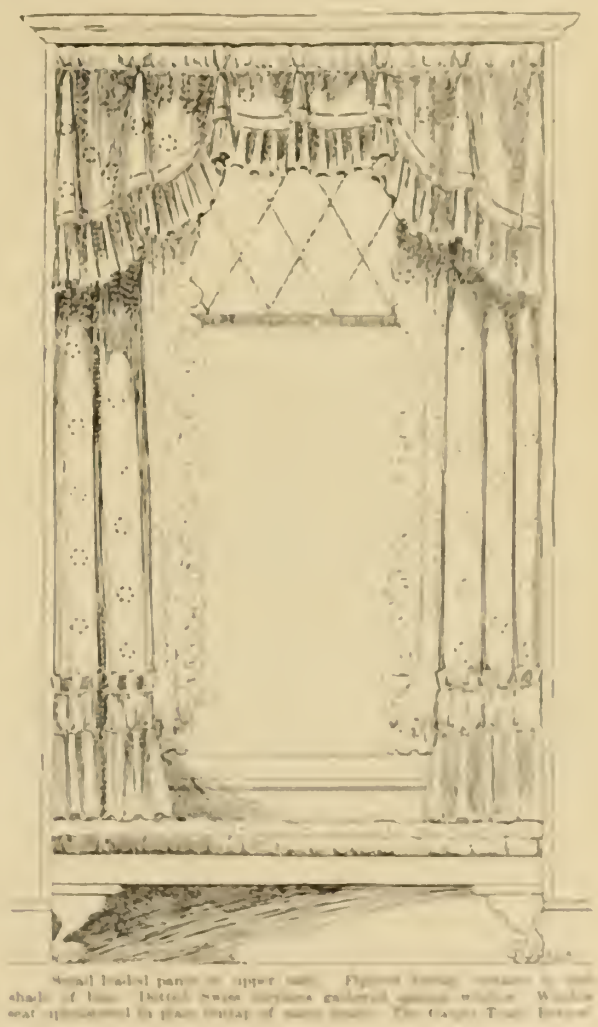
A NEW INDUSTRY.

A FACT that has surprised me in Canadian towns is the few curtain and carpet cleaning businesses. In the United States there are few towns of 5,000 that have not their industries of that kind. I see no reason why a town of 3,000 should not be able to afford a good living to an industrious man.

He need not confine himself to cleaning curtains and carpets, but could study the hanging of curtains and lay new carpets. He might whitewash, hang paper, do dyeing in a small way, curl feathers, or any of the little extras required in housekeeping. In small towns furniture dealers could engage in it with profit. Very little outfit is required, and the extra man who might be necessary could be employed around a furniture store in his idle moments in many ways.

Not only would the direct income from this line of business make it a paying concern, but by securing entry in a business way to so many houses, the furniture dealer or housefurnisher keeps himself well posted in the needs of his patrons in carpets, curtains, draperies and furniture, and can draw their attention to their needs in his line.

No woman likes the trouble of curtain cleaning, and very few housewives have the poles necessary for good work, or the place where a curtain can be kept free from dust while drying



We all know the antipathy a man has to getting out early in the morning, at lunch time, or after a day's work, taking off his coat, and performing that most disagreeable of all necessi-

ties—carpet-cleaning. If the housewife could get her curtains cleaned away from home with better results, and that man could, without much cost, go to work in the morning fresh and happy and return at night to find his carpets cleaned and laid, home life would be pleasanter and the cleaner would prosper. So, man-looking-for-an-opening, get a horse and rig to call for and deliver goods; buy some curtain-cleaning poles and supplies, some carpet-beaters, make your prices reasonable, and not much advertising and talking is necessary to give you lots of orders demanding not disagreeable work.

FEATURES OF THE CARPET AND CURTAIN TRADE.

SOME new piece goods for draperies in the United States are tapestries with mercerized grounds and silk figures, a silk Gobelin tapestry in floral stripes, a marguerite effect in damask, a chintz brocade, a Livonia floral and lace effect, double-faced Oriental effects in tapestries and cotton tapestries.

In curtains, mercerized tapestries are becoming quite popular, and Art Nouveau, Savoy curtains, Bagdad reps, Ottoman reps, and Bagdad stripes are selling well. Dealers also find a demand for a silk Gobelin in a modern French floral pattern and a crinkle silk which keeps its crinkle remarkably well.

Some dealers report a falling off in the sales of tapestry curtains in medium grades, saying that rope portieres are taking their place to some extent.

In the better grades, pointe d'arabe is the thing and renaissance comes a close second. Like all good things, pointe d'arabe has its imitations, and they are meeting with good success. There is also a big business in ruffled net and muslin ruffled effects.

In lace curtains, the Spring patterns will be neat, small and artistic. Borders will not be as heretofore six or eight inches wide, but very narrow. Draperies will be in green and red. The two-toned effects are selling to the popular trade, but very little to the high class.

Wholesalers and dealers all remark on the popularity of tapestry and mercerized damask table covers.

NOTES.

Wholesalers report very good business in curtains, and at present have almost their entire stock in.

Border patterns are the most popular style in Nottingham, Brussels and Irish point.

Irish point is a general favorite where a buyer wishes something better than the standard Nottinghams.

Brussels is also selling well, although not quite up to the Irish point.

One prominent feature is the immense variety of art muslins carried, and the very catchy colors and patterns in that style of goods this Spring are making them great favorites for certain rooms.

Tapestries are in greater demand than ever, and the price of the cheaper lines is bringing them within the reach of everyone.

DECORATION.

"Nothing more surely preserves any form of ornament from vulgarization than a general sense of fitness."—Ogden Codman, jr., in the "Decoration of Houses."

THE APARTMENT HOUSE.

THE apartment house has come to stay Rents are at such a figure that the small family is glad to take refuge in a flat of four or five rooms.

There is at present in Toronto one immense apartment house well filled with experimenters in flat-living. Three or four others are in course of erection, and several "castles in the air" will, before the year is over, take the more substantial form of that modern boon for comfort but artistic blemish—the apartment house.

Still we must endure it. Were the situation regulated by law they would have their place in our large cities and form one of the economic advancements and advantages of modern life. St. George street—one of the finest, if not the very finest, residential streets in Toronto—is scarcely the place to erect a six-storey building with the appearance of a well-built factory.

In my opinion we cannot too soon regulate by law their location, as we regulate the cost of houses for the different streets. The man who builds his $10,000 house on a fine residential street, thinking he is choosing an ideal spot, cannot be blamed for feeling angry when a huge, square building containing, perhaps, all classes of people, is erected on the adjoining lot, overshadowing him and bringing to his door the disturbance and lack of privacy always to some extent accompanying an apartment building.

The advantages of flats, however, are readily seen, and to many people it provides a life congenial and comfortable, with no chance for lonesomeness, unless it is that of a great city. The heating is done from the basement by the janitor, and for a small sum he will do all the housecleaning. There is no running up and down stairs, very little repairing is necessary, and the halls and approaches to the flats are usually kept in good order.

The sacrifice of floor space, too, has its compensating advantage of increased facilities for decoration, and with the greater leisure of the housewife and increased rivalry with her neighbor, more attention is paid to ornament and effect.

Were we prepared, in our more confined space, to deprive ourselves of many of the large unnecessary furnishings which cumbered even our larger rooms, we could obtain a comfortable, cosy effect very difficult in a large room.

Furniture men are now catering to some extent to the necessities of small rooms, and we have the combination folding bed, dresser and washstand, and such like pieces of furniture, which are not artistic but are certainly useful.

ORIEL WINDOWS.

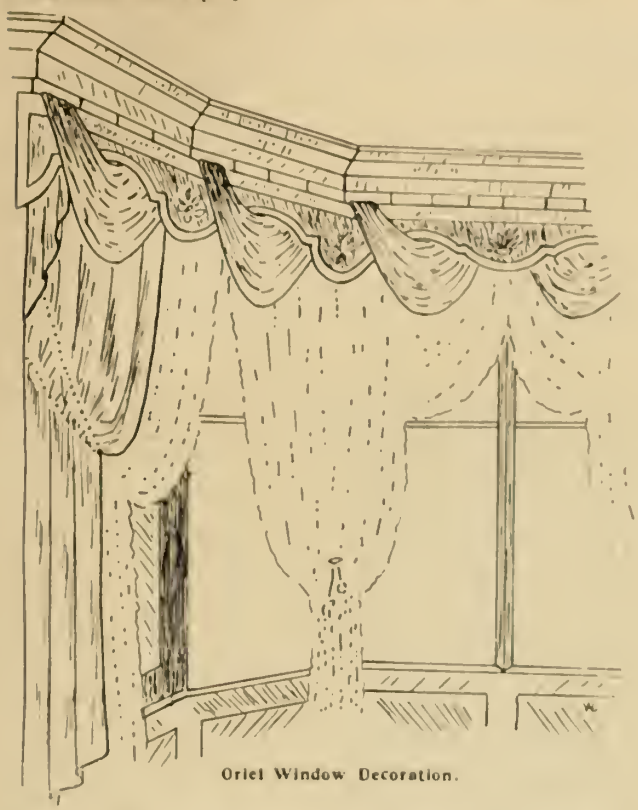
ORIEL windows have become very common in our modern style of architecture, and since they are such a conspicuous feature in the room, the manner in which they are decorated forms an important part in the beautifying or marring of the general effect of the room. If such a window was considered merely as a combination of three or more windows, plans for draping them would be devised more readily, and the decorator would not have the dread he now has of commencing the work.

There are many ways of draping an oriel window, and taste has to be considered almost entirely. If a decorator has his plans he can work them out himself, but in many cases he does not know exactly how he should commence nor what effect he should aim at. In that case the accompanying cut will help him materially, as it will direct his thoughts to the general effect, and after that he will be able to design for himself.

There are simple and elaborate ways, such as using two pairs of straight lace curtains or in having simply muslin curtains. Again, these may have the addition of a drapery of similar material at the top, or rich tapestry hangings.

In the accompanying illustration simply an idea is given. It consists of an embroidered valance, with regular sways and

terminal tails. Two materials may be effectively employed here, such as a satin-de-lux for the valance and a tapestry or brocade for the drapery.



Oriel Window Decoration.

There are various ways of draping the lace curtains, and the success of the oriel window depends largely on this. The style of draping alone is intended in the sketch

THE ENTRANCE OR VESTIBULE.

THE decoration of entrances in the country requires less formal treatment than in the town, but that does not imply the necessity of nothing but a door, floor and walls.

A few words on the outer door will not be out of place. It should look strong enough to give a sense of security, for it is to exclude as well as to admit. Plainness so as to expose nothing injured by the weather is essential. The best ornamentation is single panelling, with bold mouldings to assist in the heavy effect, and as little decorative detail as possible. The necessary ornament should be given by the hinges, locks and handles, which should be strong and serviceable, made of bronze or iron, since these metals do not require constant cleaning.

I may say here that in home decoration as little brass as possible should be used, as it necessitates constant attention. Bronze, iron or lacquered metals look just as well at any time and better at most.

The decoration of vestibules would be wonderfully simplified if one point were remembered, namely, that the entrance should form a transition from the plainness of the street to the interior decoration. Be careful to use only such material as will not only withstand rain, frost and dust, but it should also have the appearance of being water and dust proof. For this purpose avoid carpets or wall paper. Painted stucco is an excellent wall covering. Wood, if used, should be painted, as otherwise the weather and dust will soon discolor it. The floor should be of stone or marble tiles for the best effect, but for cheapness, linoleum, or even dimly patterned oilcloth, is preferable to a wood floor in so exposed a place.

An inexpensive and strikingly appropriate treatment of the walls is obtained by dividing the wall space into panels by wooden mouldings applied directly to the plaster, and the whole painted in a uniform tint or varying shades of some sober color.

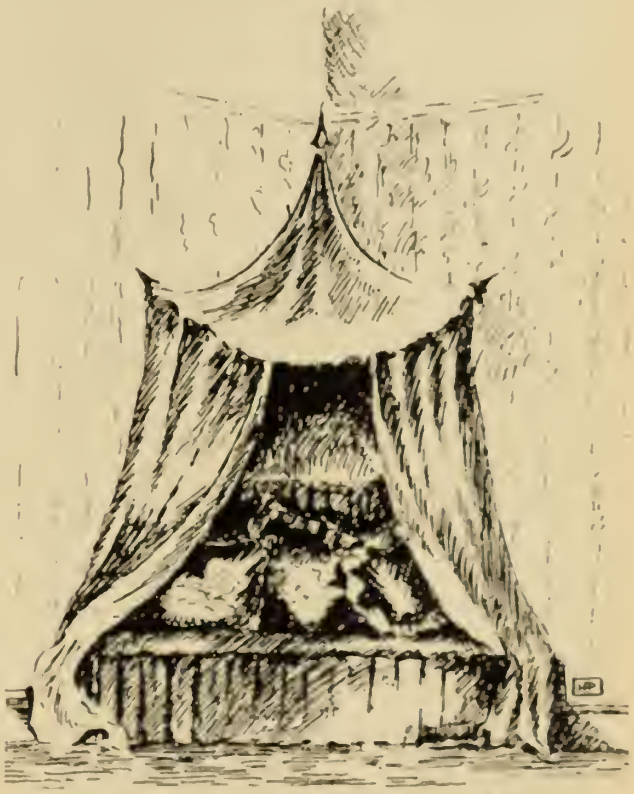
In large vestibules stone benches may be used, with statuettes and vases on pedestals in out-of-the-way corners. For simpler decoration, wooden benches should be made, with seats of one piece or broad thick slats. In small vestibules cane seated benches or chairs are appropriate.

The lighting should be effected by lanterns which shed only a dim light, as even where the electric light is used and care has not to be taken of drafts, the sense of protection derived from a covered light is traditional and pleasing.

DECORATION NOTES.

Under the direction of Professor Cero Luspiandi, Inspector of National Monuments for the Italian Government, the bed of the world's most famous river, the Tiber, is to be dug up, and the silt thoroughly explored for the now priceless treasures of the ancient inhabitants of the Eternal City. Both as a sacrifice to Father Tiber, and to prevent their capture by their foes, the ancient Romans cast their works of art and valuables into the stream. The sacred vessels taken from Solomon's temple are supposed to lie buried under the slime of the river.

The New York Evening Post tells of a beautiful old church in Sienna, the facade of which has been seriously mutilated by boys, who throw stones against the marble to see the sparks



Design for Cosy Corner, by Hector A. Payne.

fly. Some Frenchmen, upon remonstrating with the guardians of the church, were told that it could not be stopped as for several generations the boys had been accustomed to do this.

First Decorator—"I advised him to have his house decorated during his wife's absence, as a surprise."

His Partner—"Good! then we will have to do it all over again when she gets back."—Exchange.

Oriental Rugs and Carpets

THEIR HISTORY AND PECULIARITY.

THE trade in carpets and rugs from the Orient is not one which has reached any huge proportions with the average Canadian dealer in housefurnishings, the business being more or less confined to the largest merchants, who can afford the expense of a fairly wide assortment of these floor coverings. It does not follow, however, that it is not a branch of the carpet business worthy of the close attention of all dealers who aspire to get their share of the highest class trade. Every year sees an increasing business done in Oriental rugs. Here and there in the large centres one or two Turkish merchants may be found introducing the manufactured products of their country into



Oriental Rugs—Antique Kazak.

Canada; and, along with other lines, old coins, stamps, uncomfortable-looking ladies' slippers, dirty Turkish "sweetmeats," etc. They always have a number of carpets and rugs, which are gradually becoming greater objects of interest to the public the more they are placed in their sight.

The Oriental rug fills a place which could be occupied by no other floor covering. It stands alone. Our Canadian manufacturers of carpets and rugs, who turn out indisputably first-class articles, are thus but very little affected by the importation of Turkish, Persian and other floor coverings of the kind. Besides, the needs of the public in general could not in the least be catered to by such importations; and domestic manufacturers are obtaining a stronger hold on the trade each season.

It is the exception when the average retailer of these foreign rugs can tell his customer much about them. Unless he is his own buyer on the primary markets he has very little opportunity to become well informed on the subject; for, although there have been some books published in regard to it, they are not of the kind that find their way into the hands of any but those whose interest in, and knowledge of, Oriental rugs and carpets amounts to almost a hobby.

The beginning of the art of making these carpets is, to a great extent, shrouded in mystery. There are legends and legends on the subject, all, no doubt, with more or less truth woven in with a much greater measure of fiction. But cold, hard facts about the first weavers and their work are comparatively rare. The ancient Egyptians were among the first nations to distinguish themselves in the art; the Babylonians, too, excelled in it, and from them the Persians learned it, and so on, until it became common to many Oriental nations.

The weaving, as one might expect, is done by the women and girls, who are taught the art from six or seven years o age. Now and then, when there is a scarcity of women, on account of increased demand for carpets, not of women, the men and boys, with great generosity and meekness of spirit, so far demean themselves as to give up loafing in the sun for a time, and hie them to the looms to earn a few piastres for the household. But, praise be to Allah, this is only in some districts, and is not yet a general practice! The weavers are paid from about 80 cents to $1.50 per week. The men own the looms, and when their wives and daughters are not numerous enough to supply the demand, they hire weavers. If the latter turn out good workwomen the employer marries them and saves their wages!

The rugs are made for the most part from wool of sheep and goats, though some camels' hair is used also. Silk has been used for a long time; but on account of its being less durable than the wool, and as it loses much of its lustre when made into a pile carpet, it has never come into general use.

The washing of the wool is most important. Soft water must be used; and although there are different methods of washing, the operation has been studied with a view to improvement for centuries, and we may conclude that each method is the proper one for the locality and conditions.

Except in a few places there has been no improvement or alteration in the manner of weaving for thousands of years, either on account of the natural conservatism of the people or the inability to devise machines that will produce the same results as the hand work.

As to the looms themselves, we cannot do better than quote from a monograph on the subject by Mr. Lawrence Winters, who says: "The loom is set up by placing two upright slightly inclined poles, to which are attached horizontal bars at the top and at the bottom, the size of the loom depending in some cases upon the size of the carpet to be

made. From the top bar a number of woollen strands are wound, the ends being securely fastened to the lower bar, which sometimes is the roller around which is wound the completed portions of the carpet as the weaving goes on. When the loom has all the strands arranged, it looks similar to the strings of a harp. These strands are kept on a tension by means of levers fixed to the upper horizontal bar, and the number of strands employed depends upon the grade of rug to be produced.

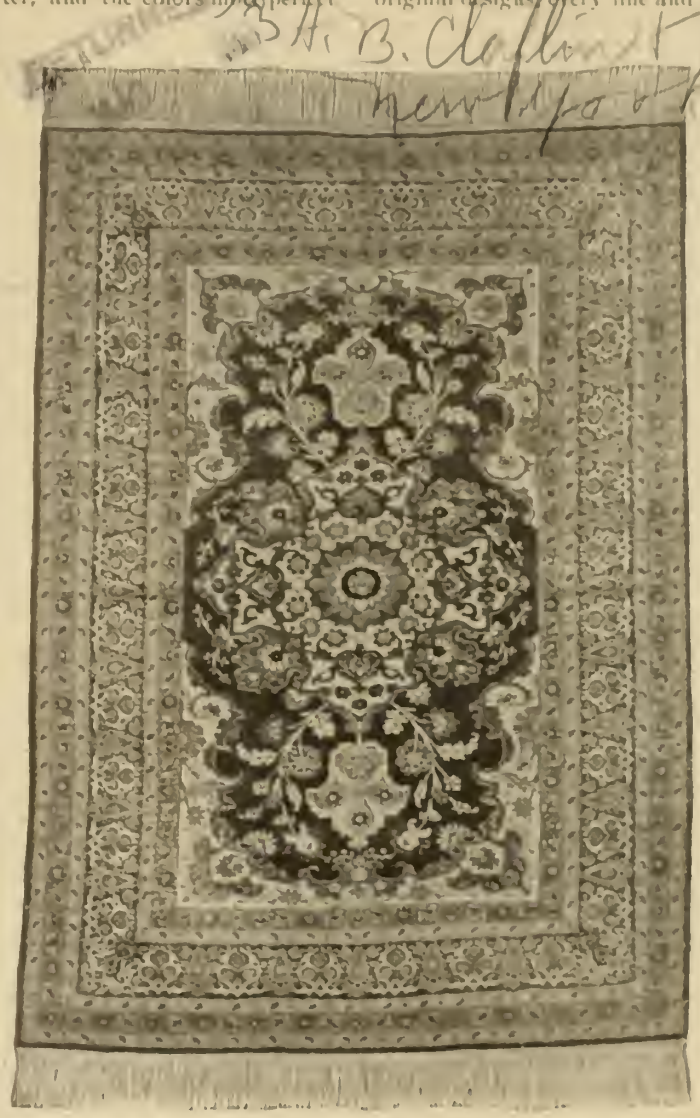
"A rug having 7 strands to the inch would require for a 10-foot rug 840 strands. If a quality twice as fine as the foregoing was desired, 14 strands to the inch would be made, or 1,680 strands in all. The number of strands, however, is by no means the only test of quality, for the wool in the 7-strand may be finer, the design better, and the colors more perfect. A score of circumstances may combine to make the 7-strand rug more valuable than the 14-strand.

"From the top of the frame the balls of colored wool lay within easy reach of the skillful workers, who, taking the wool, pass it between two strands, one over and one under, the knot being then tied firmly and the ends cut with a sharp knife. When two full rows have been made, they are clipped as evenly as possible, the final results forming a plush pile, the final shearing off being done when the rug is completed.

"The tying of the knot is one of the processes which requires extreme dexterity and care, for upon this depends the life of the rug, and one of the chief qualifications of an expert rug-maker is the ability to tie knots securely and rapidly, and at the same time select the proper shades and combinations."

Of the making of Persian rugs, Mr. Winters has the following to say: "Throughout Persia the loom is practically the same primitive arrangement, but the method of producing the rug is different; instead of moving down the part that is completed, and so continuing, the weavers move upward as the work progresses. Ladders are placed opposite the two upright poles, and on the rungs of these are planks for the weavers to sit upon. As the work progresses, the weaver moves his seat upward, the limit in upward progress being the roof.

"If the carpet is to be a large one, it becomes necessary, after the roof has been reached, to begin at the bottom again. The rug, therefore, is taken down and sewed on to the floor stretcher, the strands are adjusted and the work proceeds. This practice accounts for the dirt line often seen on the back of large carpets and also for the mysterious threads which have so often puzzled the inexperienced buyers."



Oriental Rugs—Antique Tabriz.

Of course, the chief interest from the point of view of weaver, buyer and consumer, centres in the designs, those bold, but exceedingly intricate and often delicate, patterns, with their barbaric splendor of color, which can be found alone in such art productions as these. As the demand for Oriental rugs grows and Western peoples take a closer interest in them, there is an inclination on the part of buyers to look for something new in designs, something varying from the geometrical and floral patterns which the weavers have been making for centuries, and some purely Occidental designs have been produced to satisfy this demand. These patterns are valued highly. The variety of the Oriental patterns is infinite, yet it is believed that they all can be traced back to certain originals which have been long ago lost. As in the original designs, every line and bit of color meant something to the mind of the initiated. The weavers who followed them superstitiously, copied the patterns as nearly as possible, making a difference only in some minor details, and thus has preserved the original style of design for centuries. Certain families have kept certain designs for generation upon generation, with but slight differences from time to time, according to the individual taste of the weaver, but always in the end coming back to the original.

The oldest designs were geometrical, the floral designs being of a somewhat later introduction. Pictures of animals were at one time woven into the rugs, being of a symbolical nature, as the lion representing the sun, the dragon the night and the phœnix the day. But Mohammed forbade the use of animals' pictures, except those of the dog and bird, and his followers, excepting those of one sect, were obliged to discontinue using them. They are still used, however, by a large number of Oriental rug-makers. A few of the symbols used, with their meanings, may be of interest. The bee in the Egyptian rugs signifies immortality, the butterfly, soul; the crocodile, beneficent deity; the dove, mourning of a widow; the egg, life. In the Persian rugs, the descending eagle means bad luck, flying eagle, good luck; hounds or leopards, fame and ever increasing honor; the sword, force. The Indian symbols include the serpent for desire and the ass for humility or austerity. The crescent in the Turkish rugs means increasing power. The Chinese display their usual inside-out originality, and make the bat stand for happiness, the dragon and phœnix for the newly-wedded pair (puzzle: which is the dragon?), the geese for domestic felicity, the peach for old age and the cock and hen on an artificial rock for the "pleasures of country life." The Japanese symbols, pine trees, storks and tortoises, all signify long life.

In many of the rugs inscriptions have been worked, and to him who can decipher them the rug is all the more valuable and interesting. "There is no Deity but God, and Mahomet is His Prophet," is a frequent inscription. A bale of rugs opened in the warerooms of The H. B. Claflin Company, of New York, to whom we are indebted for the engravings which accompany this article, contained a Persian rug with the words, "May peace rest upon thy possessor," woven into it. The company recently presented to their friends an exceedingly interesting booklet on the subject of Oriental rugs, from which much of our information has been obtained. A very famous rug in the South Kensington Museum, London, made about 1568, A.D., cost the museum $12,000. It is 34x17½ ft., and the knots in it have been estimated to be from 32,500,000 to 33,500,000 in number, or 389 knots to the square inch. These are all hand-tied, the work of one man. The inscription is:

I have no other than thy threshold,
My head has no other protection than this porchway!
The work of the slave of this HOLY PLACE,
MaKand of Kasban.
In the year 946.



The Principal Business Street in Smyrna.

In this street, which is about 15 feet wide, all the principal retail stores are situated, and there is a never-ending stream of humanity passing to and fro, representing all the nations of the world.

The lasting qualities of the dyes used in coloring the rugs are certainly a subject for wonder. The older rugs were colored from home-made dyes made from vegetable matter, no mineral dyes having been used until recently. The Oriental tribes carefully guard the secrets of their dyes from foreigners, fearful lest, should it be known, their occupation would be gone. No color can be exactly matched in these dyes, so, a sufficient amount is prepared at first to do for the work in hand. As the shades vary according to the length of time the yarn is immersed in the dye, there results the innumerable number of shades of one color which may be seen in some rugs. With the improvement of western dyes, however, it is expected that, in time, they will be used in the Oriental rugs.

Black was a color very little used in the old rugs, as it was impossible to get a vegetable dye of this color that would be "fast." The fleece of black sheep was used instead. As the various colors have each their meaning to many Oriental nations, it is but natural that some would use certain colors more than others The Turk would not use green, which, to him, was a holy color, but green was the favorite of the Persian. The Turk used red, the Greek blue. Favorite colors of all nations were indigo, blue, yellow, orange, turquoise, ruby, red and crimson. White meant purity; black, the opposite; blue, truth; red, truth, virtue, sincerity, etc., etc.

The buyer for a large western house who would visit the markets of the Orient must know his business, which includes a working knowledge of the business of the Oriental merchant. Otherwise, the latter, with much wailing and wringing of hands, will sell him a carpet or rug at many times its value, and make him blush at the same time for taking it at the price.

But your experienced and shrewd buyer from the west can also play the game. He will wait for days for the Oriental to come to his price. He acknowledges to the merchant that the price the latter names is very low, but that he is unfortunate enough to be unable to afford it. They smoke, talk and drink coffee for long whiles at a time, before it occurs to the merchant to inquire what price the buyer would be willing to pay. The westerner calmly names a figure, about half of what he would really give, and the ensuing shock to merchant and broker (business is usually done through a broker) requires much coffee and tobacco to allay.

The game continues for days sometimes. When the bargain is finally struck, a hand-clasp makes a sacred compact; or, more sacred still, the broker holds the hand of the western man, while with his other he grasps the beard of the merchant.

With the long history of the Oriental rug extending beyond the records of man, it is a little surprising to be told that a rug 50 years old is an antique. But the late date at which the importation of rugs, especially into the New World, began, may account to some extent for this. Not till after 1876 was there any general movement in this direction, although there were before that some valuable rugs here. To tell a real antique from the many imitations, which have been treated with lime juice, pumice stone, or something else, requires the eye of an expert, and dealers should be extremely cautious as to whom they buy from Antiques are scarce.

Although rules upon rules have been laid down for the guidance of buyers of Oriental rugs, none of them are of the slightest value to anyone but the experienced buyer. Indeed, some of the rules were devised by Eastern merchants in order to suit the inferior carpets and rugs they had to sell. One of the best rules to go by is in regard to the weight. A good authority states that a first-class Oriental rug should weigh a given amount, or close to it. But this is overcome by the common practice of "weighting," well known in the East.

But the more one hears of the difficulties that beset the buyer who is looking for a genuine Oriental rug the more is one convinced of the great experience required in the business—experience covering years of buying, coupled with a close study, not only of carpets and rugs and the manner of their manufacture, but also of the merchants and makers of the Orient, the peculiarities of their trade, their reliability or unreliability, and a thousand-and-one other things which make the buying of Oriental rugs and carpets almost a profession by itself. To reflect upon this is to recognize the utter folly of buying those articles from any but the most thoroughly reliable houses, whose representatives are continually on the primary market, and who know what's what and who's who in the Orient. When a dealer finds such a house it is better to trust to their knowledge than his own.

PRICES IN THE UNITED STATES.

PRICES of all grades of carpets have gone up in the United States, and although very little difference is to be seen in our own prices, the rise on the other side is, no doubt, but a forerunner of an increase here.

While there is no agreement between the mills, still they have tacitly come to a better understanding as to what constitutes their own interests.

The rise is not unwarranted; in fact, it does not cover the increase in the cost of manufacture, and there is no doubt prices will go higher. Worsted yarns are much higher on account of manufacturers devoting more of their looms to the production of the finer yarns, such as are used for cheap clothing, dress goods, etc. As a result of this, worsted yarns have advanced since last year from about 35 to 47 and 50 cents. Even at this high price there is a serious shortage, and there is no doubt a still more advanced price will be necessary in order to obtain sufficient yarn. In addition to this, the wages of mill workers have gone up.

The increase is approximately: Wilton, 2½c. per yard; Brussels, 5c.; velvets, 5c.; Axminsters, 2½ to 5c.; tapestries, 2 to 5c., according to quality; extra supers, 2½c. Wilton rugs, in sizes from 4½ x 7½ to 9 x 12, are $1 higher, and larger sizes, $2; Axminster carpet-size rugs, $1 to $1.25; Smyrna rugs, 5 per cent.; tapestry Brussels, 2½c. per yard, and art squares and body Brussels, 5c



Oriental Rugs—Antique Daghestan.

DON'T.

DON'T leave it too late to buy. One of the common greetings a traveller receives at the beginning of the season is: "It's too early to buy now," and to the traveller's remark that it is best to buy early, as the factories may be overcrowded, the dealer replies that his (the traveller's) house is not the only house

Of course, we all know that travellers will often resort to almost any subterfuge to obtain an order; but in carpets, where the supply is never up to the demand, the advice "buy early" is good advice.

Dealers will say "Oh, we can get our goods all right, if not from you, from someone else. We pay cash, and can get our supplies when we want them." I have met them, and aside from the arrogance the paying of cash seems to give them, they think that all that is necessary is to send a card to a factory and receive their goods "by return mail"

The trade in carpets is usually steady, so a dealer knows approximately what he wants, and loses nothing by ordering early The orders are always filled in their order, therefore the early ones are sure of being filled

During the first few weeks the best patterns are ordered to such an extent that they often have to be taken from the traveller's samples, or otherwise they must be "subbed" Factories carry only a very few cards of even their best patterns, and it does not require many orders to keep these busy for the season. Wholesalers also, of course, sell their best goods first, and factories, when their looms are full, can supply them no better than the dealers

When an order is sent in late it has to be rushed out to reach the dealer in time for his season's trade, and so goods are not as carefully made. Again I would advise you to order early. Nothing is to be gained by delay, while a great deal may be lost

THE TARIFF ON CARPETS.

A VISIT to the Toronto Carpet Co.'s extensive factories on King street was an hour very pleasantly and profitably spent Conducted by the manager, Mr Murray, a run through the factory revealed the up-to-dateness of the methods and machinery employed, and the quality of goods now being manufactured in Canada was a surprise

During the conversation, Mr. Murray expressed himself on the existing tariff. He says that owing to the low tariff on English goods our market is loaded with their carpets, which are sold lower for export than for home use.

Mr. Murray thinks that now that we possess modern machinery and are producing first-class carpets Canada should be for Canadians.

OF COURSE HE COULD LAY CARPETS.

He could do it. He could lay carpets. He could lay carpets as well as *any* —— carpet-cleaner.

(The dash is not our omission. But his wife had gone home for two whole days on one occasion, when he had forgotten to choose his words.)



Oriental Rugs—Symbolic Antique Persian Rug.

Yes, he would lay those carpets *himself.*

All this because he had come home to dinner and found the sitting-room carpet still unlaid.

The more he thought of it the madder he got at "the carelessness, the forgetfulness, the d— ownright impudence" of the carpet-cleaner.

He rushed to the telephone and his share of the conversation was: "South 3308. Yes. Is that Smith, the carpet-cleaner. Well, bring over my carpet early in the morning. I'll lay it myself." Then the telephone rattled back into the rack, and his wife, in the kitchen, gave his steak an extra turn and put more butter in the potatoes.

Next morning at 5.30 o'clock the door-bell rang violently, and as he buttoned his suspenders on the way downstairs—dashes were not a prominent characteristic of his conversation with himself—he wondered who in several places dare rouse a man at such an unearthly hour.

Reclining against the front door was a huge roll of carpet.

His wife helped him carry it in and found the tacks and a hammer. Then she discreetly retired to the kitchen and closed the doors.

He tacked one side. It had seemed so easy he determined to take his wife with him in the summer on the money he saved by laying his own carpets. It would do her good (thud). The sea-air (thud) was just what she needed (thud).

Then he tacked the other side.

Thinking she heard company in the sitting-room, his wife softly crept to the door and quietly opened it, just in time to see the last act.

With the perspiration streaming down his vandyke, his hair wild, one suspender off, teeth closed, he clutched at the edge of the carpet, and, giving a jerk, leaped into the air—in a spot where a great portion of it was occupied by the corner of the window-sill.

Seven minutes after, his wife heard him come tip-toe down the stairs, and, peeping out, saw him, with an old soft hat on, quietly close the front door after him.

He still takes his holidays alone.

FEATURES OF THE TRADE.

Two-toned effects—different shades of the same color—are quite popular in carpets, and the beauty of their appearance fully justifies their popularity.

In ingrains, plain colors with no pattern, and small, neat, all-over patterns or granite effects are in demand, both here and in the United States. What patterns there are, are bright and clean-cut.

Large scroll and block effects are also selling well.

There seems to be a lessening of late in the demand for greens.

A RUG ROOM.

A striking display of rugs may be made in the following way. Build a light framework about seven feet high and nine or ten feet wide and four feet deep. Hang the back and sides with dark-colored rugs, and have the doorway where as little light as possible can enter. In this alcove place a rug of warm colors on the floor, and make seats of boxes covered with rugs, a long one having rugs and a couch cover on it. Stands for busts and statuettes may be made from rolls of carpet covered with rugs. Scatter cushions and ottomans around, and light with hall or Turkish lamps and the Oriental effect will surprise you.

WANT TO DO BUSINESS WITH CANADA.

A firm of English dealers in carpets, hosiery, and coating yarns is desirous of doing a Canadian trade and wishes to get into touch with carpet and hosiery manufacturers in Canada.

THE COBOURG MAT FACTORY.

The death of William Mitchell, manufacturer of cocoa and jute mattings and mats, Cobourg, has not interfered with the progress of the mill. It is being carried on by the administrator, Mr. Skeaff, who writes THE REVIEW that "the business was never before in such a prosperous condition, and that the mill is running full blast." Negotiations are now under way and the business may change hands any day.

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Braggadocio



is not in our line, but at this time, the end of our second year, a little of "tooting our own horn" is not out of place. From the very inception of our business, we have set the pace for quality and finish. Each special feature brought out by us has been and is superior to any other devices for the purposes. Our claims of excellence are the broadest, but based on indisputable facts and **you cannot afford to ignore them.**

NATIONAL
"ROLLER BEARING"
Carpet Sweepers

are more than fifty per cent. (50%) easier running than any other sweeper manufactured. They have no equal for quality, simplicity of construction and elegance of finish. Our Steel Handle Ferrule is perfect protection to the handle threads. Each sweeper packed in a patented carton.

NATIONAL SWEEPER COMPANY

CARPET SWEEPERS EXCLUSIVELY.
Canadian Branch, 45 Colborne St., Toronto.

Marion, Ind.

NOTES OF THE CARPET TRADE.

Carpet-making in Axminster ceased in 1835, and now the principal manufacturing trade of the town is toilet brushes.

"They said he was a diplomat when he first went to Parliament." "Yes; but he felt more like a door-mat when some of those trust magnates walked over him."—Ex.

Carpet orders are coming in very slowly in England, although good variety and taste is shown in the designs. One feature is the improvement in the patterns and colors of the cheaper grades.

That the manufacture of linoleums is profitable may be seen in the fact that the directors of the Greenwich Inlaid Linoleum Company have declared a dividend at the rate of 10 per cent. per annum.

The Yorkton (Tex.) News has the following advertisement: "Opera House, Fritz Reidel, proprietor. Lone Star Saloon. The finest whiskies, wines, cigars, etc. Ice cold at all times. Beer always on tap. Give me a call. Also dealer in furniture, carpets, picture frames, etc. Coffins a specialty."

An exchange remarks that this recalls the proprietor of a cafe over on the east side of New York, who used to style himself a "decorator of interiors."

"Oh, it's no trouble, madam!" said the panting carpet salesman, as he rolled out the forty third pattern in Brussels. "Ah! but my train leaves in twenty minutes," the lady smilingly replied. "Anyhow," she said, "you may just spin out another one if you really do not feel it a trouble, for my little boy loves to see you do is so cleverly."

ART FURNITURE AND UPHOLSTERY.

It requires nerve to introduce a new style; it requires ability to make a new style acceptable; it requires genius to make a new style immortal; but it only requires mediocrity to make a new style foolish.—Upholstery Dealer.

L'ART NOUVEAU.

With the advent of the Paris Exposition of 1900 began a new style in furniture, called L'Art Nouveau. The name had first been given to the work of a number of furniture makers who migrated to Nancy, and who professed to seek inspiration only from Nature. William Morris



A Table-Desk in the Establishment of M. Bing.

first started it in 1860, but from that beginning no popularity dates.

In 1900, however, M. S. Bing reintroduced the style by having an exhibit at the Exposition.

An advertisement in a United States paper early this year telling of a new machine "for making Art Nouveau" aroused the ire of M. Bing, and in a letter, published in June, he says: "L'Art Nouveau, at the time of its creation, did not aspire in any way to the honor of becoming a generic term. It was simply the name of an establishment opened as a meeting ground for all ardent young spirits anxious to manifest the modernness of their tendencies, and open also to all lovers of art who desired to see the working of the hitherto unrevealed forces of our day.

"In certain branches of art, such as painting, for example, which has steadily continued its development in a normal and regular way, no revival was called for. It was only in relation to art as applied to decoration, to furniture, to ornamentation in all its forms, that the need of a new departure was felt. . . . What was lacking was a means of stimulating artists to new efforts and of providing a suitable place for displaying the results and submitting them to the judgment of the public."

The result that was being obtained from M. Bing's provision of this place was an establishment filled with a heterogenous collection, due to extreme diversity of origin; so to remedy this he found it necessary to lay down the rule, "each article to be strictly adapted to its proper purpose; harmonies to be sought for in lines and color."

Although this rule sounds well, the results have not merited great applause. The peculiarity of the style seems to be a distaste for straight lines, unless they are unavoidable, and strange curves, gentle and insinuating in degree, are everywhere seen; the constructive principles observed are neither arbitrary nor unrestrained. The apparent violation of laws of good construction of the Rococo period is not allowed, but neither has the severity and structural consistency of "Early English" styles a place in L'Art Nouveau.

The inspiring motive of the style appears to be care in the suitability of the shape to comfort, in appropriate ornament, and sweetness of outline. The coloring used is very often sad but yet dainty, and always mystical and odd in its combinations and location. The decorations of inlaid work are conventional, but irregular in arrangement, and a similarity can be traced to the mediæval styles. The coloring of the inlays and embroideries is really beautiful, and the marquetry is exceptionally fine.



An Art Nouveau Chair

And yet, with all its merits, the general effect is usually not pleasant. In the illustrations given, the very best examples are chosen, so that the tendency of the style is not

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clearly displayed. The carving is neither exhilarating nor restful, but inconsistent and fanciful; it is simply a desperate effort to achieve the novel

A piano was shown at the Exposition with its bed carved into a tree trunk; and in many pieces this seeking for inspiration from Nature has led to the most extravagant productions. It certainly is clever, and, in many ways, beautiful, and the high price and novelty will enhance its value in the eyes of many people, but the languid loveliness of the whole style is not conducive to popularity.

Nevertheless, the mutability of design displayed as yet will no doubt settle into a more interesting style, and the tendency to extravagance will be controlled by common sense. The result may be commendable, and may worthily fill the present demand for a new style.

An upholstering that is gaining much favor for use in bedrooms is the linen cover. It can be obtained in almost any color and style of pattern, so that wall paper or curtains may be matched very closely. The stripe pattern, not too conspicuously printed, seems to be the general seller.

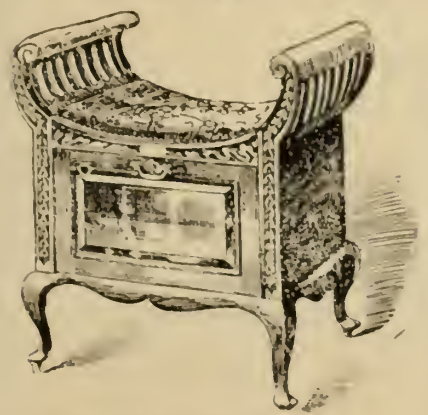
This cover is cheap and attractive, and gives a decided appearance of neatness and cleanliness to a room. It can be taken off, washed, and replaced without much trouble.

A useful piece of furniture for a bedroom is a combined linen chest-settee. The seat lifts up and discloses a large box, which can be used for linen, boots and shoes, or to hold any of those things which make the average bedroom so untidy. It should be covered with linen.

A very useful furnishing is the couch cover. In addition to its primary use, it is often seen as a drapery, and as a concealment for defects in the wall or old furniture. It is even used as a bed cover. The Oriental and Egyptian effects recently introduced into it render it an ornamental as well as a useful article.



The Principal Hall in the Building at No. 22 Rue De Province, Paris, Devoted to the Exhibition of "Art Nouveau" Work, and Founded by M. Bing.



Combined Music Cabinet and Stool.

Pillow tops, with the design in leather applique work, principally on velours, are gaining in favor in the United States. A striking appearance is effected in what one firm calls the Yaqui pillow, made by weaving strips of leather with a warp of black thread.

The accompanying illustration is a combined music cabinet and ottoman, made by an English firm. It is upholstered in silk tapestry, with a fall-down glass door enclosing music. English factories are also producing many upholstered expensively-made folding chairs.

ART FURNITURE NOTES.

An English firm are showing "an extensive selection of fancy occasional folding chairs." That's the principal difficulty we have always found with folding chairs. The "occasion" usually comes when one is just going to sit down.

A Fitchburg (Mass.) lady has recently invented a chair which can be transformed into a cradle. It is for use in flats. All that is necessary now to make flat-life pleasant is a cooking stove that can be used for a billiard table and a combined drawing-room and bath-room.

John Hoodless will be the manager of the Hoodless Furniture Company, Limited, of Hamilton, which has just been incorporated, with a capital of $40,000. The provisional directors are Mrs. Adelaide Hoodless, Geo. T. Tuckett, and Hon. Samuel Merner, of Berlin. The old Hoodless warerooms on King street west will be the headquarters.

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DON'T STAND STILL

THE
Watson-Foster Co.,
Limited
MONTREAL.

CROCKERY AND GLASSWARE.

ROYAL WORCESTER WARE.

THE establishment of the Worcester porcelain works was suggested in a rather strange way. At that time (1751) there was an intense rivalry between the Jacobite and Georgian parties over the election of their members to Parliament. Various schemes were adopted by both parties, and one of them was the establishment of a porcelain factory, to regain for Worcester its ancient distinction as a manufacturing town, acquired from its productions of cloth.

Dr. Wall originated the idea, and was president of the new company, which leased a house and stable for 21 years.

In 1772 the old company dissolved and a new one, still headed by Dr. Wall, was formed. The entire business was, however, sold in 1783 to their London agent, Mr. Flight.

In 1788 the ware first acquired its name of Royal Worcester, from the visit of George III. to the works at that time, and the permission given to style themselves "China manufacturers to their Majesties."

In the beginning of the nineteenth century, the porcelain made in Worcester was in its highest repute. Among many large orders given by royal and wealthy personages was one by the East India Company valued at £4,200.

From the inception of the new company a decline is noticed, ascribed, by most, to the inclusion of china door furniture and buttons in their productions, and to the carelessness of the manager in protecting his patents.

In a few years the firm changed two or three times, with no advantage to the business, until, in 1851, Binns took hold of it, and by industry and intelligence made it a success again.

At present there are two porcelain factories in Worcester, employing about 500 men. The Royal Worcester Works are still noted for their taste in designing and for beauty of execution of the highest class of productions.

TRADE IN CROCKERY AND GLASSWARE.

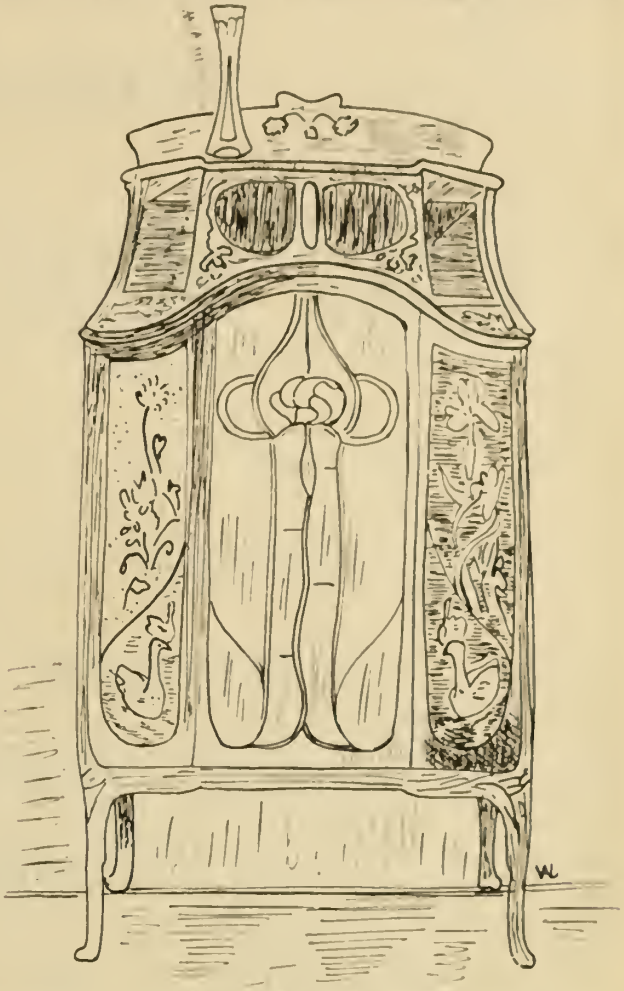
THE crockery and glassware houses find business so exceptionally good that they fear they cannot fill all their orders.

One firm remarked that if this rush did not stop soon they were afraid they would have to stop advertising.

All comment on the demand that is springing up for ornamental work, such as jardinieres, statuary, pedestals and the more expensive styles in globes for lamps, gasoliers and electroliers.

CROCKERY AND GLASSWARE NOTES.

The elegance of stage furnishings is illustrated in the recent production in London, Eng., of "The Gay Lord Quex." The carpet was worth £200, and on it was a Louis XV. suite worth £160. The entire fittings, including pictures, ornaments and accessories, were valued at £700. In one play a set of real Sevres ornaments, worth over £200, was used.



Art Nouveau China Cabinet.

The R. O. Smith Co., of Orillia, have found it necessary to enlarge their space by fitting up the basement for displaying toys and china novelties.

WALL PAPER.

WALL PAPER DESIGNING.

THE importance of good designing to the business of the wall paper manufacturer is more fully recognized than ever, although the designer has always been the prominent feature in the success of his employer.

All things else being equal, the paper that has the best design of course sells best; but very often the best designs are colored so inartistically and inaptly that the designer, instead of the color-man, is blamed.

The design, too, must be suitable to the grade of paper, as a design will become popular in one grade that would not be looked at in another. The designer is supposed to thoroughly consider all this, and often he has to suit his patterns to the different parts of the countries and to the tastes of the nationalities living in his country. In order to do this, a manufacturer is often forced to produce paper that to him is an eyesore; and if the travellers are not quick witted enough to discover what the buyer likes, he will often exhibit patterns and colors that make his customer think there are no artistic merits in that firm's productions, whereas it is merely the demand of certain trade that the manufacturer is catering to.

WALL PAPER STYLES IN THE UNITED STATES.

The craze of the Yankees for "something new" has developed so much rivalry between the different wall paper manufacturers, that, in their attempt to "catch" trade, they

NERLICH & CO.

(Opposite Union Station)

TORONTO, ONT.

"Crown" Brand Sporting Goods

"Crown" Tennis Rackets.

"Crown" Baseball Mits.

"Crown" Baseballs.

"Crown" Baseball Masks.

"Crown" Lacrosse Sticks.

The stamp of the "Crown" is the stamp of reliability—it's a guarantee. The success of the "Crown" Sporting Lines last year was not unexpected—they were worth it, and, as in anything else, worth meant success.

Our Fall and Winter Catalogue issue was exhausted almost before we knew it, and we had to express our regrets to many a merchant because the demand exceeded the supply. Our Spring issue we will almost double, but if you wish a copy, and are not already on our list, don't wait, it's risky. Simply drop us a card. Our Spring Catalogue will be a "Sporting Catalogue" in every sense. Write.

146-8 Front St. W. **NERLICH & CO.,** Toronto, Ont.

are producing some of the most grotesque and ridiculous designs. And yet, strange to say, many mills are working night and day on patterns that are only fit to be preserved in the museum of some centuries in the future, to illustrate the tendency of the twentieth century.

One of these popular blemishes is a wall paper printed with what are supposed to be progressive shades of a color, but the more progressions that are omitted the better the effect seems to please. When a jump is made from a shade of purple to a shade of green the result is rather startling.

What is described as "a charming L'Art Nouveau treatment" consists of an attractive name and a conglomeration of fine lines that looks like a map of the meanderings of a man going home at three o'clock in the morning.

Of course, with these "freaks" there are some attractive designs displayed, which consist of a matting design, a moquette in exquisite colors, and a handsome lace effect.

A pleasing effect is obtained by printing lightly on the useful and popular ingrain a small, faint background pattern, which relieves the monotony without seriously injuring its usefulness. Where there is an attempt at pattern it is apt to be bold and decided—a huge single rose or peony drooping from a slender stem, and yet done so faintly and quietly that the effect is by no means so startling as one would expect.

WALL PAPER FOR CHILDREN'S ROOMS.

A HINT might be taken by our manufacturers from a style of wall paper that is being manufactured in the United States. It is for children's rooms, and is in the form of panels. These panels are 12 x 36 inches, and are shown in poster designs of life-size mother duck leading her fuzzy, yellow brood to the brook, fox terriers pursuing a red and black rooster and almost catching it, processions of beggars, and children going to bed.

As will be seen, the variety is innumerable. Stout paper will do, but unless the panels are framed the paper should be pasted on cheesecloth or muslin.

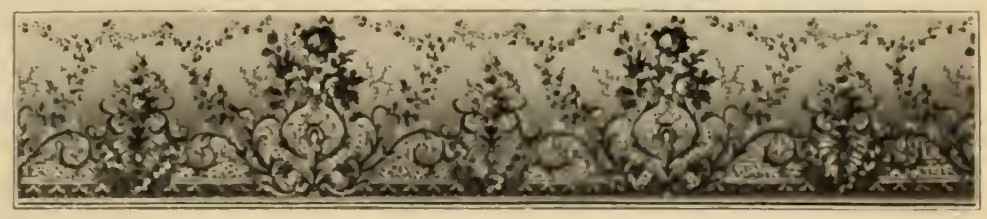
The cost is very small compared with the pleasure the children derive from it, and the educational uses to which such panels may be put.

WALL PAPER SPRING TRADE.

THE wall paper manufacturers report an excellent Spring trade. A demand for better goods is a prominent feature, and one that will result in great gain to consumer, dealer, and manufacturer. Deep, rich colors are still in great demand. Stripes of different patterns are favored by the trade. Fully 90 per cent. of the orders are in, and orders to be yet given should be sent immediately, as the mills are somewhat crowded with work.



18-inch Blended Flitter Freize, No. 4450, Manufactured by Staunton Limited, Toronto.



9-inch Blended Flitter Freize, No. 2455, Manufactured by Staunton Limited, Toronto.

NEW WALL PAPER FACTORY.

CANADA may have another wall paper factory before very long. Mr. Edward Happuck, vice-president of the Standard Wall Paper Company, of Sandy Hill, New York, is now in this country visiting the various points where the establishment of such a concern would likely result most successfully. Should his report to his company be in favor of the undertaking, the factory in Canada will be run as a branch of the main establishment in the United States. Mr. Happuck's investigations cover Montreal, Ottawa, Toronto, and Niagara Falls.

Each point has its advantages. Mr. Happuck considers that in doing business with the Maritime Provinces Montreal would have considerable advantage as a locality for operating the plant over more western points, and is, consequently, in favor of that city. The company, however, will decide.

The object in establishing a branch in Canada is plain. The Standard Wall Paper Company at present manufacture a special line of high-class wall papers. Of this kind of wall paper, about a third of the quantity used in Canada is made here, another third comes from the United States, and the remainder of the trade is divided among England, Germany, France and Japan. The United States manufacturers must sell to Canadian dealers at the same price as to Americans if they are to hold the trade; which means that the duty of 35 per cent. must be paid by the manufacturers.

As regards the manufacture of the lower grades, Mr. Happuck expressed surprise that our Canadsan manufacturers could sell a paper at 2½c. He could not see how they managed to do it; but thought that if his company had a Canadian factory they would also be able to make goods to sell at this price.

Should the wishes of the protectionist portion of Canada's population be realized, and the duties put up considerably higher, wall papers might be one of the lines affected; in the event of which, it would be hardly possible for American manufacturers to continue selling to the Canadian trade at the prices now ruling.

For the proposed factory, it is stated that the ordinary labor could be procured here cheaper than in the United States, and what few skilled workmen would be needed could easily be got from England. The new branch would start with a capital of $50,000, and would give employment to about 30 hands.

"I have little doubt," said Mr. Happuck, "but that you will see us located here before another year has gone by."

The Canada Tape and Ribbon Printing Co., Limited.

CANADA FOR THE CANADIANS

The pioneer manufacturers in Canada of Tape and Ribbon Labels for Neckwear, Whitewear, Underwear, Blouses, Shirts, Boots and Shoes, Clothing, etc., etc. There is no need for any manufacturer in the Dominion ordering these goods from the other side. We can supply everything that is needed, and not only do we guarantee thorough satisfaction in every way, but we also save you 25 per cent. on the cost, or, in other words, we give you goods equal to American make minus freight and duty. Send us your next order. Our goods are right, our prices are right.

OFFICE AND FACTORY:

16 Cote Street, - - Montreal.



This cut shows one of our latest creations in Long Hip, Straight-Front effects, which we carry in stock—all prices. Ask for sample and price list.

THE CELEBRATED

P.D.

CORSETS

ARE THE RECOGNIZED STANDARD OF ALL

High-Class **CORSETS**

They have undoubtedly the largest sale in all countries. This has been reached solely through the merit and high qualities of the goods.

KONIG & STUFFMANN,

SOLE AGENTS FOR CANADA.

11 Victoria Square, MONTREAL

THE CORSET DEPARTMENT

Some Suggestions for the Retail Trade.

THE CANADIAN CORSET TRADE.

THE Canadian corset manufacturers have not escaped the unsettled conditions that have resulted from the introduction a few years ago of the straight front corset. Yet, in spite of these very material drawbacks, the trade is in a healthy state, and the volume of business done last year, like that of most other lines in dry goods, shows a large increase over previous years.

It was hardly to be expected that such a great change would be made in the shape of any garment without

MUCH EXPERIMENTING.

and the many styles that have been the results of those experiments, without disturbing the whole course of trade, particularly in a trade that had moved as it were in one settled groove for so long a period as had been the case with the corset trade. Though the manufacturers have adapted themselves to the changed conditions, many of the retailers are still trying to do business on the old lines, with consequent loss and more or less dissatisfaction to both themselves and their customers.

THE STOCKING OF CORSETS.

There is not an article in the trade that can advertise itself as well as the corset, and for this reason merchants should carefully test the makes they stock.

A good make of corset will prove a drawing card just as surely as a poor one will drive trade away, as the style, fit and comfort of a woman's corset are of great importance to her. There is nothing that the average woman wears that she will complain so loudly about or praise so highly as her corsets. Every woman wants a good figure, and not only that, but one that has the correct curve of the hips that is now the style. This she wants to secure with comfort. If she has a friend who has a good figure, the first question she asks is "What corsets do you wear?" The next, "Where did you get them?" And ten chances to one but that the next time she wants a pair of corsets she gets the same.

THE MODERN METHOD.

In the good old times in the corset trade every woman was fitted from about the same shaped model, and no matter what the discomfort to herself she would squeeze into it, but the straight-front corset has altered all this and taught a woman to look for comfort in dress.

Now, corsets are made for the different classes of figures, and are only becoming and comfortable to the class of figure for which they are made. Thus the corset intended for a tall woman, with a fully developed figure, will not fit her shorter sister; and those for slight figures are equally unsuitable for full ones. Many merchants do not seem to be alive to this fact, and in ordering will pick out the line that most pleases their fancy and only stock that. The consequence is dissatisfaction to the customers, and the mail order department of some large store gets another customer. Then a wail goes up about people leaving their own town to buy goods elsewhere, when in reality the fault lies at the merchant's own door.

GRADING CORSETS.

To do a successful trade corsets must be graded to fit the kind of figure they are intended for, and sizes for medium, full, and slight figures must be kept in stock. If this is not done your trade will suffer, and, as remarked, the mail order department of some of the city stores will gain another customer, as they are fully alive to the situation and keep a full assortment in all grades.

Keep only a reliable makers' goods, and have the corsets that are made purposely for the different kinds of figure, and, last, but not least, see that your sales people show and advise the corset best suited to the figure of the buyer, and you will have thus laid a good foundation for a corset trade. Not only that, but you will find your corset trade will grow and your other departments derive the benefit of the growing trade.

CHIEF POINTS.

Style, quality, finish, ease and elegance are the chief points to look for in a corset, and one that combines every attribute of style with the utmost comfort is the highest type of elegance, and produces a graceful figure. This, of course, is the idea to which all our manufacturers are working.

THE BEST CORSET

is the one that follows the outline of the natural figure and rather moulds it into shape than compresses it, fitting as exactly as the glove does the hand, and above all does not strain the diaphragm, but holds the figure erect and stately.

THE STRAIGHT-FRONT CORSET.

That the straight front is the corset of the future our manufacturers do not seem to have any doubt, and that the experimental period is about past seems also to be the case. In its initial stages the straight-front had many faults, and in some cases was so positively uncomfortable that it was thrown aside. Now that a corset with these objectionable features corrected has been put on the market, there are few women, when once induced to wear it, who will ever willingly go back to the old style.

It is said that the habit-back skirt will be the point of style for Spring wear, and this will have a great influence on the style of corset in general use. This means that the leading style in corsets will be the long or dip hip, as it is the one best calculated to give the required lines.

Some of the older-fashioned people still order the old style corset, but the greater bulk of the trade is done in the new styles.

CORSETMAKERS IN CANADA.

Some very fine lines of corsets are shown in French batiste for Summer wear. Our home manufacturers are thoroughly alive to all the conditions of trade, and produce a high class of corset. Those who wish to buy home-made goods will find themselves under no disadvantage in doing so; in fact, it is notorious in the corset trade that home-made are often sold as of foreign manufacture.

HOSE SUPPORTERS.

One thing that should be impressed on all customers is that the wearing of hose supporters is an almost absolute necessity with a straight front corset, as they require to be kept down, and the hose supporters do this and keep the corset in place.

The lines for Spring trade are now on the market, and the straight-front with the long hip is the leading feature. If there is a tendency to any change it is in favor of a higher bust.

A MODIFIED CURVE TENDENCY.

There is a tendency in some quarters towards a modified curve instead of the straight front, as many have never taken quite kindly to the extreme straight front. Whether this will ever prove popular, time will show, but it is safe to predict that this idea, if it ever does take, will not disturb the trade for some time to come.

A corset that is perfectly fitted supports the figure and molds it without injury to the popular style. For this reason a corset that is too small should never be worn, as all the injurious effects that the medical men talk about come from the abuse and not from the use of the corset. Trying, for example, to squeeze a 24-in. waist into a 21-in. corset.

WINDOW DISPLAYS.

The following is a good idea for dressing a combined corset and underclothing window: At each front corner two tapes, about six inches apart, should be attached to the top of the window, reaching to the floor. On these, corsets opened out, and clasped as if to be shown on a bust, should be hooked by bent pins attached to the top of the corset under the arms. This shows them very effectively with or without padding, and the tapes need not be seen. The same process might be used at the back corners also, and even in the centre. The sides of the window could be dressed with underclothing, which would give perhaps a stronger relief and more effectual finish than if corsets only were displayed.

THE MODERN CORSET.

ONE hardly realizes the great change, I might almost say evolution, that has been brought about by the introduction of the straight-front corset, until one sees the models for corsets in general wear a few years ago contrasted with the latest ones made at the present time.

The one in use three years since looks so antiquated, so uncomfortable, so out of date, that it is hard to believe that the time is so short since it was in general use among women, and that they submitted for so long a time to the discomfort, not to say, worse, of this article.

When women began to take a share in outdoor sports, such as cycling, golf, etc., the French introduced a short corset that was the first hint of the straight-front of to-day, and this was instantly taken up by fashionable women, in spite of its many faults, because of the increased comfort it gave.

When introduced on this continent, besides being expensive, many complaints were made about the low cut of the bust, which gave very objectionable results, particularly when worn with thin Summer waists.

Manufacturers commenced experimenting, and the results are being felt in the unsettled state of the corset trade of to-day.

Before the advent of the straight-front every woman wore the same style of corset, and all the dealer had to do was to order so many dozen at 50c.; so many at 75c. and so many at $1, and so on.

Though a few of the old lines are still in demand, the dealer will have to grade his stock according to figure, and not as hithertofore, according to price, as the corset that suits a woman of full figure will not do for a tall, thin one, and the girdle, though suitable for misses and slight figures, cannot be worn by a fully-developed one. However it may be run down in some quarters, the straight-front has come to stay, as few women after experiencing the comfort of a straight-front corset will ever return to the old style.

Indications are that the period of radical change is about over in the corset trade as all the changes that seem possible have been rung on high or low bust, long or short skirt, and that a compromise on the happy medium is about the right thing for the average figure. The long hip corset will be in vogue, particularly for full figures, as long as the present style of dress keeps in favor, as it gives a perfect hip line under the long, clinging skirts. The "B. & C." straight-front corset manufactured by Brush & Company was the result of much thought and many experiments on the part of Mr. Brush personally, who has devoted the last 20 years to the manufacture of corsets, and from his own experience has practical knowledge of every detail. His idea is that the corset nowadays is to support the figure and not to compress it out of its natural shape. The natural curve of a woman's figure is not at the front with the back straight, as in the old-style corset, but the front is straight with the back curved.

Putting the curve at the back, where it belongs, causes the pressure to fall on the strong muscles of the back and leaves plenty of room for the play of the vital organs. Most women wearing these corsets find that their bust measure increases, thus showing that the removal of injurious compression has allowed the lungs full play and the chest to expand. The first medium-priced straight-front corset was put on the market by the Brush firm in 1900, and from that date their sales for those corsets have shown a steady increase, and that the improved straight-front, known as the "B. & C." is a success not only from a trade point of view, but from a hygienic standpoint also, as everyone who reads the following quotation from The Canadian Journal of Medicine and Surgery must admit:

"The 'B. & C.' straight-front corset, recently introduced, is manufactured upon correct anatomical principles, and made not only in a becoming form, but conforms to the idea that the Almighty had in forming the human organism. The straight-front corset, as the name indicates, has little or no waist line in front, but forms almost a straight line from above downwards. It will at once be seen that plenty of room is left for normal respiration and permits both the rise and fall of the abdominal wall. Instead of a straight back there is given a considerably increased curve at the hips, allowing plenty of freedom and rounding of the figure behind, and doing away with the necessity of wearing a bustle and giving, where nature intended, a place on which to carry the skirts."

A visit to the Brush factory and the personal inspection of the models and processes of manufacture would prove very interesting. I may add, in conclusion, that the fit and comfort of these corsets is assured by the use of live models.

Underwear

THE TIGER BRAND.



TIGER BRAND

Repeat Orders

Our stock is still in fair shape, notwithstanding the large number of orders which we are receiving, and repeats for nearly all lines will be promptly executed

The Galt Knitting Co.
Limited

GALT, ONTARIO.

Crescent Brand
Hosiery and Underwear

S. Lennard & Sons
DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

28 Wellington St. West TORONTO, ONT.

NO BRASS EYELETS

ONLY A SOFT LOOP INSTEAD.



"Dame Fashion"

demands a corset shall fit tightly over hips.

THE STRAIGHT **B. & C.** FRONT

Long-Hip Corset

will meet this—the latest innovation.

Manufac ured only by

BRUSH & CO., - Toronto.



* This department is conducted and prepared by Miss Nora Laugher, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. She will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to her. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

"Our Country's welfare is our first concern, and who promotes that best, best proves his duty."—HAVARD.

A SHORT period of quietness in trade is the inevitable result after the holiday rush. Business for a time seems to stagnate in the smaller towns. People have been spending their money rather recklessly in the goodness of their hearts at Christmas and New Year's, and a vein of voluntary or enforced meanness follows. But folks must find the wherewithal to eat and drink and clothe themselves, and they still look with longing eyes upon the luxuries of life. Above all, they still read the ads. Merchants, therefore, should still keep sowing the good seed of advertising. Wise businessmen do not drop off advertising during the first three months of the year; they realize that it is the man who sows plenteously that reaps bountifully, and they still keep up their daily or weekly talk.

* * *

Printers' Ink is the Best Spring Tonic for Business Depression

Because people are a little careful and not in the buying humor is no reason why things should not be advertised. When times are "slack" folks certainly have more leisure to read ads., and they study the announcements of those things they want — things that they will purchase as soon as they are able. It may not be possible to make the first three months of the year as busy as the last two months, but it is quite possible by good advertising to prevent them from being the dullest months of the year. Handle your early advertising in the right way, and if your end-of-the-Winter or early-Spring goods are presented to purse-shrivelled humanity in a manner to give them economical thoughts of the goods they actually require, or such bargains that it will pay them to grasp, the results will be satisfactory.

A sensible prelude to a Spring ad.

Spring Dress Goods

Should be selected now while the stock is at its best. It's well to come early while our shelves and counters are literally laden with winsome weaves. Settle in your mind the price you intend to pay, and then see how perfectly the price fits the figures.

* * *

Don't wait for your competitor to branch out first and popularize himself by obtaining a name for enterprise above his competitors. It is a good idea to monopolize the attention of all the people in town while your competitor does not bestir himself. Get folks interested in your goods while he is apathetic.

Spring hustle pays any merchant who cares to do it, and prevents old, shop-worn goods from being filed away in the archives of his shelves.

A Wanamaker Spring heading that could be used to advantage.

SPRING OVERCOATS FOR MEN

It's a wise provision of Nature and Fashion that causes the budding of the Spring Oversack to occur at precisely the time that the Winter Overcoat is approaching its sere and yellow leaf. At this time the latter begins to show traces of its heavy weather experiences, the lining tells of innumerable takings on and off, the buttonholes speak sadly of infinite buttonings and unbuttonings. And now come the days, too, when the Winter coat feels heavy—there's an instinct to carry it on your arm, or dispense with it altogether. All of this makes our showing of New Spring Overcoats a matter of interest and profit. We have tried to excel in two features—style and price-advantage. We'd like you to see how well we've succeeded in each.

Advertise judiciously during January, February and March. Keep the idea well in view that it is just as necessary for you to advertise to hold trade as it is for you to advertise to get new business. You have to advertise just as much to supply the demand as you have to create that demand. Many people will buy Spring attire early in the season, while others will wait until Easter. But the merchants who present well-written and catchy arguments as to why folks should purchase their Spring goods early cannot fail to be well rewarded by an early Spring trade. "The early bird catches the worm"—the early advertiser of Spring goods gets the business.

To the point from Chatham.

The French Flannel Event of the Season

On our visit to the Eastern market this week, we found a jobber somewhat overstocked with Fine Embroidered French Flannels; we made him an offer for the lot, he accepted, and this is what we have to offer you to-night and Monday:

No month during the whole year is free from business or household necessities. Advertise those necessities.

* * *

Small advertisers should remember that during the dull season a small announcement stands out to better advantage

than it would during the busy season, and that the best way to make business boom is to boom business by advertising.

• • •

Put on your considering cap, Mr. Business Man, and consider the goods which should be sold now right away after the holiday season; consider the reason why they should be sold. Then let the public know all about those goods, so that each day customers take away just the goods that ought to be moving on.

A good trade ad.



A "Move On" sale is not a bad idea for the slack season. The country merchant might use post cards for this idea, that is, if he did not see his way clear to use much newspaper space. Print "Smith's Move On Sale" at the top. Then follow with a number of bargains. Mail these to a list of your customers and possible customers. Of course, the Government post card rather limits the possibility of saying much, yet, it would not be a bad ad. for almost any line of business. You can send a private post card, requiring only one cent, of such

Post Card Advertising

dimensions as will afford ample room for a goodly list of bargains, properly displayed in printers' ink.

• • •

Many people lay all the sins in the decalogue to the bargain counter. All sorts of crimes have been laid to its account. But why it should be denounced is a question that few, if any, of those who condemn it could answer with any degree of intelligence. The reasons commonly advanced against it when philosophically analyzed often prove to be without adverse force, and sometimes are really its strongest defence. As the season advances, particularly, perhaps, in the early Spring, the storekeeper finds himself with more or less goods in stock that he would gladly, if he is a progressive man, convert into ready cash rather than give them shelf room. If he cuts prices on these goods and they leave him a small margin, or if he marks some of them down far below cost even, it certainly brings customers to his store after these extra bargains, so that many other articles not marked down are also purchased. Customers who have secured bargains tell others, because they have been benefited, and it gives the store lots of tongue-advertising, which is good for the business. The merchant secures cash in hand to lay out in more seasonable goods. It benefits him as well as the customer, even if he has sold a 50c. fabric for 25c. or a 10c. article for 5c.

The Bargain Counter a Boon to Both Buyer and Seller

• • •

Criticism is the pruning knife of trade. It was adverse criticism of the departmental stores that strengthened and built them up to what they are now. People buy to-day where they imagine they can buy most cheaply. If a merchant can convince the public that he is selling good goods cheap he secures patronage. The buying public cares not how or where the merchant gets his stock; people trouble themselves merely about what the prices mean to them as individual purchasers. When a department store undersells legitimate dealers, it matters not to the populace if mercantile associations denounce that store; in fact, the very condemnation is free advertising for the departmental store.

• • •

Remember, with Shakespeare, that the people to whom you appeal are your brothers in this work-a-day world, and in writing advertisements be natural. "One touch of nature" will reach the heart—and the pocketbook. It is interesting to note how energetically some firms recognize this fact and

"One Touch of Nature Makes the Whole World Kin"

keep in close touch with their customers, sparing neither trouble nor expense in their wise effort. Unfortunately however, this is much more noticeable in the United States than in Canada. Would it not pay the businessman of our own Dominion to follow their example and have regular heart-to-heart talks with his customers, either through the columns of the newspaper or by circular or booklet? The latter method is very effective if used judiciously and the booklet properly prepared.

* * *

This is how a clothing house obtained some unique and valuable information, and, incidentally, valuable advertising, without much expense. Shortly before the holidays, the proprietors sent out a circular letter to several hundred of their customers and other desirable people in the adjacent territory requesting them to fill out the blank spaces on a post card, which was enclosed in the letter, and which, when filled out by the party addressed, would furnish complete information regarding the size and measurements of the different articles of wearing apparel sold by this firm. In this circular letter the firm gave as the reason for wanting this information the fact that often parents, wives and friends of the people to whom these cards were sent came into this store to make a purchase of some articles intended as a present for them, and if they would only take a moment's time and fill out the blank spaces on the enclosed card and drop the same in a mail box, it would give this firm some desirable information, that would not only be valuable to them, but it would also insure the party who was to receive the present the satisfaction of knowing that they would get the proper-sized garment or other article intended for them if it was purchased at this store. After this firm received these cards they had them pasted in a scrap-book and the names indexed, so that they could refer at a moment's notice to each particular customer's measurements, and would know exactly what size to sell for this person, as they would have all his measurements given over his own signature. This was certainly a very clever plan of this firm to keep in close touch with their customers, and it is in looking after just such small details of the business as this that makes this firm popular and successful. It was "one touch of nature." This idea could be used by other merchants to advantage, and for this I herewith reproduce one of the self-addressed post cards used by this firm, showing the same as it was filled out by the customer.

I Wear . . .

Size 7 Hat.
Size 16 Collar.
Size 15½ Shirt.
Size 8½ D Shoes.
Size 11 Cuffs.
Size 7½ Gloves.
My Chest Measurement is 37
My Waist Measurement is 38
My Sleeve Measurement is 31
My Trousers (Length in Seam) is 32
My Height is 5 ft 9 inches
My Weight is 170

RESPECTFULLY,
Thos. R. Jones



A constantly increasing number of satisfied customers is the best evidence of the merit of our shoes. Are you of that number? We call especial attention to our

$2 and $2.50

S-h-o-e-s

Full of style; none but the best material throughout; box calf, whole foxing, heavy double soles, extension edges, fresh new goods.

GEO. W. COWAN,

Sole Agent For Chatham.

A good clothing heading from Woodstock.

ROBINSON'S

The Passing of Our Clothing



From store to customer in such quick time surprises only those who are not acquainted with its sterling quality. To see means to buy. And no high prices stand in the way of securing your choice. We sell

Suits and Overcoats

Of excellent material, stylish cut and superior workmanship at these little figures.

A well-known Toronto tailoring firm secures copies of all the local papers and copies the names of those who are mentioned in the personal and social notes, to whom they mail high-class advertising literature. Needless to remark, they find excellent results.

* * *

Most of the advertising literature of to-day appeals to women more than it appeals to men; in fact, it is addressed to women because the way, in most cases, to reach a man is through the women of his family. The woman of the period purchasing her husband's neckwear is not a creature of the humorist's imagination—she is a reality. The hand that rocks the cradle rules the world and does the buying. Woman has shown herself superior to man in the purchasing world, with the result that a great many wives buy not only neckwear for their spouses, but shirts, socks, collars, and, in some cases, especially among the working classes, even their clothing. Speaking, generally, however, the husband will continue to purchase his own outer garments, hats, shoes and other personal requirements.

How to Catch the Men

* * *

A man reads his morning paper under pressure of time. He skims down the columns at breakfast or upon the street car. Even if he had the inclination he has not the time to devote to reading ads. After supper he probably reads more, but it is the leading article, money markets, stocks, general news, foreign items. Ads. are ignored; he is too weary after a hard day's business to be bothered with the news that on the morrow he will be able to purchase three neckties for 50c., or a $5 pair of shoes for $3.50, or a $3 hat for $1. If he did

The SPRING LINE OF PARASOLS

which we are now showing is well worthy the spacious and beautiful showrooms we now occupy.

See our

Patent "Self-Opening," "Self-Closing," and "Magic-Folding" UMBRELLAS.

THE IRVING UMBRELLA COMPANY, Limited

20 FRONT ST. WEST, -:- TORONTO



A Course in Advertising by Mail for

One Dollar

The most practical instruction possible to receive may be had by reading each issue of Impressions regularly. Live articles by the very best authorities. One dollar a year.

The Print Shop
St. Catharines, Ontario



The Draper of Australasia,

The Organ of the Drapery and Kindred Trades of the Antipodes.

SUBSCRIPTION $2.50 PER ANN.

post free to any part of the world. A handsome Diary is presented free to annual subscribers.

Publishing Offices :
Melbourne, Fink's Buildings.
Sydney, Post Office Chambers.
American Offices :
New York, Park Row Building.
British Offices :
London, 42 Cannon St, E.C.

Specimen Copies free on application.

Ask Your Jobber

FOR

Bishop

Fur Robes and Coats

A Silk Label "THE BISHOP" on each.

The J. H. Bishop Co.

SANDWICH, = ONTARIO.

Wyandotte, Mich; Tientsin, China; 354 Broadway, New York.

read the announcements, in all probability he would forget all about it the next day. Man is a busy animal, and must be corralled by a fence of strong advertising. How to reach a man is a query. A short, snappy newspaper ad., prominently displayed, may catch him; a good tailoring ad. or a good shoe ad. may hold his attention, but the ad. that catches the male eye is generally the one that would be the least interesting to a woman unless it be in the economical interests of her husband.

* * *

While bill-board advertising appeals to a man, it is not well appreciated by the feminine intellect. Street car advertising, on the contrary, appears to be a good medium for both, because both men and women use the cars and have little else to occupy them on their journey but the ads.

• • •

The best mediums for merchants are, of course, the daily papers. Still, one must not lose sight of the fact that during the dull season the somewhat despised circular may succeed in securing trade. People at this time of the year have more leisure to peruse this kind of ad. literature. The circular can go into details and prices in a lengthier way than newspaper space can be judiciously used now, so that the circular has its innings in the slack season. Don't send a circular under any circumstances, however, unless it is a good circular. Sending out a circular composed of poor paper, poor composition and poor presswork is like sowing poor seed upon good ground. A "cheap and nasty" circular merely proclaims a "cheap and nasty" firm behind it. Every circular must contain up-to-date business enthusiasm. The Spring circular should talk intelligently of Spring goods; it should be as bright and breezy as Spring sunshine. But if the merchant has a stock of mid-winter values which he desires to clear out at special and attractive prices he will find that two or three circulars at regular intervals, properly written, and distributed during January, February and March, will make an impression well worthy of the effort.

• • •

Publicity for the Dealer's Benefit

The more progressive manufacturers are fast realizing that they must not stop in their advertising efforts with the trade papers, but that they must furnish the dealers handling their goods with attractive advertising matter in the way of circulars, booklets, posters, etc., and arrange for their use electros bearing on the goods of their manufacture. The more unique they are the better the results. The advertisements must be strong enough to attract, and the reading matter must be such that it commands the attention sufficiently to make it interesting reading clear through.

On this page we show part of a series of advertisements often out by The National Sweeper Co., Marion, Ind., which should prove of great assistance in selling "National" sweepers. Our illustration shows these advertisements in reduced size. The originals are 6 inches double column. The type used is very plain and is very easily read.

This company have maintained a thoroughly live and competent publicity department from the very beginning, and the fruits of their labors are seen in part in the steadily-growing sales of their goods.

• • •

Spring Circulars, Catalogues, Folders. Etc.

Except the very large departmental stores, not many retail merchants publish catalogues of their goods, yet catalogues could be used most advantageously in advertising any dry goods business, especially, perhaps, in the Spring of the year. Well illustrated with good line or half-tone cuts and neatly printed on good paper in clear, modern type, a catalogue is a good all the-year-round ad, and is really not an expensive investment.

• • •

Circulars or folders must be well written; they must illustrate that "brevity is the sole of wit," yet not be too brief to be useless. Twentieth century folk are too busy, even in the off season, to read verbose, long-winded, "pneumatic" circulars. Say what you say to the point; have it nicely gotten up, then the circular or folder, properly distributed, is a very fair medium.

• • •

Many manufacturers of corsets, shoes, and other special lines of goods are perfectly willing to furnish merchants with advertising matter descriptive of the goods they manufacture. Thus, the retailer can, without any expense, obtain a supply of advertising literature that will advertise his store as well, if not better, than the circular gotten up by himself. There are scores of manufacturers, no doubt, who would print the name and address of the merchant on this advertising matter descriptive of their goods, and this is excellent to distribute during the so-called dull season. Every package that leaves the store should contain one of these folders, or some advertisement of the business.

• • •

As one swallow does not make a Summer, so one good ad. does not make a successful season, but every good ad. paves the way to brighter business.

• • •

"Goods well displayed are half sold" Window advertising is certainly a most important matter, because it is one of the most effective methods in obtaining trade. While artistic effect must be studied, the judicious arrangement and intended use of the goods displayed must be an important element in the display. Skill, taste and care must combine to dress them in different ways according to the season and the locality.



The high-grade and expensive displays used in the larger cities, while attractive, are worthless if used in the smaller

towns, because the people of the rural districts must have evidence that the goods are for use rather than for ornament.

* * *

Don't make the mistake of displaying too many goods. Don't think that to be effective you must display everything you have in stock. Often, the fewer lines of goods displayed, the better for a striking effect. The main thing about window dressing is like the old recipe, " First catch your hare." First find a man who can dress a window properly, for not everyone can do this. Usually, in every store, one person is more competent and skilful in this respect than the others. Watch out for this person, and if he has artistic genius in this direction let him take charge of the window advertising, but insist that the display be changed at least once a week.

* * *

Window Cards Are Popular

When a clerk in the store shows a decided talent for window dressing or composing and draughting good window cards proficiently, he should certainly get a better remuneration than the ordinary clerk. Window cards are more in evidence than ever now-a-days, as they should be. They are good salesmen. Here are a few good ones from New York :

One Button Gloves
Two Dollar Price
Both Correct.

The Longer You Know These Shirts
The Less You Will Like Others.

A Wonderful Windowfull.

Underwear That Does Not Underwear.

This Underwear Will Not Itch
But The Price Will Tickle You.

Styles That Delight The Fashionable.
Prices That P ease The Frugal.

SOME ADVERTISING DONT'S.

Don't lie.
Don't brag.
Don't be stilted.
Don't be servile.
Don't be arrogant.
Don't be flippant.
Don't be bombastic.
Don't be sensational.
Don't do freak advertising.
Don't belittle your neighbor.
Don't write misleading headlines.
Don't do unattractive advertising.
Don't use highfalutin words or phrases.
Don't use trade technicalities to the general public.
Don't think other folks know as much as you do about your goods.

SOME ADVERTISING DO'S.

Do be refined.
Do be positive.
Do be respectful.
Do advertise regularly.
Do advertise truthfully.
Do be bright and breezy.
Do attractive advertising.
Do advertise seasonable goods.
Do advertise reasonable prices.
Do be urgent, persistent, persuasive.
Do use good, plain advertising language.
Do be sure of your own position and ability.
Do stick to these rules all through the year.

GOOD ADVERTISING DEPARTMENT OF CRITICISM.

This department is open at all times for correspondence or criticism of advertisements. The editor of the department reserves the right to publish in these columns or withhold any letter or advertisement sent for criticism, as well as any comments made on same.

B. R., General Merchant and Exporter,
Alb., November 29, 1902.

Manager Good Advertising Department, Dry Goods Review, Toronto.

Dear Madame,—Some time ago I sent you for criticism a circular I had got out, and was much impressed with your review of it. Praise was freely given where due, and the faults you found were quite evident when I had read what you had to say. I now send you a copy of my last advertisement in our weekly paper, and would like to have your opinion of same. It is difficult to advertise for a general country store, as there is such a variety of goods carried and so little, comparatively, of any one line. Then, there is the disadvantage of having only a weekly paper to use, a good proportion of whose circulation goes outside of our district.

My plan is to impress, in one good solid paragraph, the fact that we keep everything, and then go ahead particularizing a few lines that should be needed at the time.

How would you do it ?

F. L. R.

"F.L.R."—First, permit me to say that your advertisement contains a little too much matter for space occupied. It would be more readable either to occupy more space or cut your matter, especially the introductory paragraph, in halt, thus making it much more attractive. This objection does not apply so strongly to the particularized items.

Again : Your headline, "A Little Store," while in a sense catchy, is liable to give an impression of smallness to your own store, which is not attractive to the purchasing public. If the heading were literally correct it would scarcely be policy to advertise it, but as it is not a fact when applied to your own store you scarcely do your business justice. The term is, of course, intended to apply to other stores by way of comparison, but, being the prominent feature of your ad., it is not conducive to good impressions and good results. I might also suggest that it would be an advantage to have added to the cut which is at the head of your ad. the various lines of goods which you carry, i.e., dry goods, groceries, hardware, and any other lines of which you make a specialty. After having put it in this form, I might suggest such a heading and introduction as the following :

Standing cut to be used in every ad.

The Stocks of Our Store

touch elbows round the globe. From England to Egypt, from India to China, from the Golden Gate to Atlantic's billowy shore, the links are complete. Products of all lands and all industries await you here to supply your every need. Not only do we provide the clothes for the backs of men, women and children, but we provide the best of foods for them to eat, and at highly interesting prices and convincing qualities. Here is this week's list :—

The High-Class Washing Material

"VIYELLA"

(Registered)



(REGD. TRADE MARK)

DOES NOT SHRINK.

The Greatest Textile Success of the Age.

FOR

Nightdresses,
Dayshirts,
Blouses,
Pyjamas, etc.

DAY AND NIGHT WEAR.

Wm. Hollins & Co., Limited

SOLE PROPRIETORS

Friday Street,

Spinners and Manufacturers.

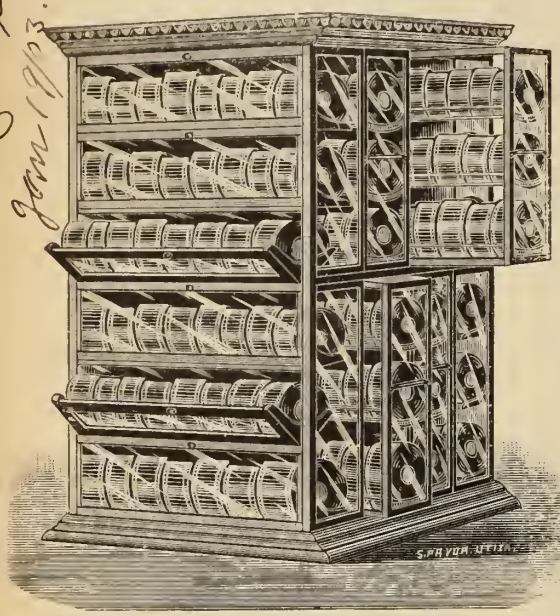
London, Eng.

Up-to-date Merchants Use

Practical Ribbon Cabinets

and STORE FIXTURES.

The most satisfactory cabinet for the display of ribbons ever designed is the "PRACTICAL." Its large sale attests its popularity. Send for a Catalogue of the "Practical" Fixtures.



No. 4 CABINET.

Price List of Ribbon Cabinets:

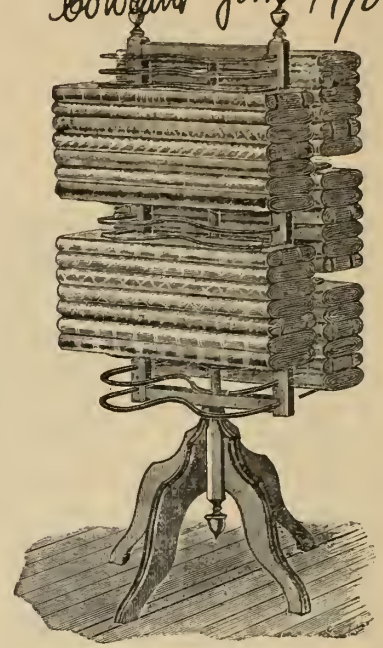
No.	Size.	Capacity Bolts.	Price.
0	27¼x 6½x26½	50	$ 6.00
1	28¾x14 x26	100	10.00
2	28¾x14 x38	150	13.50
3	28¾x18¾x38	250	18.50
4	28¾x23¼x38	325	23.00
5	28¾x27¾x38	400	26.00
6	28¾x32½x38	475	30.00
8	28¾x42¾x43½	700	42.00

PRACTICAL FIXTURES are made in great variety. Among the most popular are **THE PRACTICAL PIECE GOODS FIXTURES,** for the display of Ginghams, Prints, and Piece Goods in general. They are made for counter or floor use, either holding 40 pieces. Strong, steel wire shelves, adjustable to any thickness goods, permit removing one piece without disturbing the others.

Price List of Revolving Fixtures:

Floor Fixture - - $7.50
Counter Fixture - - 6.50

Returned to LaPin Bowman Jan 19/03,



PRACTICAL REVOLVING FLOOR FIXTURE

Sold by the leading jobbers throughout Canada and U.S.

Manufactured by **A. N. RUSSELL & SONS, Ilion, N.Y., U.S.A.**

DUST SPOILS

more hats than age or fire. You wouldn't think of exposing your neckwear or shirt stock to the air and dust, and you certainly wouldn't put them in old paper boxes, five high, on the floor. Then why your hat stock? Our new, patented cases are silent salesmen—the hats are always in sight and thoroughly protected.

WE CAN FILL ANY SPACE, BECAUSE WE MAKE THESE CABINETS IN ANY WIDTH REQUIRED, WITH TRANSPARENT CELLULOID FRONTS; ALSO GLASS FRONTS.

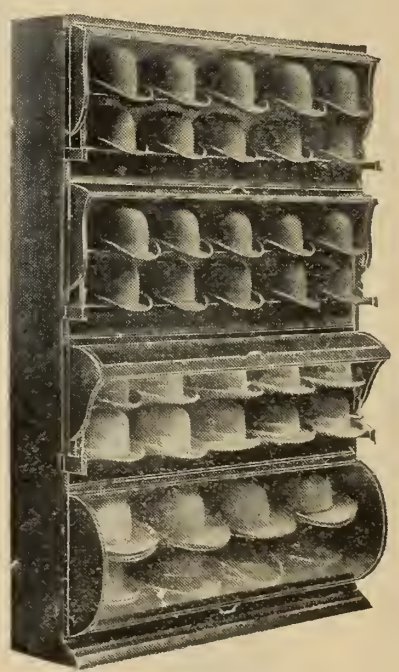
The dimensions of cases we keep in stock are as follows:

1-section, 18 in. in height; 2-section, 40 in.; 3-section, 58 in.; 4 section, 76 in. over all.

Length, 38 in. and 52 in., or shorter if desired. Extend from the wall 17 in. when the door is closed.

Take a good look at the cut and send for circulars and prices of the different dimensions of cases, either glass or celluloid front.

We would like some parties to handle our Canadian Patent on a royalty, or sell it outright.



Pat. in U. S. and Foreign Countries.

PENINSULAR CABINET CO.

SALESMEN WANTED

Flint, Michigan.

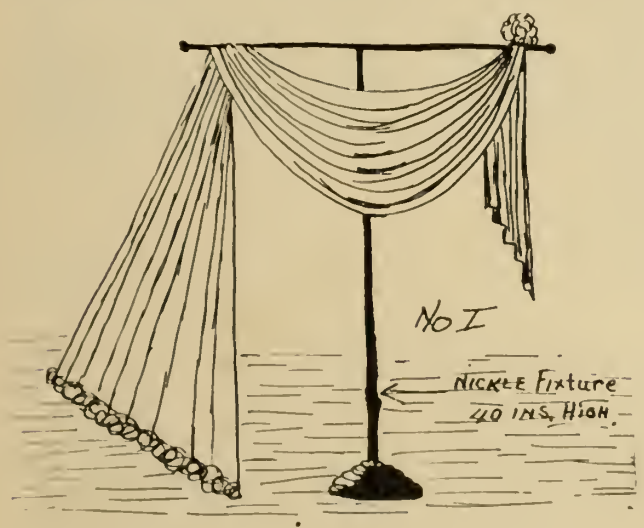
WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

SPRING SUGGESTIONS.

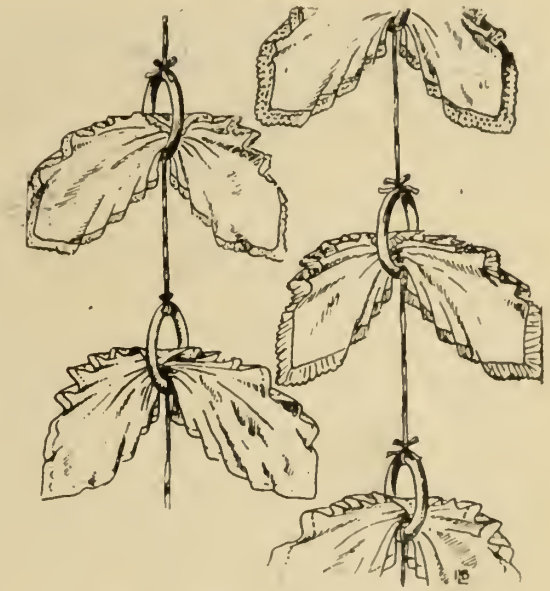
OUR remarks in this edition of "The Review" will border chiefly on Spring suggestions so as to be in keeping with this Special Spring Number of the journal. It is just a matter of a short time until we will be putting in our Spring-opening window displays, and now, while the "slack" season is upon us, we can take advantage of our leisure time by planning and preparing material for Spring trims. Much time and trouble can be saved by preparing frames, etc., now while we are not so busy. In this way little details can be attended to that would otherwise have to be left undone. Many trimmers could save themselves a lot of hard work and worry by thinking out a few schemes now while there is time, and by doing a little on them now and again, and when the time comes around to put their trims in the different units of design will be all ready to set together. When matters are left until the last few days or hours, there is generally a lot of confusion and sometimes disappointments



which could have been avoided had plans been prepared in advance. Where would the buyers of the different stocks be if they did not prepare months in advance? Therefore, we advise the trimmer to take advantage of the present time and plan out his Spring windows now. Our illustrations this month offer good suggestions for opening windows.

The sketches, Nos. 1 and 2, suggest two new ideas. No. 1 is an original idea of my own. It is a simple and effective way of showing any soft texture, such as China silk, cashmeres, opera flannels, or any light, soft material. It is made over the ordinary T shaped nickel fixture. A window with about a dozen drapes of same idea as this on fixtures of two heights, say, one row, 36 in. high and the rear row, 42 or 45 in. in height, would appear novel and attractive. It is something out of the everyday idea. About five yards of the material would be sufficient for each drape. The sketch explains itself.

No. 2 shows an excellent idea for a display of handkerchiefs or linen d'oylies, towels, etc. Take baby ribbon, and about every foot tie a brass ring, such as are used for curtains, about 2 or 3 in. in size. Hang these strings of rings from the ceiling, and in each ring arrange a handkerchief or square. The cut shows a handkerchief folded from cor



No. 2.—DISPLAY OF HANDKERCHIEFS.

ner to corner and placed in the ring. A display like this against a black or dark-colored background would be effective.

Our other illustrations are suggestive of Spring. The photo (No. 3) is a reproduction of a display (Spring opening) that received special comment, and was the successful trim chosen for the gold medal in a recent Canadian window-dressing competition. The reproduction does not do it justice, as it does not show up clearly. The following explains it: The background was of plate-glass mirror, over top of which was a drapery of nile green tulle, caught up at intervals with bunches of millinery grasses. The top draperies were of Madras muslin (nile green) over scroll frames covered with green plush and wound with smilax. Bunches of roses were arranged on these scroll frames at the ends. The floor was covered with green velour and about 15 choice hats were arranged on figures. The floor was deftly covered with flowers. The beauty of the window lay in its color scheme. It was very dainty and simple and was also a trade winner. The idea I kept in mind when arranging this trim was to have it as delicate looking as possible. The light, fluffy draperies gave it a cool airy appearance. The other illustrations explain themselves.

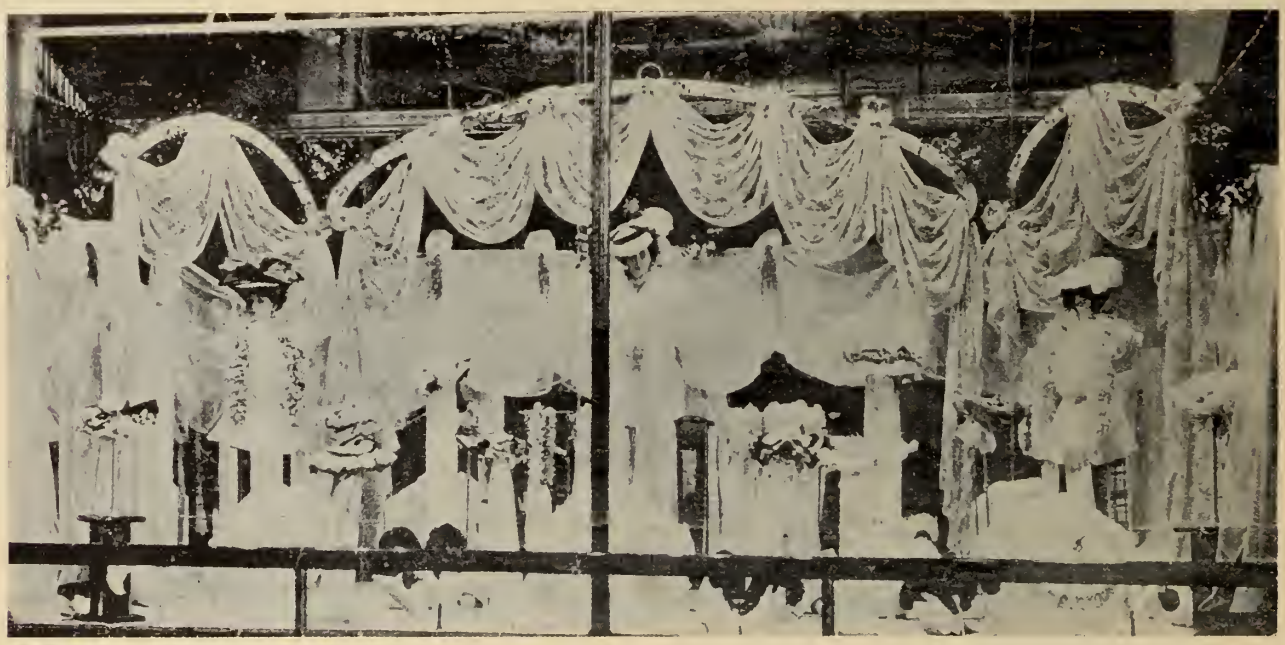
WAIL FROM THE TRIMMER.

A FEW years ago window-trimming was quite uncommon, that is as a profession, but to-day, every town of a few hundred inhabitants, has one or more men of the "profession." It is true their demands are small, but their requirements are something astonishing. A recent newspaper "ad." of a firm in need of a window-trimmer, read as follows :

> WANTED—A young man thoroughly conversant with the dry goods business, to take charge of dress goods department, trim windows and interior ; one who can write show cards preferred. Good position to right party. Apply at once. BLANK & BLANK.

About two-thirds of the houses in America make just such requirements. If not in their advertisements it is in their demands, after the position is accepted. All this is simply through ignorance of what constitutes a competent man. Certainly, if any merchant who inserted an "ad." like the above only realized the meaning of the word competent, he would not expect such a man to be satisfied with the position he offers. A good many seem to think that such men as they are after are hanging around waiting for something to turn up, as their "ad." would indicate. Why not wake up to the fact that good men are in demand and not hanging around waiting to "apply at once" for such positions. Window-dressing is a profession not picked up with a few hours' training. It is an exclusive art, a profession made through years of practical study, and as such it should be practical instead of being dragged in the dust. Experience should teach that talent requires food, acquired by great study, in order to bring about good results, and a window-trimmer should not be hampered with lack of proper time and material on which to work ; but, on the contrary, they expect a competent man to take charge of a department, sell as much goods, if not more, than any man in the house, do all the detail work connected with his department, do his show-card work amid an uproar during business hours, do his interior trimming at odd times, then jump into the window and shoot in a trim on five minutes' notice, and expect the public to rave over the effect. If he finds his ability as a trimmer hampered and mentions the fact to the head of the house, he gets the answer, "Sales first, trimming last."

Of course, it is our aim to please our employers; but must a man who has made his work perhaps a life-long study, give up to such a demand, blight his future and spend his days behind the counter, the same as the man who has no talent, or, perhaps, a paltry salary ? Of course, there are window-trimmers who are card-writers, and where they accept a position with a firm who have only a few windows to dress and who allow their trims to remain in a few days at a stretch, such men do not object to put in their time at ticket-writing or dressing the interior, but for any merchant to expect a man to do all this and take the responsibility of a dress-goods or other department on himself besides, it is unwise and unreasonable, as it would be impossible for any man, no matter how well qualified he was in any particular branch, to make a success of himself or his position, with a merchant who would require so much of him. The merchant who employs an experienced and capable decorator does not deal wisely with himself or justly towards his employe by putting upon the decorator the burden of clerical duties or any other kind of duty that would tax the energy or affect the high quality of the work desired. A decorator off duty—because he is ahead of his practical work, is entitled to use his leisure in unhampered rest or study, just as the editor, lawyer, or doctor is left unbound to duties other than those belonging to his specific care. It should not be a matter of hours put in in earning a salary so much as skill developed in planning work that when executed is worth more to the merchant than he pays for it. The decorative work that produces favorable results is invariably that which comes from the brain of the decorator, full-fledged and complete in all details. We offer the above for the perusal of the merchant as being the "other side" to the story, i.e., from the decorator's standpoint, feeling, as we do, that when the merchant has read it he may realize something that he did not before.



BY HARRY HOLLINSWORTH, FOR THE ROBERT SIMPSON CO., LIMITED, TORONTO—THE GOLD-MEDAL WINDOW.

FROSTED WINDOWS.

AS we have had several inquiries from merchants during the past month who are troubled with frosted windows, we will have to depart from our "Spring" suggestions and explain to these inquirers what we know regarding this troublesome matter. One letter states that

A PALMENBERG CLOAK AND SUIT FORM



60D.

Is as Valuable as an Extra Salesman

and it doesn't cost nearly so much. It's on duty all the time, never gets sick or tired and never wants an increase in salary.

These Superior Forms are the Very Best you can buy.

We carry the most complete and up-to date

Display Fixtures and Forms.

Write for 304-Page Catalogue, and Supplement F.

J. R. PALMENBERG'S SONS

ESTABLISHED IN 1852.

Office and Salesroom: 710 BROADWAY.

Factory: 89 and 91 West Third Street, **New York**

ATTENTION!

To make your store look up-to-date it is necessary to have



Wax Figures, Clothing Forms, Nickel Display Stands and Show Cases.

MANUFACTURED BY—

A. S. Richardson,

62 HAYTER ST., TORONTO,

Phone Main 3687.

BRANCH: 714 CRAIG ST., MONTREAL.

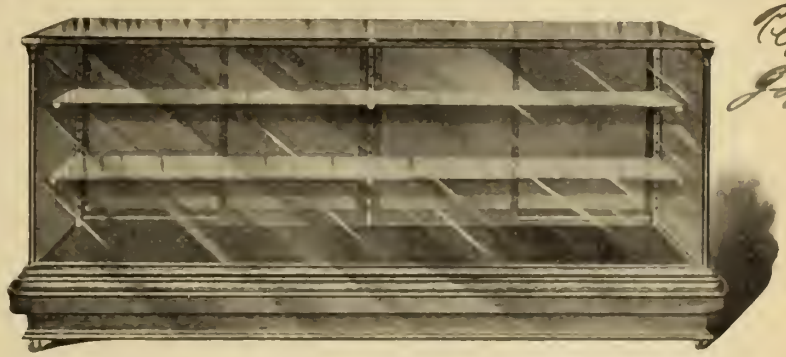
Send for 130-page illustrated catalogue.

You Can Always Rely on The "Dominion" Goods as Being 100 Per Cent. Value.

What will display your goods to better advantage than a fine **Salesman Floor Case?** Our **Coronation** is the recognized standard and the most popular on the market.

The top is a bevelled plate, laid on cushion of felt above frame of ease, front and ends bevelled so as not to detract from the strength of the glass, edges extending out ⅜ in. over frame, and held in place at corners by handsome carvings.

Always retains a fine new brilliant effect.
No wood to become scratched or shabby in appearance.



WRITE FOR BEAUTIFULLY ILLUSTRATED CATALOGUE.

DOMINION SHOW CASE CO.

TORONTO, CANADA. Office and Factory, 53 Richmond St. E



The Largest and Best Equipped

Dye Works

in the Dominion.

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,

DYED, FINISHED AND PUT UP.

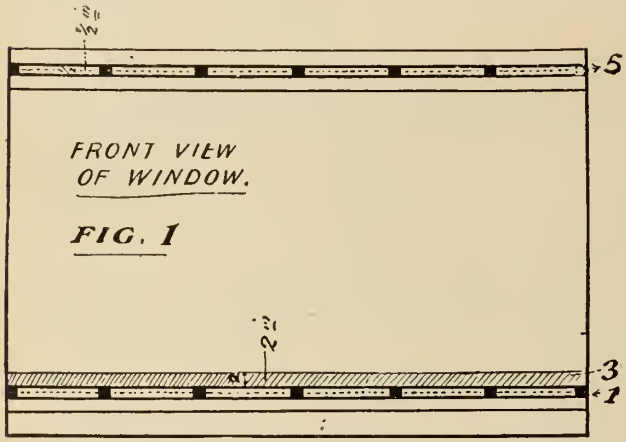
Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

NO EXAGGERATION—Our statement, also Cut of Works, is absolutely true and unexaggerated.

the windows in their store are not boxed in at the back, i.e., they are open to the warm air of the store, and consequently the hot air coming into contact with the cold glass causes moisture and afterwards frost, which excludes the display from the outside. We offer the following idea for experiment: It has been tried in many cases and has been found to overcome the difficulty. By placing an electric fan on a stand three or four feet high at one side of the window pane, and by letting it run day and night during the cold weather, a constant current of air is kept going in the window. The fan should be set at such an angle that the air is blown across the glass instead of directly against it. The motor can be attached to the light circuit in the window. Any electrician would set it up for you in a few minutes.

Another inquirer asks if there is not some kind of a wash for the glass that keeps the frost off it. The following formula has been experimented with, and I am informed it proved satisfactory, although, I think, it is too costly a plan, if it has to be applied very often. It consists of a thin paste made of equal parts of water and glycerine, with a few drops of cumarin (which must be dissolved in



METHOD OF VENTILATING WINDOWS TO PREVENT FROSTING OF GLASS.

warm water) added. If the pane is given a rubbing with this solution it will prevent frost and will not hide the goods on view. I have never seen this tried, but am informed that it is all right.

We show an excellent idea for window ventilation in the accompanying sketch. It is a simple and inexpensive idea. Its practical working is illustrated in the sketch. The one particular case in which this was tried was in a window, 8½ x 11 ft., well boxed in to keep out the heat of the store. In Fig. 1, the dotted lines at top of No. 5 indicate the ventilators, or outlets for the air admitted at the bottom of the window: No. 6 into No. 2, which box is about 6 or 8 in. deep and lined with cotton batting to catch and hold the dust from entering the window. No. 3 is an air passage opened in the floor of the window about 2 in. back of the glass. No. 4 is a piece of tin (gilded or enamelled) bent over in order to divert the admitted air close to the window glass until it leaves the window at opening No. 5. This outlet, No. 5, should be about ½ in. wide. This idea will prevent frosting.

A Winchester, Ont., firm writes:

Can you suggest a remedy for the following trouble? The plate windows in front of our store are open to the heat of the store, hence in cold weather frost gathers on inside of glass. We know that if encased this would be avoided, but we think there is something on the market that can be applied to glass, and secure the same results. If unable to let us know by mail, will you kindly solicit through the medium of your publication a solution of this problem?

From what information we can secure from architects and scientific men on the subject, we find that in order to overcome this troublesome difficulty it is absolutely necessary that the window should be boxed in at the back, perfectly air-tight, so as the hot air from the store cannot come into contact with the cold pane. Experiments have been tried and in some cases found satisfactory (where the windows were not enclosed) with chemicals. The ingredients are: Glycerine, sugar, water and cumarin. The following is the receipt: A thin paste of glycerine, water, white candy and sugar in equal parts, with a small quantity of cumarin added. Cumarin is the camphor gained from the tonka bean, and it is added to the above mixture after having been dissolved in hot water. A thin covering of the paste is spread on the glass, and does not, we are informed, interfere in the least with the view through the same, as the paste is so transparent that it cannot be discerned, while it does prevent the formation of vapor. We are under the impression that it would be less expensive in the long run to have the windows cased in. H. H.

HOW TO MANAGE HELP.

TO the Editor of Show Window.—I have just finished reading your editoral on "The Proper Treatment of the Window-Trimmer." Thought I would like to tell you how I treat my window-dresser. He is allowed to get down in the morning and leave at night when he pleases; lunch at any hour of the day; fish for lunch, if he wishes it, every day; in other words, I let him do as he pleases.

A window-dresser, who is an artist, is wrapped up in his work. He should not be meddled with or crossed in any way. Treat him well, and he can display his taste to better advantage, or if he does not suit you, discharge him; if you keep him, be kind to him; in fact, I find that it is a great deal better to use employes perhaps even a little better than you would your own son, than to be cross with them. I believe that my employes think a great deal of

Yours, very truly,

TOM MURRAY.

The above is an interesting letter from a very interesting personage; for Tom Murray and his successful methods of managing a retail business are well known and admired, at least throughout this Western section of the country. It seems to us he has taken an absolutely correct measure of the proper duty of an employer towards those who hold responsible positions in his service. The policy that Mr. Murray puts in practice is this: It is a great deal better to treat an employe with kindly consideration than it is to continually badger him by whimsical suggestion about his duties, or distempered complaint of his manner of performing them. An employer is no more infallible in his judgments, or his discernments, than the competent employe who is engaged to execute specific services for him—and by competence is here meant one who has given a reasonable demonstration of his skill and experience. Simply because a man employs another man to do a certain thing, it doesn't follow that the employed one must be whipped

NEW LINES OF STORE FIXTURES

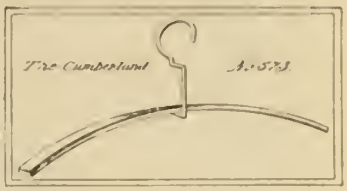
For **SPRING 1903** we are offering merchants some new and attractive lines of Store Fixtures, a few of which we here illustrate:

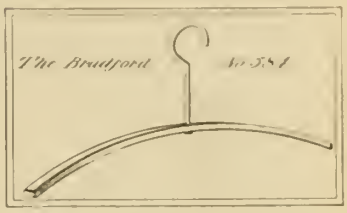


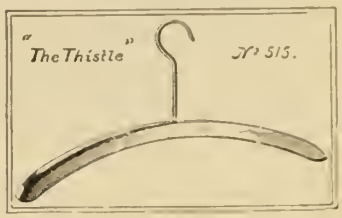
NEW WINDOW DISPLAY FIXTURE
Very Effective and Cheap.

These Goods Have Never Been Illustrated In Our Catalogue Before.

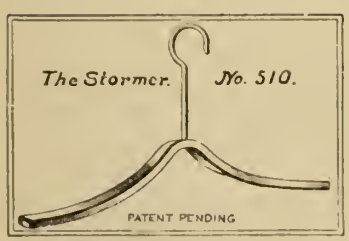
The tendency of the times is to advance, and in this we have tried to keep fully abreast.

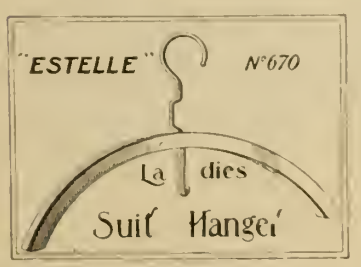




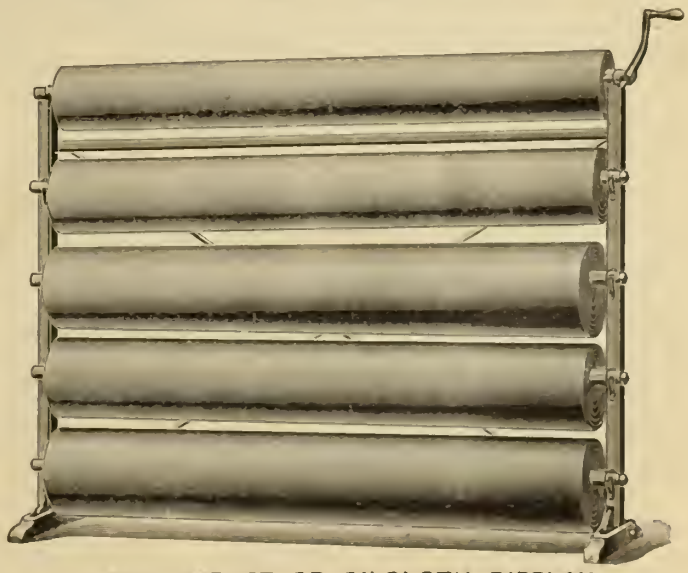


Our Store Fixtures are up-to-date in every respect. Let us quote you on anything required.





We have increased facilities for manufacturing hangers, and for 30 days we will sell these at exceptionally low prices A great opportunity to stock for Spring.



FOR CARPET OR OILCLOTH DISPLAY

We have secured the Canadian Agency for several excellent lines manufactured by Yesbera & Co. Some snaps for Spring trade.

We desire to thank our many patrons and friends for their liberal patronage in the past, and in soliciting business for the future to assure them of our best services at all times.

For the asking we will send you a 100-page Catalogue full of illustrations and useful hints for the fitting out of your store. Keep it on file, look it through at your leisure, and when you want anything we will fill your orders on shortest notice and at very close prices.

CLATWORTHY & CO.

Manufacturers of Store Fixtures. 48 Richmond Street West, TORONTO.

All cuts returned Jan. 1/03

about to make him do his duty. It is soon apparent whether an employe is faithful to his employer's interest. If he isn't, no amount of reproof will make him faithful. If he takes no delight in his duties, it may be because there is a forlornness in the service engendered by the manner of his treatment that supersedes every desire to please. Human nature is moved that way, no matter how condescending one may be.

All this argues in favor of the gentler method of managing. Indeed, as Mr. Murray says: "It is a great deal better to use employers perhaps even a little better than you would your own son, than to be cross with them," for on the father rests the obligation to train the son for a future state of independence, at whatever sacrifice, while toward the employes his obligation is simply to treat them with fair respect to their character and the fidelity they show to honest endeavor. Grumbling, fault-finding employers are rarely masters of the science and practice of the business they control. The real masters in any vocation never argue in favor of their convictions; never hesitate in what is proper action—they decide promptly, they execute deliberately. They are kindly toward the right, and no malice goes with their condemnation of wrong. Those are the kind of masters honest wage-earners love to serve.

The manner in which Mr. Murray treats his window-trimmer is the manner that should apply to every intelligent and well-meaning worker in any of the pursuits in which professional skill and good moral character are necessary accomplishments.—Show Window.



SPRING OPENING DISPLAY.



OPENING MILLINERY TRIM.

A WORD TO THE BEGINNER.

A GOOD plan for every trimmer to follow is to be on good terms with the managers of the different stocks. There is an old saying, viz.: "In unison there is strength." For instance, say you are going to put in a silk window, the best plan would be to see the head of the department a few days in advance, and talk over with him the idea you intend to carry out. Find out the colors and the quantity he wishes to put on display. If he



I've got the best 25c. Wool Mitt in Canada.

It's **all wool.**
It's **hand made.**
It has **no sewn seams.**
It has **uniformity** in color and size.
I sell it now from Halifax to Vancouver, but I would like to see it among the samples of **every** jobber in Canada.
I've got 15 different lines.
Let me send you samples.

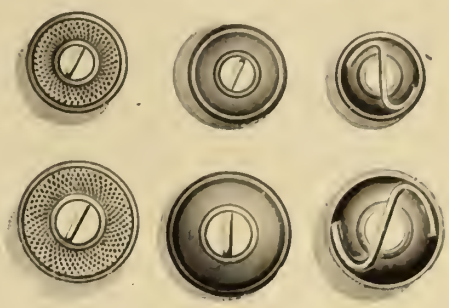
Geo. D. Ross & Co.,
Selling agents for Montreal, Toronto and Winnipeg.

LEO PAGE, Ojibwa, Ont.

TO THE WHOLESALE TRADE ONLY.

Metal Brace Buttons "ECLIPSE" BRAND

The Best Bar Brace Button in the Trade.
We are the Sole Makers in Canada



The above cut shows the front, the back and the inside of the button. Note the manner of inserting the bar, giving it strength, security, and perfect smoothness, warranted not to cut the thread.

For Prices Apply to

THE ECLIPSE OFFICE FURNITURE CO.
of Ottawa Limited.
MANUFACTURERS, OTTAWA, ONT.

Burritt's



Dominion Brand

HOSIERY and UNDERWEAR.



Ribbed and plain HOSIERY, SOCKS, MITTENS, TOQUES, OVERHOSE, Etc.

Ladies', Misses' and Children's UNDERWEAR.

The name is a guarantee of quality.

Every pair of hose bears our guarantee ticket.

Our UNDERWEAR is perfectly finished, full sizes and sightly goods.

A. BURRITT & CO.

DOMINION HOSE AND UNDERWEAR MILLS

Mitchell, Ont.

leaves it to yourself as to what to display, tell him the ones that are going to do his department the most good. At once he sees that you are trying to help him in his efforts to increase sales in his department. He becomes enthusiastic in the window, and tries to give you all the help he can in the knowledge of his goods. You have then opened the way to a free access to that department and he is now a co-partner in the work. You now look at the goods to be displayed and decide what design of arrangement will be the most effective to show them off to the best advantage. Your next work will be to decide on the wording of the ticket. Be careful not to say too much. Be precise and to the point. People of to-day are too busy to stop and read long and flowery tickets. Let your words be as few as possible, but common-sense business matter. Have your assistant get the forms cleaned and brought to the window. See that the porter has cleaned the window thoroughly, for clean glass is a big item. See that the lights are all right so as to get good results at night. You are now all ready to arrange the forms in their proper places. Be careful not to crowd the window : also see that the colors are arranged so that they will blend or harmonize with each other. Arrange the forms speedily and have the curtains raised so as to get returns as quickly as possible. In arranging all trims the plan as quoted above is a good one to follow. See the heads of the departments days in advance, and find out all about the goods they intend to display. Then, when you are ready to put them in you will have an idea of what you are going to do, and there will be no hit or miss about the matter.

GENERAL PRINCIPLES OF CORRECT WINDOW DRESSING.

THE following outline of the general principles of correct window-dressing is reprinted from a little manual issued by a large window-fixture manufacturer :

" Color is by far the most obvious means for attracting the eye, and a window dressed in colors secures the attention of the passer almost inevitably—far more readily than any merely ingenious arrangement in which color is absent.

"Good color effects are difficult to obtain where goods of a variety of colors are used ; and window-dressers of the best taste and most experience strongly favor the use of but two or three colors, complementary to each other, and as a rule grouped in large masses. Thus a most attractive and harmonious window is produced by pale-blue underwear, with rose-pink suspenders as a relief—a combination frequently seen in the best New York windows. Tan and dark-blue, black and scarlet, yellow and brown, are all effective combinations.

"Simplicity in arrangement as well as in color is desirable. It is a safe rule not to display a great variety of articles in the same window, as a complicated arrangement usually appears confused.

"The most effective windows are made by the use of designs which are not intricate, and which are easily understood at a glance. The easiest way to dress a window tastefully, is to arrange a unit, composed of as many articles as the taste or ingenuity of the dresser may dictate ; and to repeat this unit to fill one or more bars of the entire window.

"Where the primary purpose is to display as many goods as possible without much regard to color, effect or harmonious arrangement, it is advantageous to dress the window close up to the front, and fill it full enough to entirely cover the space. Where color and form are to be considered, fewer articles may be used, they may be more widely spaced, and placed further back. The window should then be at least two bars, and, still better, three bars deep ; and from three to five bars high. It may even be still higher, but great height is undesirable, as it makes the display disproportionate and is rarely effective ; besides requiring a great quantity of goods.

"Curved bars are advantageous, as they aid materially in forming any design, may be satisfactorily dressed with a very small quantity of goods, and take the eye.

"In dressing a window with the purpose of getting as much of a show as possible with a few goods, the surroundings should be carefully considered ; that is, the backgound, the light, and the distance from the front. Concerning the latter, it may be said, as a rule, that a thinly-dressed window should be arranged well back from the glass, and in that case it should have a strong background to bring it out boldly.

"A window dressed entirely to the front has no effectiveness as a whole, but depends for its effect entirely upon separate details, for the reason that it has not the requisite distance to give the eye the proper focus ; but when the display is withdrawn two or three feet within the glass the proper focus is obtained and the eye takes in the whole with pleasure. Moreover, the play of light and shade is much more varied and pleasing, the light being softened and diffused.

"As to light, it may be said in general terms that all the light must come from in front, and that any admission of light from the rear, or directly behind the articles shown, completely ruins the effect by confusing the outlines and colors.

" It becomes important, therefore, especially in an openly-dressed window, that a background shall be provided for the double purpose of excluding light from the rear and sharply defining the outlines of articles displayed ; and, moreover such a background, if judiciously selected, can be made to supply an important color element in itself.

" In many cases mirrors form effective backgrounds, as they concentrate the light, sharpen the outlines of objects displayed, and greatly increase the apparent size of the window.

" Dark drapery, especially of plush, forms a most desirable background, affording the best possible foil for articles relieved against it. A rich and desirable effect may be secured by arranging a brass bar at the proper height, and suspending with rings a curtain of plush, or of plum colored, or dark wine-colored drapery silk, of the light flowing texture now so much used for the purpose. Either of these would harmonize admirably with almost any bright color in front of it, but in case it was desired to display goods of very dark shades, care should be used to place them close to some article of much lighter tone, to furnish the required foil.

"For the bottoms of windows, many window-dressers now use loose plush coverings, which can be changed as desired, to harmonize with the goods to be displayed. They are usually made much larger than the window, so that they can be draped over small boxes or standards placed on the bottom of the window, the elevations and wavy lines thus produced adding greatly to the effect of the goods displayed. Thus for a blue window old gold plush is used, and for a rose-colored window, old blue."

Orlwoola

Regd.



PERFECT FOR

Blouses, Tea Gowns, Children's Dresses, Skirts, Pyjamas, and all Underwear Cycling, Tennis, and all Athletic Wear.

THE: ALL: WOOL: FLANNEL:
WHICH: IS: UNSHRINKABLE:

From ALL LEADING DRAPERS, HOSIERS & OUTFITTERS

MANUFACTURED SOLELY BY

THE LEIGH MILLS Co. Ld. COVENTRY & BRADFORD

F&Co

Reprinted from . .

"LA MODE ARTISTIQUE,"

Paris, Nov., 1902:

"Les robes de Velours font rage et l'on en voit partout. Le matin, pour trotter à pied, c'est du Velours Anglais [= Velveteen] . . . L'aprèsmidi, encore du Velours Anglais [Velveteen], de qualitè plus belle, . . ."



For Costume purposes, great care should be exercised in choosing Velveteen. A good cloth should be chosen, but a good cloth will not be satisfactory unless the

DYE

is PERFECT. The guarantee that the Dye is as perfect as science and art can make it is the presence of the

WORRALL SIGNATURE:

This piece is guaranteed to be in our best DYE and FINISH.

Jno. Worrall

Registered Trade Mark.

We are prepared to place our Canadian Agency in the hands of parties either in Montreal or Toronto. Address all applications, marked "Worrall," to the Editor of THE DRY GOODS REVIEW, Toronto.

OUR LONDON FASHION LETTER

New Ideas for Spring

FROM the advanced styles seen in the special toilettes prepared in London and Paris houses for the needs of clients making their annual flittings to the South, we may see many premonitions of pronounced change in modes for 1903. Redingotes in fine cloth or taffetas are certain pronounced styles that bid fair to become a vogue. Their lines are elegant and capable of becoming variations in effect by means of novel and striking applications of lace and passementeries. For the Durbar, many of the most handsome toilettes furnished by the exclusive houses for their clients were cut on these lines.

* * *

Rich-looking silken cords in knots, loops or festoons provided smart trimming motives for the fronts and cuffs, or served to hold together slashed sleeves or skirts on some handsome cloth or silk Redingotes, and there seems to be an increasing taste for this type of ornamentation.

* * *

All the old forms of trimmings extant in the Louis XV. styles find place in the modern mode, and on the fashionable picture gowns they are quite in keeping. Tassels and fringes embroidered in ribbon, chenille, gold, silver or other metal cords and braids, pompons and chous of softest mousseline, and chiffon and ribbon or silken floral trimmings in raised design, all go to make the general trend of the newest trimming ideas. A prominent city manufacturer of dress trimmings gives me his opinion that for ordinary dress trimmings we are going back entirely to the old ideas of jets, gimp, and passementeries Fringes of chenille, so prevalent in the Winter styles, are to be replaced by silk, and here the 1830 mode is distinctly to be traced, as in many other directions, just now. Sloping shoulders, rounded and flounced skirts, and the full sleeves are all most pronounced features of the period that now are emphasized in the fashions of to-day, and are further indicated for the mode of to-morrow. Soft draping effects are aimed at in the dress materials, and there is a very decided favor shown in Paris and London for finely-pleated or accordeon styles in sheer fabrics, as mousseline, or thin silken textures, as taffetas. An example of the latter style is a black taffeta gown seen in an exhibition of new costume styles at Viola's in Albermarle street west. This was accordeon-pleated from the waist line to the heading of a very wide-spreading shaped flounce that was again finely pleated. The upper part showed lines of black Chantilly lace inserted to keep the pleats in position. The dress was made without lining, but would be worn over a white silk slip, and thus the effect of the transparent lace lines was enhanced.

* * *

In the same collection was a beautiful gown in pale blue cloth made for wear at Nice. This was shaped close over the hips and fastened on the front. Below the close-fitted back part of the skirt a large flat box pleat was inserted that spread outward into a fan-shaped medium length long skirt with a shell-shaped volante. This, like the hip parts, was embroidered with large shell-shaped designs in gold thread and fine cord that were centred with insets of pale blue panne in their turn embroidered with black silk scroll designs. The effect was by no means so bizarre as the description may sound, and was stylish in the extreme.

Great novelty in ideas as to sleeves and cape collars was shown in the form of very frill-like triple capecollars that were fluted outwards from the neck-band to stand out well over the shoulders. They were strapped between the flutes on the upper frill with rouleaux of pale blue panne caught down with small gold oval-shaped buckles or circlets. The upper half of the sleeve was covered with six small frills from the shoulder to the wrist. Sleeves are fanciful, and even for evening dress are at times very voluminous. One of the newest ideas is to



FROM PARIS.

A new style in wraps or house gowns. This shows the latest shawl-point sleeve over full sleeves of silk or muslin. This pattern has been reproduced in "Viyella," veiling, cashmere, silk or crepoline for Spring sale. The trimming consists of a flat fold of twilled silk in contrasting shade, with a heading of Paisley braiding.

"Lawrus" Fabrics.

SPRING 1903

Law, Russell & Co.

Bradford and London,
ENGLAND

The Leading House for

RAINPROOF GOODS

"Lawrus" Rainproofs are Unshrinkable.

Every Yard Stamped "LAWRUS."

show a close-fitted sleeve of chiffon mousseline or crepe de chine through an upper sleeve slashed from shoulder to wrist for evening dress. This effect is made by taking a width of accordian pleated tissue tulle or chiffon and suspending it from the shoulders in a kind of sling, through which the arm and the close-fitted sleeve is passed. Cascades of lace, tulle, or chiffon are employed in a similar way to form stylish evening sleeves.



FROM PARIS.

A French model tea-gown, showing the new "Empire" bolero in silk or satin on which is mounted an upper robe of lace, fancy French or Japanese printed silk, or similar light material. This is held on the front with V-shaped bands of lace guipure over an accordeon-pleated under part in veiling, crepe or thin silk.

Picture gowns in soft, clinging fabrics are made with straight gathered skirts attached to close-fitting bodices, strapped around the waist with brilliant taffetas or Oriental satin ribbons. A modern gown in this style seen at one of the smart restaurants was made of the finest quality glove-finished cloth in a light grey; that is a very fashionable tint likely to be prominent in the Spring colors. It may be described as chinchilla color, and with this was worn a satin ribbon waist-band to match formed of the ribbon, tightly strapped around the waist till it reached the elbow line. This strapped waist belt fastened on the left front with a group of ribbon roses and leaves, formed of the ribbon. With this was a hat in self-colored tulle, disposed in light poufs on a picture shape and having ostrich tips in the same shade, curling over the slightly upcurled left trim. The bodice was finished with a chiffon fichu, knotted in quaint style on the fronts. Tulle hats and toques are worn in these fashionable resorts even now, when severe Wintry weather has set in, and some of the smartest dressers are wearing very French-looking toreador turbans, bent up squarely and deeply at the back, that are formed entirely of white tulle.

* * *

Some of the exclusive millinery houses are already showing new models for Spring, as the demand for light-looking millinery styles for wear in the Riviera is very great just before Christmas. One such model may be described as a large Amazone, squarely bent into the head at the back. It is made of very light poufs or drapings of white tulle, with two fan-shaped coquilles to provide a trimming over the hair at the back. Over the whole hat was a charming trail of dark green leaves and white camelias studded in them at intervals.

* * *

Another Monte Carlo hat was an absolutely "flat plate" of light blue tulle in winding folds laid around the top, and in the same fashion upon the underpart of the net shape. Over the whole of this flat crown was disposed a group of small cornflowers in shot shades of pastel blue and pink. Their greenish stalks provided a smart pendant trimming falling from the left back. Under the very slightly uplifted brim on the left was a large crushed chou or knotted bow of shot blue and pink taffetas mousseline ribbon.

* * *

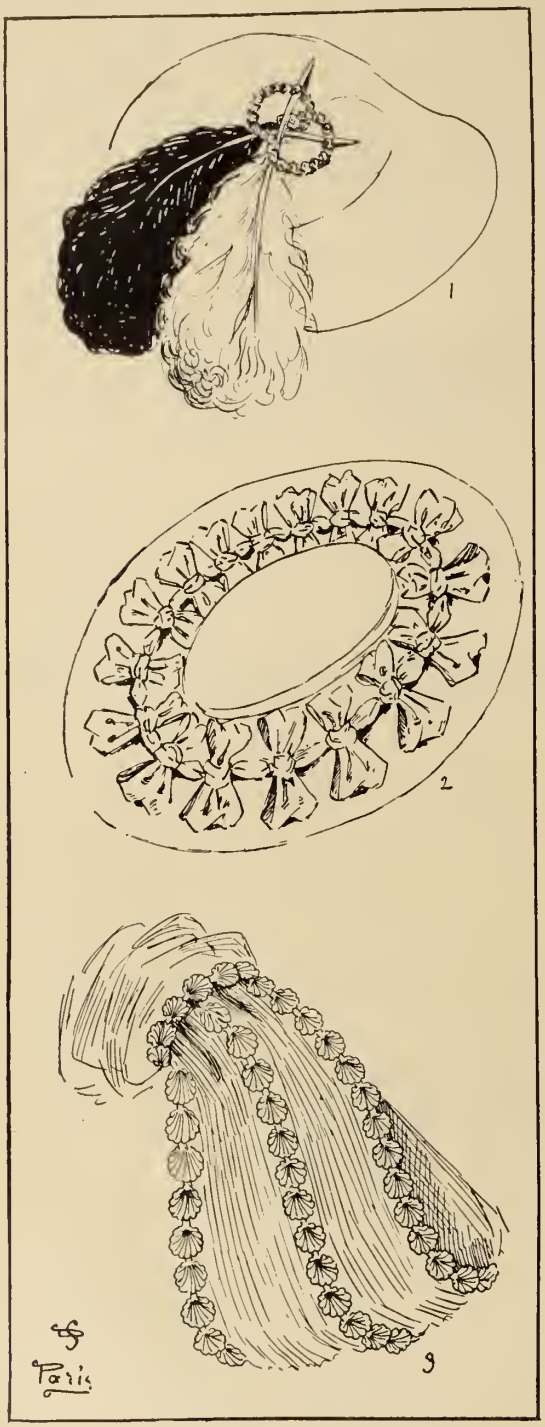
Another model for Spring was made of the new taffetas braid or plait, being taffetas cut into narrow raw-edged strips and woven over silk wire into a wide braid, like straw plait This hat was in palest blue (a shade that with the new green will be much in evidence in the Spring), and had a deep flat bind at the edge of black velvet There was not an atom of trimming upon the upper part of the hat, but it was uplifted on the left with a group of five black ostrich plumes that curled outward in reverse fashion to that to which we have been so long accustomed. Another hat was an Amazone, entirely formed of rose foliage with a cachepeigne of white-hearted pink roses. A large hat, formed of alternate rows of pink Italian fancy chip, had for sole trimmings two long pink ostrich plumes with heavy black tips to the ends.

* * *

A case was heard last week before Mr. Justice Farwell in the Lord Chancellor's Court, which was of great interest to many concerned in noting the various evolutions of the mode. The question was one of copyright in a design used as a trade mark that reproduces the familiar hat and bust of the Duchess of Devonshire in the famous picture by Gainsborough. It was contended by the one side that this design was of general usage in the millinery trade as an evidence of their calling, and cannot be used to distinguish the goods of any one particular firm. Mr. Gainsborough was the defendant in an action by Louise & Co., Limited, of Regent street, to restrain him from the use of this device, which they succeeded in copyrighting in 1895. Mr. Gainsborough brought forward as witnesses, in a motion to remove from the Trade Mark Register this entry, a number of persons—amongst them the writer of these notes—competent to speak as to the general use for years past of this illustration by milliners. The defendant, whilst denying infringement, sought to rectify the register of trade marks by removing therefrom the plaintiff's mark, on the ground that it was not distinctive of their goods, and that the picture was

largely adopted by milliners generally to denote simply a particular style of hat.

Mr. Warmington, K.C., Mr. Vernon and Mr. Newton appeared for the plaintiffs, and Mr. Upjohn, K.C., and Mr. Sebastian appeared for the defendant.



MILLINERY HINTS FROM PARIS.

1. The new way of arranging feathers in cavalier fashion from the back. The stems are passed through a double strass or steel ornament.

2. A knotted bow trimming of shot taffeta ribbon that completely encircles the crown of a straw hat.

3. A pendant trimming, for the back of a hat or toque, of white or colored tulle, held by a band of fancy straw, jet or lace trimming that is also strapped over the tulle loop.

The trial occupied four days and excited the greatest interest in the trade. In the result, Mr. Gainsborough won his motion to remove the trade mark from the register with all costs. Mr. Justice Farwell ordered that the trade mark be struck out, so that there followed no action for the infringement could be tried, and Louise & Co., Limited, were ordered to pay the whole costs, which are said to be very heavy. In this connection it is curious to note how strongly the old masters influenced picturesque millinery modes. Before the Gainsborough hat became an established fashion, there was a great vogue for the "Rubens" hat, a term applied to a large hat, not of such wide dimensions as the Gainsborough, but which was turned up deeply on the left side, and was copied from the celebrated picture of "Rubens," painted by himself. We had also Henry V. and Henry VIII. hats that were called "Holbein" hats, and were inspired by the Holbein portraits. To-day we have picture hats (a term, by the way, which, according to the evidence in this trial, was first used in print by the present writer some years ago, and afterwards passed into general usage), inspired by Romney and Morland pictures.

* * *

In Paris, "where new modes come from," we have "Tricone," "Marquise," "Bergere" or "Shepherdess" hats copied from the work of "Watteau," after whom French model-makers call these inspired creations. Tulle or taffetas plaits will be strongly favored by the model-makers for Spring styles and there is a disposition in Paris to find odd materials to use in this way by way of change. The new straw plaits are, however, very attractive things, and novelty in their weave and blending of various plaits and fibres is most strongly marked as to colors. It is not thought that very bright colors will lead. The indications are that white, cream and burnt shades will have the greater call.

A. Meehan.

AN ADAPTABLE IDEA.

Purchase a quantity of handsome fancy half-hose of fine quality to use as features in your window display. Charge them up to your advertising account, and when they have served their purpose sell them at cost as another advertising feature. But, by putting before your trade shoes shown with handsome hosiery, you educate their taste, show the possibilities of foot dressing and prove, what it is most important, that a man opening a new department should prove, that you are up-to-date in your ideas and that style as well as quality characterizes your stock. The buyer of a hosiery department in connection with a shoe stock had his attention called to some delicate embroidered silk hose shown with men's shoes. "Do you sell those flower gardens for men's feet?" "Oh, no, except occasionally to Johnny boys or foreigners, but they attract attention to our department. People see that we have very individual effects and it gives us a name for originality that helps the sales of other lines. We may lose money on those socks, but they make us a profit by advertising the lines in demand."—Apparel Gazette.

FOR THE OFFICE BOY AND OTHERS.

Be respectful to all men, but fear none.

For each is but a man, an atom, sentient for a time, to be then swept into the infinite.

There is recreation and excitement, but no happiness outside of work; the contrary belief is a fallacy.

Seek to expand, not contract. Have movement. Walk erect.

Covet only honesty, culture and bravery—the rest is nothing.

Avoid equally silence and loquacity. Extremes are bad. Talk reasonably much.

The first half of the day is the best half. The other half is largely loitering.

The morning is for action; the afternoon for consideration and debate. The morning is for work; the afternoon for policy.—The Carpet Journal.

POINTS for the RETAILERS

Re RAINCOATS.

I. Satisfy your Customers—THAT'S necessary.
(WE'LL satisfy YOU.)

II. Persuade them to buy a GOOD article—THAT'S satisfactory.
(Ours are UNIFORMLY good.)

III. Give the best VALUE for money—THAT'S honest.
(We ALWAYS do.)

IV. See that the garment fits—THAT'S politic.
(OURS are PROPERLY cut.)

V. If it doesn't, they COME BACK and COMPLAIN—THAT'S unpleasant.
(We DON'T get them.)

VI. A CUSTOMER once MADE should be KEPT—THAT'S common sense.
(OUR experience PROVES it.)

VII. Deal only with a REPUTABLE manufacturer—THAT'S easy.
(We are established 50 YEARS.)

VIII. Customers FORGET the price they PAY for RUBBISH—THAT'S a fact.
(We've heard so—but DON'T MAKE IT.)

IX. They REMEMBER where they bought a GOOD article—THAT'S right.
(Our's favour us CONTINUOUSLY.)

X. FLIES DON'T settle on our goods—THAT'S true.
(They MOVE too QUICKLY.)

XI. WILL you CALL and SEE us when you are in London? THAT's asking.
(You'll MAKE MONEY on our goods.)

The above Points refer to "REPELLUS" RAINCOATS and "REINBO" WATERPROOFS manufactured by

B. BIRNBAUM & SON, Limited

Trade Mark

3B. CANNON ST.,

LONDON, ENGLAND.

WHITE GOODS

THE majority of whitewear houses are still too busy with their repeat orders for underwear to commence working on their orders for Spring shirt waists; although there are a large number of orders already placed for these goods. The waists ordered so early in the season are mostly in the less expensive lines and in staple goods. The novelties in the finer waists are not shown until about the middle of January.

* * *

Designers nowadays are always after novel effects and better styles, and for the holiday trade quite a few noveltics are seen, but the tendency in all of them is the same, viz., towards fine, neat effects Fine laces, and insertions of blind embroideries, semi-blind, and embroidery Anglais are all used, and the flat effects are more pronouncedly in favor than ever.

* * *

More and more does the cut of underwear follow the lines of the outer garments, and every effort is made to do away with the fullness around the waist and hips. The latest departure in corset covers is designed to wear specially with the straight-front corset. The back ends are straight across at the waist, and it is much longer at the front, sloping from under the arms to a point there. This style is most appropriately trimmed with V's of lace embroidery, and finished at the neck with a beading and ruffle, run through with narrow wash ribbon which ties on a bow, and with two other bows forms the fastening down the front. Shoulder-straps are added, formed of the beading and very narrow ruffles, and also finished with ribbons which form a bow on the shoulders. Beading both of lace and embroidery will be lavishly used this season.

* * *

In better nightgowns the French or circular back is much used, with a bias seam down the centre. This back fits flat across the shoulders, and the manner of cutting gives the required fullness below. This is similar in cut to some of the kimino coats now in vogue.

* * *

A new style in drawers is the skirt shape. These fit snugly around the hips, but are quite a yard and a half at the knee. They are trimmed with circular ruffles, and the most favored style is made of alternate bands of insertion and plain lawn or cambric. The depth of these frills is generally about 15 inches. To accommodate the hose supporters that are a necessity for wear with the straight-front corset, many shapes in drawers are slit up the sides, and the slits are trimmed around with rufles. In all these shapes the desire to do away with all unnecessary fullness is very apparent. To do this the yoke band is done away with and darts are substituted, which make the drawers set very snugly around the hips, and leaves only a few gathers at the back.

* * *

For the holiday trade some very handsome garments of wash silk and fine Valenciennes were shown. In skirts, one good number had three graduated frills of Valenciennes at the foot, headed by a band formed of diagonal inscrtions of lace and fine tucking. On another the lace insertion is appliqued on to the flounce in large diamonds, and the whole finished with a ruffle of the silk edged with lace. A favorite trimming consists of one deep or three narrow frills formed of alternate bands of insertion and silk, each edged with a lace edging. These skirts are prettiest in white or cream, but are also seen in Tuscan, sky and pink. There are also corset covers to match, as well as some very dainty dressing-jackets, which are sun-pleated.

* * *

In the Spring lines of waists, the tailored style in mercerized goods, mattings and fine piques have quite caught the popular favor, and our leading houses report large sales of these waists wherever shown. Small patterned stripes alternating with one in a fine corded effect, or with one in basket weaves and also small all-over patterns and spots and neat figures in bright yarns on a duller ground are the favorites. Fine piques, both plain and spotted, are much used as well for these smart waists. These are also made in tailored styles with wide tucks, narrow boxpleats or slot seams, and sometimes with the additional ornamentation of tabs fastened with a button. The pique waists have often medallions and motifs of open-work embroidery as an added trimming. The buttons in use are large white pearl and fancy enamelled ones, some of which are very artistic These blouses are for wear right along and until the weather admits of the wear of the thinner waists. With the advent of Summer, white waists will be very extensively worn in all the sheer materials, as fine lawn, organdy and muslin, both plain and dotted; indeed, white waists for the coming season promise to be stronger than ever, and it seems that although they have had such a long reign they have not yet reached the height of their popularity.

* * *

While the open-backed waist has, no doubt, seen the best of its days, it is still shown on a few samples, as it offers a wider scope for dainty effects in trimming than any other style. This makes it hard to drive out of favor, in spite of its great inconvevience. There are many more or less successful attempts made to gain the same effect by the fastening at the front or at the left side and concealing it under tuck on slot seams, etc., to gain the same effect without the trouble of an open back.

* * *

On the dotted muslins, which, with some houses are selling well, Valenciennes lace is by far away the most used trimming, both on them and on the wash silk blouses that are also taking well. But on the fine lawns and organdies very fine embroideries, in blind, semi-blind and embroidery Anglais are the most used. The general idea followed in trimming is the round, pointed or square yoke, from which runs vertical lines of trimming, and the yoke is often continued over the top of the sleeve. Last year the yoke effect was confined to the front of the waist, but this year the yoke continues across the back also. In all blouses more attention is paid to the back, and it is more elaborately ornamented than in previous seasons.

* * *

The cuff bands are somewhat wider than last season, and all the fullness lies between the elbow and wrist, but the puff is not exaggerated on the best liked waists.

* * *

In the higher class blouses the call is for the full length sleeve, although the three-quarter length also sells freely, but whether this will be the case all through the season is doubtful.

* * *

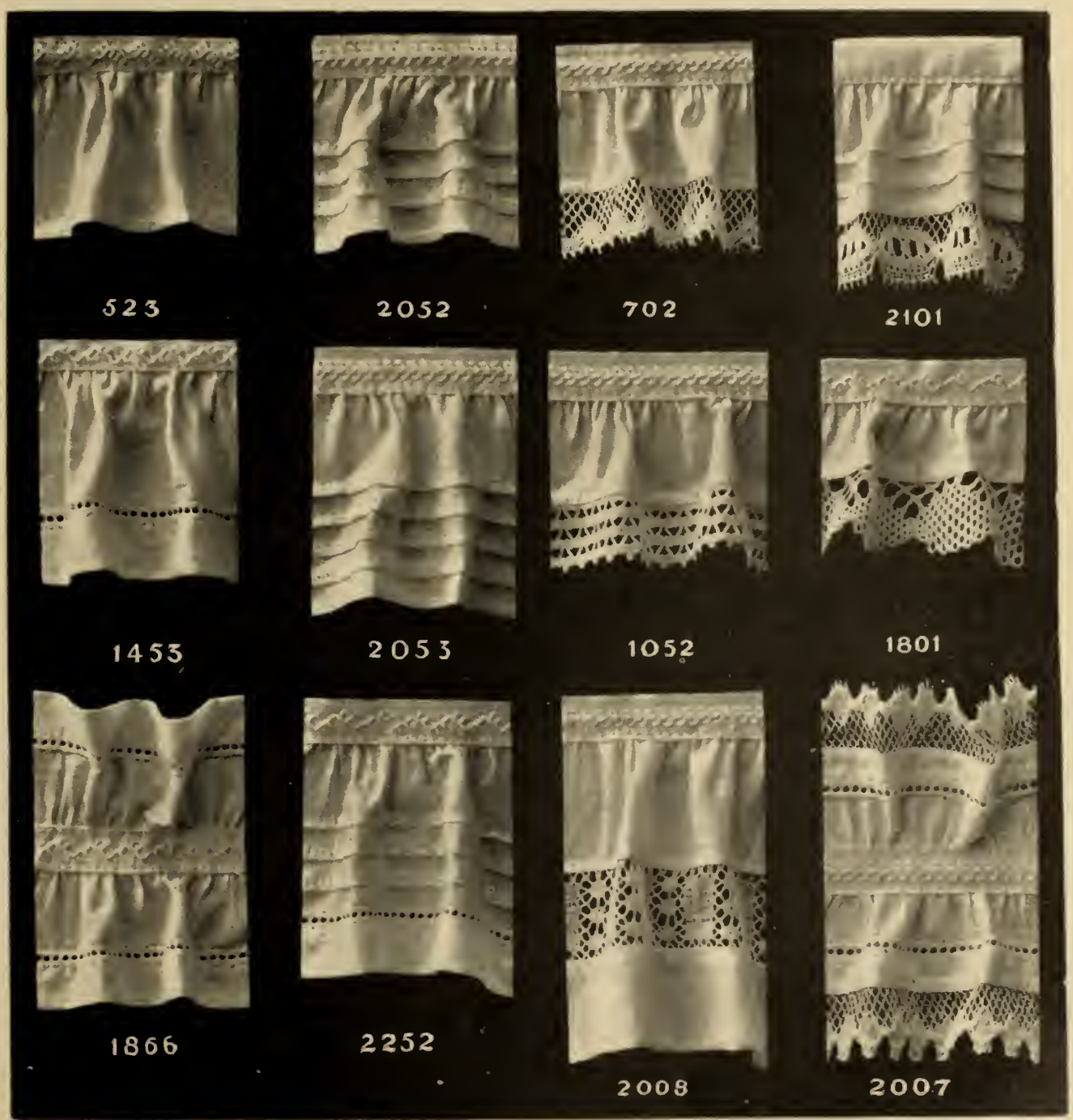
Of three novelties shown, the first was of fine dotted muslin, the yoke formed of a lattice work of crossing lines in valenciennes insertion which was continued on the top of the sleeves and across the back; in the diamonds so formed were placed a wheel motif in fine embroidery, and a ruffle of the lace outlined the points of the yoke in front. The second was a handkerchief waist. The square yoke made from embroidered lace-edged handkerchiefs, and the elbows and sleeves trimmed with the centre cut out and forming a frill on the bottom of the sleeves. The third was of fine white pique, the

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For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

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THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

box-pleat finished by large white pearl buttons, on each side of which was a wide box-pleat formed by two ¼-in. tucks with a space between which ended at the bust line in a motif of embroidery something in the shape of a butterfly with outspread wings. Above this were four smaller embroidery medallions.

* * *

Great attention is being paid to fit and also to finish, and this applies specially to the collars, some of which show very pretty styles in stoles and tabs. Another decided novelty is Monto Carlo, which shows the flat trimming of bands of insertion and medallion for yoke, and below this is a deep ruffle extending to near the waist line in front.

WHITEWEAR FIRM TO MAKE UMBRELLAS.

One of the large whitewear houses in Toronto is contemplating branching out into umbrella manufacturing, in addition to their business. They argue that they already have the space and also the capital, and do not see why they should not capture a share of the trade also.

A NEW BUILDING.

THE Eclipse Whitewear Company, of Front street west, Toronto, have the plans out for the erection of a large factory, at the corner of King and John streets. The factory will face 60 feet on King street and run back on John street to Pearl, which street is to be continued through. The building will be four storeys, and the height from floor to ceiling 14 feet on each storey, to insure perfect ventilation. This factory will be equipped in the most modern manner, and an electric light will be placed at each machine. A cosy lunch-room with easy chairs, and the best periodicals, and perhaps also a piano, will be provided for the use of their operators.

COURTESY IN BUSINESS.

BY WILTON N. FAIRBANKS.

COURTESY in business has been called the "oil on the wheels of worldly progress" and "an air cushion with apparently nothing in it, that yet eases the heavy jolts of trade."

But it is more than these. It is a positive virtue—the most democratic of all virtues—in that it recognizes all individualities and pays all just claims. By its consummate considerateness it infringes upon no one's rights and lessens no one's advantage.

It is often a form of self-suppression in action as well as an expression of universal and individual sympathy. It loosens the burdens of life, soothes anger, and often counteracts and does away with misunderstandings.

Happily, there are few in business to-day who, like the Puritans of old, detest all forms of courtesy. These are the "rough diamonds," the "plain-spoken men," who complain that their neighbor must be insincere, "for he is far too polite to be trusted."

Our city tradesmen have sometimes affected discourtesy to inspire confidence—going upon the principle that no one would be civil if he had nothing to gain. There is a class of men who are only courteous to their superiors, and another to their inferiors. But contempt of courtesy is a defect and not a merit. When courtesy is not cultivated selfishness takes possession and grows as it is indulged in, developing finally into brutality.

It is true, then, that courtesy is a variety of unselfishness, for, by making use of it, one suppresses self, and thus it becomes a discipline of character. Courtesy has been called "that expression of self-control that differentiates civilized man from the savage." It is certainly the most legitimate offspring of Christian charity, and where it is lacking the Christian graces lose half their influence. The usages and phrases of politeness represent a mass of moral ideas of which they are the translation.

Courtesy is the outward expression of the most essential sentiments of the inner, truer man. When these outward expressions cease, the inner sentiments themselves are weakened and lose their delicacy and energy, and so we may say that the foundations of courtesy are based upon the universal needs of humanity itself.

Courtesy is also its own multiple. Lowell says:

> As one lamp lighteth another, nor grows less,
> So nobleness enkindles nobleness.

The world of business is but the aggregate of man's mental and financial forces. It is the forum where the wits meet—the arena in which is fought the everyday battle for bread and butter. Now, in this conflict, where man meets man, each doing battle royal for individual supremacy, how far may we go in these external expressions of kindly feeling, how far may we exhibit those fundamental relations that ought to exist at all times among all men? How far may we extend that courtesy that crystallizes all the distinctions belonging to good breeding and gives the answer to and the analysis of the delicate and complicated duties we owe one another?

I think we can safely say that that courtesy in business becomes insincere and hateful if carried to the point of fulsomeness or untruthfulness; otherwise it is both politic and advisable.

Regd. Trade Mark

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A high-class Flannel at a popular price



"Remino" will be found stamped with our Trade Mark every five yards, which is a guarantee that it can be recommended as a thoroughly reliable ALL WOOL flannel. It is beautifully soft and warm, without being heavy. Of rich, unfading colours. A NECESSITY for those who study health and smartness. A sure preventive of chills. A sine quâ non for all engaged in Athletic pursuits.

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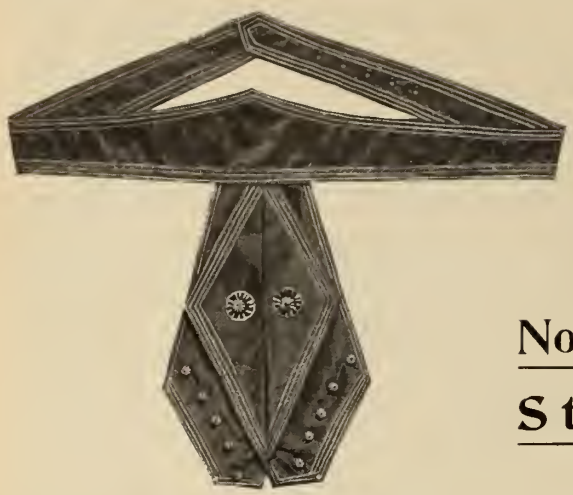
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POSTILION BELTS



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Some Very New and Novel Ideas in Belts.



POSTILION BACKS, many of them in stitched taffetta and peau de soie, to be worn with tailor-made gowns. We have them in irresistibly novel and striking styles. They have proven their popularity. Sell at **50c., 75c.** and **$1.** Our New York salesrooms are recognized as the Central Supply Station for The American Belt Line. The biggest and astutest buyers of the Continent visit us to do their purchasing. Others are content to ask us to take from them all the bother of choosing. We never fail to please with our choice, but then, one might pick at random from these SILK BEAUTIES and never make a mistake.

Allow us to send you 1 dozen each to sell at **50c., 75c.,** and **$1.00.** They have always been quick-sellers, and trade-bringers.

See our handsome new line in CURB and TASSEL goods, for high-class trade. Marvellous values from **$9** to **$33** a dozen. If you have the trade for fine stuff—these are too good for you to let pass by.

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PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Warm Models in Fur—Hats Tending Smaller—Handsome Gowns That Are in Vogue.

December, 1902.

THE weather is so exceptionally cold and such a sharp Winter is prophesied that I think I cannot do better than begin my letter by describing a few smart and warm models in fur, more especially as I have just come from Laxton & Cie, 20 rue Louis le Grand, who always have a very large stock of the newest and smartest models in their showrooms. There is an extremely comfortable and

WARM-LOOKING CLOAK IN PETIT GRIS.

It is three-quarter length, a loose-fitting, double-breasted sack. The sleeves are very evas'ees at the wrist, and it is trimmed with a deep collar and revers of white fox. A sable bolero had a double turned-down collar, that is to say, a roll collar, then an incrustation of coarse cream hand-made lace, and then a border of the fur en bias, giving it a frilled effect and hanging over the shoulders.

A SMART BOLERO

in petit gris, cut short to about two inches above the waist, is finished off all around with an inch-wide string of brown silk tassels. The evas'ees sleeve is finished at the elbow with the same trimming, and the pointed revers are in cream silk, embroidered with gold. A perfectly plain, tight-fitting waistcoat with an upright military collar, all of broadtail, is worn with this, and the sleeve is completed by a puff of this fur gathered into a tight embroidered wrist belt. Another bolero trimmed with tassels and cut in the same style is of the ventre du petit gris. This has a tight-fitting waistcoat of caracul with small tails at the back.

A SMART STOLE

in chinchilla has a big buckle fastening at the breast. The ends, which are cut square, are slightly wider and have a silk fringe and tassels hanging from them.

THE "CRAVATTE DE JUGE"

is much worn, more especially in ermine, which is becoming to the face, and this is a narrow band of fur, shaped to fit the neck and a little high at the back, which is fastened closely round the throat; the two ends, crossing over in front, are tucked in under the jacket or coat. I must just mention an ermine muff which I thought very chic. It was large, but shaped a little smaller at the top, and had revers of the ermine all around, cut square and turned back over the muff so that the two ends hung down in points below the muff. This was shown with a very long ermine stole to match.

HATS.

The hats for morning and street wear have lately had a tendency to become smaller, and more toques are worn. The latter are more comfortable and warmer during the severe Winter weather. A pretty model in petit gris is large and quite round, the brim being exactly the same height as the crown and standing close up to it. In this case the edge of the brim is defined with a very narrow scarf of emerald green velvet, finishing in a bow and knot at the left side, the two pointed ends being carried to the back. A striking hat is in a very soft shade of purple, made in the roughest felt, raised at the left side and falling low at the back. A wealth of holly leaves and berries is twined around the crown, fastened on the left with a bow of narrow velvet ribbon the same shade as the hat, and which falls over the brim at the back.

Another hat, much the same shape is in

CREAM FELT,

with a spray of Glory Dijon roses laid round the crown over the left side brim. On the right side is a drapery of fine lace the two ends falling from a knot over the back. Underneath the left brim is a black velvet bow. Here are a few models more suitable for Nice or evening wear. A round-shaped toque, the upper right brim being raised a little above and away from the crown towards the back. The crown is made entirely of narrow pink tulle ruchings, and the brim is a wreath of pink roses with yellow hearts, and a few green leaves showing here and there. At the back a jet ornament is twisted in with the roses, from which hangs a fringe of jet tassels. Another toque, almost the same shape, but having the brim raised a little higher and pointed at the front, is made of black silk net. Three or four strings of jet beads are twisted round the centre of the brim, fastening at the back, but towards the left side, with a large jet button, from which falls a bunch of tassels. A green Bird of Paradise plume stands up at the front. A pretty black felt hat, with the wide brim raised at the left side, is trimmed with a net scarf, embroidered with chenille and jet, twisted around the crown, and has a fringe of black beads hanging over the back. A handsome black ostrich feather is laid under the upturned brim, fastened with a jet button in the front.

DRESSES.

For evening wear black and white is very much used. A lovely model is in white mousseline de soie over white silk, the skirt, from waist to three-quarters of the way down, is alternated with stripes of very fine black Chantilly lace. From here the lace is taken round the skirt in zig-zag lines, and the vertical lines are again continued to the hem. Between the back insertions are Louis XVI. bows in narrow black velvet from waist to zig-zag pattern from where they fall in long ends. The bodice, which is trimmed in the same way, has a bloused front, waist-belt of black velvet with long streamers. The square-cut decollete has a pretty edging of black and white, with just a suggestion of pale blue. The sleeves finish at the elbow with a puff.

A LOVELY GOWN.

There is a lovely gown in the palest salmon pink panne. This also has vertical insertions, but in cream guipure, to three-quarter length, where large diamond-shaped incrustations of the lace are taken round the skirt, below which are two rows of mink. The bloused bodice-front has insertions of the guipure, which is also draped over the shoulders. The short sleeve is formed of a small puff of the panne bordered with mink and lace frills. The decollete also has a suggestion of the mink both back and front.

AN EVENING GOWN.

One more evening gown, and this is in cream net over the palest lemon yellow. The net is embroidered with a conventional design, the stems being in black velvet, and the flowers and leaves the finest black lace outlined with gold beads, and veins indicated by small brilliants. The waist belt is in pale-

blue silk, the fringed ends hanging from a knot in front. The sleeves to elbow are very evas'ees, and have a frill of lace through which is threaded a scarf of the blue silk, a bow and the tasseled ends hanging from the outer point. The decollete corsage is draped with the same lace.

A STAGE DRESS.

A lovely dress, worn on the stage, is princess form, the over-gown being entirely composed of squares of hand-worked guipure, the skirt being edged with a deep fringe of guipure string, the whole being made up over pastel-cloth, which makes the lace look very rich, the bodice fastened at the left side with tassels of guipure string. The sleeves are very wide at the elbow, from where they are continued by a puff of mousseline de soie gathered into a lace wristband coming well over the back of the hand A small round yoke is also in mousseline de soie gathered very full. The smartest shops are already putting this season's blouses in the window as slightly soiled at reduced prices, and in my next letter I hope to be able to give some entirely new models.

THE TROTTEUR SKIRT.

has once again been much boomed, and this time has found favor with some smart people, la monde elegante still keeping to the long skirt for everything except skating.

Some very pretty collars, quite new, are made in satin, the color to go with one's blouse, and have two or four tabs in front to form a cravat, the edges being finely embroidered in white silk. The hand-embroidered linen collars and cuffs are really beautiful. Those made to turn down are generally deeper and brought to a point in front, while the upright ones, on the contrary, are higher at the back. The cuffs are invariably deeper at the back of the hand.

A. E. DACAM.

SILK INDUSTRY OF FRANCE.

By JOHN C. COVERT, U.S. Consul at Lyons.

THE permanent Customs Commission of France has just made a report on the value of the silk production of France for 1901, of which I translate the parts which will most interest American manufacturers and dealers. In an aggregate of 550,000,000 francs ($106,150,000), the city of Lyons figures for 439,500,000 francs ($84,823,500). St. Etienne produced 94,000,000 francs ($18,142,000) of velvets and ribbons, and Picardy 6,030,000 francs ($1,163,790). About 4,000,000 or 5,000,000 francs ($772,000 or $965,000) are attributed to Nimes and Tours.

The production of the city of Lyons for 1901 was about 9,000,000 francs ($1,737,000) less than that of the year before, though the quantity produced was greater than that of the preceding year. There is a decline in pure silk, fancy and mixed goods, representing 22,550,000 francs ($4,352,159), entirely in the higher grades. The Commission regrets that during the last few years there has been a notable decline in the demand for these finer goods, which are a specialty of Lyons manufacture. It points out that the present tailor-made costume for women permits the use of silk only for the waist, and that light stuffs answer for this purpose to the exclusion of handsome goods, the manufacture of which has virtually ceased. The report continues:

> It is certain that fashion, in changing the form of the costume, will one day restore the demand for these fine silk fabrics, but the trade of Lyons must recognize that for the present it is obliged to deal in other products of the loom.
>
> If fashion has proscribed the employment of pure silk for the outer garment, it favors its use in the highest degree in undergarments; the linen petticoat has disappeared before the silk petticoat, and this has greatly stimulated the production of mixed and pure silk goods.
>
> The light mixed silks, and, above all, the tissues dyed in the piece, which hold so large a place among consumers to-day, are not produced by the same workmen or by the same methods as the high-priced goods. These are woven on handlooms, mostly put up at Lyons and operated by weavers who carry their industry to great perfection. The others are made on power-looms, in factories scattered throughout the Lyonnese district, particularly in the valley of the Isere.
>
> The industry of Lyons has found a compensation for the falling off in the manufacture of its beautiful goods in an increased production of light fabrics for dress trimmings, etc. It is thus that we find a notable increase in foulards, amounting to 29 per cent.; crapes, 5 per cent.; gauze, 2 per cent., and silk muslins, 11 per cent. The output of these last two articles in the year 1901 represents 75,000,000 francs ($14,475,000).
>
> Our exports of silk were 168,182,000 francs ($2,459,126) in 1901. The decline in prices reduced this valuation about 4 per cent.
>
> It is still England who buys the greatest quantity of our silks. It is by examining our progress in this market that we can most certainly measure the development of the industry in other countries. If we suffer from the competition with Switzerland and Italy, it is in the London rather than in the Paris market. In 1901, we sold more silk to Great Britain than in 1900, but we are still far from the figures of 1899 and 1898, and, above all, from those of 1897.
>
> France is still in the lead in this industry in Europe, and although to-day the United States employs more raw silk than we, it is certain that in the value of our articles, the varied resources of our manufactures, and the skill of our weavers we are still superior to all our rivals in America and Europe. But the very perfection to which we have carried our industry should admonish us that we can not in the future make any notable progress, while we are surrounded by intelligent, industrious and enterprising rivals who are constantly advancing.
>
> To tell the truth, the general tendencies now prevailing are not favorable to the Lyonnese manufacturers. What made their strength and glory in the past—to wit, the fine taste of their artists, the professional skill of their weavers, the conservatism and wealth of their manufacturers—are to-day rather a hindrance, or, at least, are no longer indispensable factors to success.
>
> Certain countries, especially Switzerland and the United States, understood quicker than we the part that the power-loom was to perform in the silk industry, and they have outstripped us in a degree which has become all the more marked on account of the decline in demand for more expensive materials.

The report terminates by expressing the hope that there will soon be a return of the public taste to the art which has made the glory and wealth of the city of Lyons.

FERGUSON BROS., Limited.

Holme Head Works,

CARLISLE, ENGLAND.

PHILADELPHIA, 1876.



Highest Award.

SYDNEY, 1879.



Gold Medal.

CALCUTTA, 1884.



Gold Medal.

CHICAGO 1893. HIGHEST AWARD.



PARIS, 1878.



Highest Award.

MELBOURNE, 1881.



Gold Medal.

ADELAIDE, 1887.



Highest Award.

HIGH-CLASS

DRESSMAKERS' LININGS in ORDINARY and MERCERISED FINISH

PERCALINES,
SURALINES
DRESS SATINS,
LUSTRE STRIPED SATINS, Etc.

HIGH-CLASS

TAILORS' LININGS in ORDINARY and MERCERISED FINISH

DYED and PRINTED TWILLS and POCKETINGS,
SATTEENS and CAMBRICS,
SILK STRIPED SATTEENS,
SHRUNK SUPERS, Etc.

Ask for our celebrated world-wide reputation which is stamped registered trade mark



TWILL, which has a and every piece of with our name and as per fac-simile.

OUR GOODS CAN BE OBTAINED FROM ALL THE LEADING **WHOLESALE** HOUSES

AGENT for the DOMINION,

SAMUEL HIRD, 650 Craig Street, Montreal.

RETURNED Mar. 3/03

BOULTER STEWART TORONTO TRADE MARK Registered 1899

WEAR "CROWN" B

Beware of Imitations.—We have had Three

"Monte Carlo" Waists

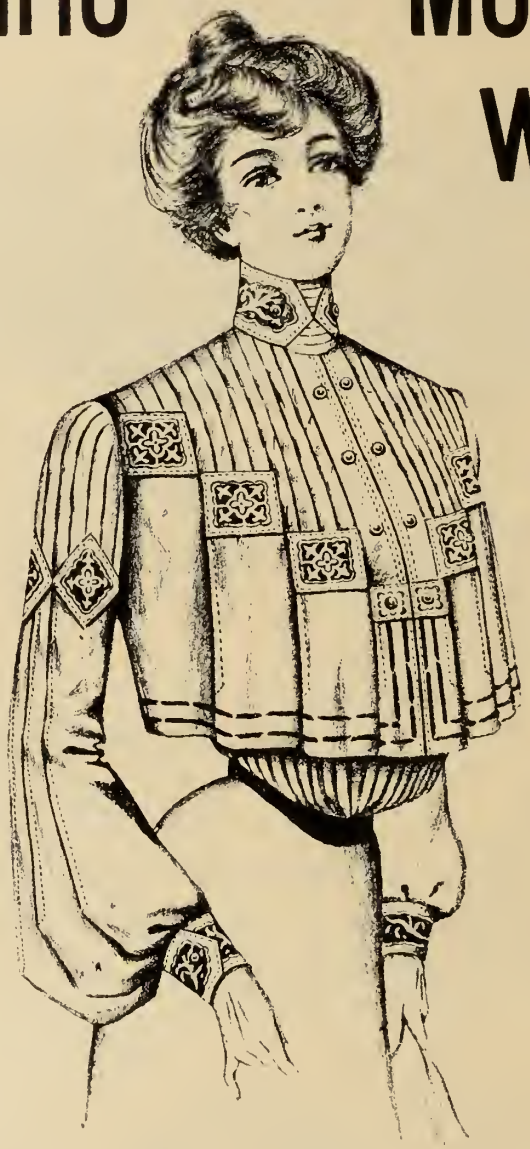
The Latest Novelty in Waists.

Notice the Full Front Effects.

Made in Organdies, White, Black, Linen.

PRICES,

$12 to $36 dozen.



"Monte Carlo" Wash Suits

These will be in great demand.

We are Showing Many Handsome Designs.

Organdies and Lawns.

PRICES,

$30 to $120 dozen.

All the latest Spring Styles in Costumes and Walking

SOLE MANUFACTURERS, BOULTER &

RAND GARMENTS

Infringements of our Trade Mark this year.

Sure Sellers

Waterproofs

Not the Old-Fashioned Kind, but Stylish, Up-to-Date Garments.

Hand Tailored, Man Tailored, Perfect Fitting.

PRICES,

$6.00 to $18.00

Correct Style Garments

Not How Cheap, But How Good.



Waterproofs

Coats that look like Coats, Fit like Custom Tailored Garments.

Suitable for Rainy Days, Travelling and Shopping.

MADE IN 20 DESIGNS.

We have them in all colors, and from 36 in. to 60 in. long.

Skirts, in great variety, now ready at our Showrooms.

STEWART

13 FRONT ST. WEST, TORONTO.

WAISTS

REPRESENTATIVES of the various waist manufacturers have been on the road for some weeks and indications are that in the coming Spring the Canadian retail trade will be able to offer to customers as large an assortment of styles and materials as they have ever done, in addition to which it will likely be the case that the average in quality of waists sold will be somewhat higher. This is due in a measure to the unusual great use of laces and other trimmings which will bring the price of many garments up to a higher notch; but there is also the indisputable fact that, year by year, manufacturers in general are improving on the class of goods they sell to customers, educating the latter to the wearing of the best instead of the cheapest.

* * *

A feature in the silk-waist trade for Spring is the noticeable falling off in the popularity of high colors, and unbiased authorities do not hesitate to advise retailers to be sparing in their orders for these shades, to which good advice, after an inspection of the New York styles as well as of the best Canadian manufacturers' lines, we would supplement our own.

* * *

An exception to this, however, is in reseda, which has surprised many in the trade by taking a much stronger position than was expected of it. It is now admitted that reseda will be one of the best shades of the season. Perhaps the next in popularity will be sky blue, in which color the trade will be shown a great variety of waists. Creams and whites are expected to go as well as ever, and manufacturers report that a great many royal blues have already been taken by the trade. Combinations in black nad white are also meeting with as good success as ever.

* * *

Buyers are placing good orders for blouses, with thread in colors contrasting with the blouse material. Among them, white blouses stitched in black; sky blue stitched in white, and biscuit shade stitched in sky blue, may be numbered among the leaders.

* * *

In blouses of this kind the designers have exercised the greatest care and their full artistic ability in selecting those colors which, in combination, would produce the best effect. It must be said that their efforts have not been in vain, for among the range shown of this description are some of the handsomest garments yet placed on the market. These blouses sold rapidly for Christmas, and orders already placed for Spring indicate an equally brisk business in them for that season.

Taffetas are as strong as ever—with all its faults this has never been excelled for all purposes by any other material—although there is an excellent demand for many better qualities of peau-de-soie, which for Spring promises to take a leading place. Crepe de chine and louisine silks are also in good demand, and almost all other such soft-finished goods can command attention from the trade.

* * *

Indeed, apart from the elaborate trimmings of Spring waists, their soft, highly finished quality is the most striking feature in the new styles. The trimmings, of course, occupy an important place, many of the better garments for Spring showing fancy hand-worked trimmings in the most intricate designs. The great trimming material is again lace, which, in waists, will likely be used more than ever before.

* * *

It is expected that stiff collar bands will not be on the market in nearly as great variety as heretofore. For Spring the soft, dressy collars appear to be much better liked, and it is reported that so many have been the indications of this change that one large manufacturer is confining his attention solely to the soft forms. With this description of collar it is not surprising that the three-quarter sleeve should make its appearance again, and that this sleeve will be much worn there is but little doubt.

* * *

Velvet waists, plain and on the metallic-printed order, have moved fairly well for Winter wear. The demand for flannel waists has been good, and for the holiday trade manufacturers have received very good orders.

* * *

In spite of the oft-repeated assertion that the blouse is doomed to oblivion, it is still with us, and likely not only to remain but to be, if anything, more popular than ever. Indeed, it seems that in spite of all decrees of fashion banishing it from favor that it has taken a permanent place among garments, and every season as it returns will see new styles and modifications, just as surely as in the case of the costume and separate skirt. So important is the separate waist to be in the coming Spring, that special styles of skirts are being designed to wear with them, thus lifting them to the place of a costume, as it were, without sacrificing their useful qualities, as one skirt will do to wear with numerous waists. And it is the waist that gives the tone to the costume and indicates the occasion for which it is designed. Not only useful, but elegant also, and suitable for many occasions are the mercerized cotton vestings that are being prepared for early Spring wear. Although white is to be so popular, there will be many colored waists in these worn. Granite stripes, with a color mingled with white, with a pattern stripe alternating, are very popular goods.

* * *

Black and white checks, from the very small to those of a moderate size, in silk and wool goods and fancy materials are expected to go very strongly for Spring waists. Soft silk and wool goods in fancy stripes, some of the prettiest of which are on the chine order with stripes showing splashes or dors with shadow in soft mingled colors and weaves in silks. The last year favorites, the pongees, will be all sold. Japanese cord silks are also ordered out with confidence for Spring waists, as they are well adapted to the prevailing styles, and both wear and wash well. In the fancy weaves the waists are more on the tailored order, while in the plain silks they are made into the dressier styles of waists, being often embroidered with small flowers in white or colors, while again other models are elaborately tucked and trimmed with insertions and motifs, both of fine Valenciennes or heavy Irish or Plauen lace.

* * *

In the heavy mercerized cotton goods a patterned stripe alternating with one in a matting or basket weave, both in plain colors and in combination with white, is most seen.

* * *

Plain basket-weave cloths are shown and their popularity is well established, as so early on in the season as at the present time the large stores are retailing these goods at prices that run from 60c. a yd. up. Besides white, champagne, ecru, creme, turquoise, cadet and reseda, and a darker,

Spring Styles.

THE BEST THAT HAVE EVER BEEN SHOWN.



SAMPLES NOW ON THE ROAD.

It will be advantageous for the Trade to see them before placing orders.

THE AMERICAN SILK WAIST CO.
1853 Notre Dame St., MONTREAL.

The ...
New York Silk Waist Mfg. Co.
40 St. Antoine St., MONTREAL

Wishes its many friends and customers

A Happy and Prosperous New Year.

Our Spring collection is now ready. It surpasses in elegance and style anything we have heretofore shown.



The....
New York Silk Waist Mfg. Co.
40 St. Antoine St., MONTREAL

The only house in Canada which makes a specialty of Ladies' and Misses' Separate Tailor-Made Dress Skirts at the right price.

NEW YORK SKIRT MFG. CO., 28 LEMOINE ST., MONTREAL

WE CALL THE ATTENTION OF THE WHOLESALE TRADE PARTICULARLY.

Skirts, for suitable ages from 12 to 16 years, such as were never seen in the history of Canada.

Our Skirts are strictly tailor-made—we give high-class styles to medium class of trade, to cost within reach of everybody. This means price below zero.

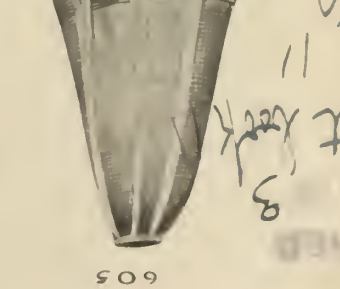
We do not issue catalogues, but correspondence solicited, and calls when in our town are still more appreciated.

MERRY CHRISTMAS AND HAPPY New Year to You

We accept this in return from by mail, by cable, or Marconigram. Either will find proper care. In addition to our line of Ladies' Skirts, we have added a very nobby line of Misses' Skirts, age from 12 to 16 years, a very fine Zibeline trimmed with straps and very attractively styled. Made in blue, red, grey


606

Misses' Skirt, from 30 to 36 in. long, suitable from 12 to 16 years of age. Very latest models. Made from fine Fancy Tweed, clothed as picture shows


605

fuller green are most seen, and some striped effects in blue and white, red and white, etc., are the colors now shown in these beautiful silky-looking cloths. In the more useful waists, ginghams and chambrays have the call, but in many new weaves and combinations, in which free use is made of the mercerized processes and yarns. Black and white patterns have sold extremely well in these goods. These waists, of course, have not had the large sale of white goods.

The full-style "Gibson" waist is seldom seen, but pleats that give a broad effect across the shoulder are very fashionable, and shoulder straps and epaulettes and tabs from the top of the sleeve are all stylish. A very new mode, where the waist is pleated at the back, is to continue the pleats in postillion style below the waist line. On many of the plain colored cloths, motifs and medallions, in the heavy laces and embroidery, are used with good effect. The dressier blouses in silk have quantities of embroidery on them, and a liberal use is made of all the new laces and trimmings.

* * *

Besides the blouses that come with the front, neckband and cuffs ready embroidered, collars with yokes and fronts attached in cloth, laces and passementeries are seen both in plain effects and elaborate enough for any occasion where a blouse can be worn. These form a convenient mode of decorating and varying a plain waist.

* * *

It was asserted a short while ago that boleros were out, but that name is still given to many effects in close imitation of them, and many of the wide-shaped collars are little else. This effect is more marked in the evening waist than those for day wear.

* * *

The novelties in pleated, gauffered and crimped silks, chiffons, mousselines and lisse are very numerous. Many of these blouses have the fichu forming a small V in front, or the bertha in front outlining a yoke of tucked chiffon and often striped with velvet ribbon. Many of the white chiffon or silk blouses have a chou of velvet black ribbon on the corsage and at the sleeve.

Esprit nets in white or black, and jetted nets in black are all used for evening blouses over a slip of white or colored silk, but white is far the prettiest as well as the most stylish. In flannel and cashmere waists the material with embroidery in stripe effects seems most popular, the embroidery being worked in self or contrasting color. Another favorite made is a stripe of four tucks, two laid one way and two the other, and a row of faggoting down the box-pleat so formed. The same trimming formed epaulettes on the sleeves and also on the cuffs. In white silk blouses on many models the fronts are made of all-over lace with a tan bolero effect in front in tucked silk. The "Monte Carlo" style is shown on some of these new silk waists. Square meshed net, covered at regular intervals with box-pleats of white silk, which in turn had butterfly motifs in heavy lace and the spaces filled in with white crochet silk buttons, is quite new in style.

All these blouses fit closer to the figure than before, the back being quite straight and the pouched effect very much smaller.

STYLES OF WAISTS IN NEW YORK.

IN an article on the styles of waists in New York, The Dry Goods Economist says: A large assortment of silk waists is to be found in the market. A number of the new lines are almost completed, and the designers are now busy on some of the more exclusive styles.

The tendency points toward soft-finished silks, such as peau-de-soie and peau-de-cygne. There are still many requests coming forward for taffetas, however. Crepe de chine was particularly well favored during the Fall season and gives promise of being again popular during 1903.

Some pretty styles in albatross and other light-weight woollens are included in the Spring assortments.

BEST SELLING COLORS

Although the season is really not far enough advanced to tell just what the best-selling colors in waists will be, everything points to white. This Fall white was more fashionable that it has been in years, and next Summer it is expected to be even more desirable than now.

There are many reasons why white waists are so universally liked. In the first place, they are becoming to nearly every style of woman. A blonde or brunette can wear white; so can a young woman or an old one.

Another advantage is that these waists launder so well. There is no danger of fading, and even if they soil easily numerous washings are not likely to injure them.

WHITE AND BLACK.

White and black combinations are also good. Light blue is again a very desirable shade, and there has been some inquiry for light green. There has been some talk in reference to the return of levendar as a popular seller, but up to the present time it has not developed much strength.

Among the white waists are many made of the sheerest material. These waists are usually trimmed artistically with dainty lace or very fine embroidery. Handwork is also seen on some of the more expensive numbers, and although this increases the prices very materially it does not seem to interfere with their sale.



The W. R. Brock Company (Limited)

Toronto

Some Spring Specials

from each Department :

DEPARTMENT

A

400 PIECES IMPORTED PILLOW COTTONS, extra heavy, linen finish, 40 to 50 in. wide.

8 4 AND 9 4 BLEACHED AND UNBLEACHED SHEETING, plain and twill, at special prices.

1,000 PIECES PRINTED MOLES, blue and black grounds, spots, checks and stripes, for skirts and shirts.

800 PIECES HEAVY MOLES, for smocks and overalls.
These two lines are 15 per cent. below regular price.

TWO CLEARING LOTS OF WHITE COTTONS, at old prices, to retail at 8c. and 10c.

1,000 PIECES "ROCKFAST" DRILLS, absolutely fast colors, and the very latest designs.

B

NO. 77—32-IN. EXTRA HEAVY CANADIAN PRINT, 400 patterns, confined to ourselves, the heaviest cloth in the market at the price, to retail at 10c.

H13, 14, 15—32-IN. SILK FINISH PONGEE PRINT, 120 designs, in dark and light fancy patterns - - - to retail at 12½c., worth, regular, 20c.

P17, P18—28-IN. LINEN KNICKER SUITING, in all the leading colors, the very latest fabrics for costumes and waists - - - - to retail at 15c.

P23—28-IN. SILK AND LINEN TUSSORE, a fine sheer cloth, linen grounds, with gold, green, sky, pink, and white stripes - - - - to retail at 40c.

AW7, 8—28-IN. ANDERSON'S SCOTCH GINGHAMS, 50 designs in plain Chambray, fancy stripes, etc. - - - - - - - - to retail at 12½c.

800—32-IN EXTRA HEAVY GERMAN PRINT, 20 patterns, all navy and white, cloth three yards to the pound, to retail at 12½c., good value at 18c.

195—34-IN. DARK STRIPE FLANNELETTE, made for and confined to ourselves - - - - - - - - - - - - - to retail at 10c.

B18—36-IN. PERCALINE LINING, extra fine cloth, full beetled finish, in all colors - - - - - - - - - - - - - - to retail at 12½c.

54—¾ NATURAL FRENCH CANVAS - - - - - - " 12½c.
15 per cent. under regular price.

A1—58-IN. CREAM DAMASK TABLING - - - - - " 25c.
Worth 20 per cent. more.

33—40-IN. BLACK MERCERIZED SATEEN - - - - - " 20c.
Less than regular wholesale price.

18-IN. BATH TOWELING - - - - - - - - - - " 10c.

133—23-IN. GLASS TOWELING - - - - - - - - - " 10c.

P25—20 x 42 FRINGED HUCK TOWELS - - to retail at 25c. per pair.

Returned to the W. R. Brock Co. Ltd (Toronto) January 23/03

The W. R. Brock Co. Limited, Toronto (CONTINUED)

DEPARTMENT

Victorian

C

GRII	PRINTED SATIN CLOTH, for blouses,	to retail at	50c., worth	65c.
JA22	ALL-WOOL VELOUR CASHMERE -	"	50c., "	65c.
WH31	ALL-WOOL COATING SERGE -	"	25c., "	40c.
CB2	TWILLED SUITINGS - - - - -	"	25c., "	40c.
JD1	PEBBLE CHEVIOT - - - - - -	"	$1.00 "	$1.25
V3	FINE FRENCH CHEVIOT, Black and Navy,	"	1.00 "	1.25
V 20	47-in. ALL-WOOL BLACK DUCHESS SATIN - - - - - - - -	"	1.00 "	1.25
CH75	BLACK SILK GRENADINE - -	"	75c., "	1.00
0151	COLORED CRYSTALINE SILK - -	"	75c., "	1.00
BG6	SILK ORGANDIE - - - - - -	"	50c., "	65c.

D

"SALTAIRE" Serges, Cheviots, and Worsteds, manufactured by the celebrated firm of SIR TITUS SALT, Bart., Limited, and are absolutely guaranteed as to color.

Popular brands of these are:—"CURRAGH." "NELSON," "HARVARD," "WELLBANK," "ETON," "DALMENY," "STRATHMORE," "IVANHOE." "MARINER," "LANSDOWNE." "TREASURER," "GORDON," "BERESFORD."

THREE SPECIALS IN WORSTEDS:—

"Zetland," "Premier," and "Colonel."

The W. R. Brock Co., Limited, Toronto (CONTINUED)

DEPARTMENT

E

5G25	ART MUSLIN,	Special, to retail at	10c.
BA7	ART SATEEN,	" "	15c.
D17	LACE CURTAINS,	" "	50c.
562	LACE CURTAINS,	Extra Special, "	$1.00
BA5	DUPLEX CRETONNE,	" "	18c.
F269	TAPESTRY CARPET,	" "	50c.
H35	BRUSSELS,	Extra Special, "	$1.00

"BUSTER" Hermsdorf Black Cotton Sox,
"T C" Mixed Grey Sox,
"CUCKOO" Blue and Brown Mixed Cotton Sox,
"INVADER" Seamless and Stainless Black Cotton Hose,
"A10" White Victoria Lawn, extra value, width and finish,
— to retail at 10c.

"WHOPPER" Hermsdorf Black Cotton Hose,
"RIVAL" Seamless and Stainless Cotton Hose,
"CANTTARE," "STEELNEE" Ribbed Blk. Cotton Hose,
"SELLFAST" and "GOQUICK" Taffeta Neck Ribbons,
"E10" and "F10" White Victoria Lawns, marvellous value,
— to retail at 12½ or 15c.

F

"ECLIPSE" Hermsdorf Black Cotton Hose,
"KK6" Heavy Reinforced 1 1 Rib Black Cotton Hose,
"C10" White Victoria Lawn, wide and sheer,
— to retail at 20c.

"BROCKSBEST" 2 1 Ribbed Black Cashmere Hose,
"BROCKNIT" Black Cashmere Sox (part of 5,000 doz. order),
"NEW CAIRO," "DFR" Reinforced Blk. Cashmere Hose, 2 1 Rib,
"TT7" Heavy 2 1 Ribbed Black Cotton Hose,
"HH3" Fine 1 1 Ribbed Black Cotton Hose, Egyptian Yarn,
"ELECTRIC" Hermsdorf Black Cotton Hose, Macco Yarn,
"III" Plain Black Cashmere Hose,
"DAZZLER" Men's Balbriggan Underwear,
— to retail at 25c

WOOL BOYS' SWEATERS, White Stripe Collars,
"SATIN" and "FII" Men's Balbriggan Underwear,
BLUE DENIM OVERALLS, with or without Bib,
BLUE DENIM OR CHECK SHIRTING SMOCKS,
"ULTONIA" Boys' Regatta Shirts (one of Brock's Ocean Liners),
— to retail at 50c.

N.B.—Hosiery quotations are for the large size.
Small sizes are correspondingly low.

The W. R. Brock Company (Limited)

Montreal

In each Department

will be found the following Specials for Spring, 1903.

DEPARTMENT

A

Special 36-in. Striped Flannelette, - - - - - - - - to retail at 10c.
31-in. Domet, all colors, - - - - - - - - - " 10c.
Special Bleached and Plain Sheeting, - - - - - - - - " 20c.
HM8, HM9, HM10, 3 Special Numbers Fast Black Duchess Satin, " 20c. and 25c.
PRINTS, endless variety, extra special lines, to retail at 10c. 12½c., 15c. and 20c.
COSTUME LINENS, all shades, plain and striped, - to retail at 18c. and 20c.
GINGHAMS, Scotch and Canadian, all prices, - - - to retail up to 50c.

Dress Goods

SOVEREIGN

B

CORONATION PEAU DE SOIE (stamped "Warranted to Wear"), to retail at $1.00
COLORED LOUISINES, all shades, - - - - - - - - " 1.00
SPECIAL BENGALINE, all shades (regular $1.00), - - " 75c.
FANCY SILKS, some novelties.
SILK GRENADINES, - - - - - - to retail at all prices up to $3.50
COLORED DRESS VENETIANS, - - - to retail at 50c., 75c., and 1.00
BLACK AND COLORED FRENCH STAPLE DRESS GOODS, all contracted for before the advance.
CROSS-BRED and BOTANY SERGES, and our **TB** range of **VENETIANS.**

The W. R. Brock Co., Limited, Montreal (CONTINUED)

DEPARTMENT

C

"A10" Balbriggan Shirts and Drawers, - - - - - - - to retail at 25c.
"A14" Balbriggan Shirts and Drawers, 2-thread trouser, plain, " 35c.
"A16" Balbriggan Shirts and Drawers, with blue collaret, - " 40c.
"KING" Natural Wool Shirts and Drawers, 34-46 in., - - " 75c.
"C22" Natural Wool Shirts and Drawers, - - - - - - " $1.00
"KUKA" Black Cotton Half-Hose, heavy weight, - - - " 10c.
"CORKER" Blk. Cotton Half-Hose, heavy weight, Hermsdorf dye, " 10c.
"BB" Men's Blue Bib Overalls, - - - - - - - - " 50c.
"A3" Neglige Shirts, size 14-16½, - - - - - - - - " 40c.
"S102" Neglige Shirts, - - - - - - - - - - " $1.00
"JOB" Men's Umbrellas, Mercerized Cover, Steel Rod, - - " 75c.
"PET" Black Cotton Hose, size 4-9½, - - - - - - to retail at 6c. to 10c.
"DAISY" Black Cotton Hose, seamless foot, size 5-9½, - " 8c. to 12½c
"ROB ROY" Black Cotton Hose, 1 1 and 4 1 rib, size 4-9½, " 8c. to 15c.
"73" White Ribbed Vests, short sleeves, - - - - - to retail at 10c.
"SELLER" Double knee, seamless foot, 2/1 rib, size 4-10, to retail at 10c. to 25c.

D

A complete range of Carpets—all new designs.
2,000 White Crochet Quilts, - - - - - - - - - to retail at $1.00
ART MUSLINS, - - - - - - - - -
LENO STRIPES, - - - - - - - - -
ART SATEENS, - - - - - - - - - } All the newest patterns.
CRETONNES, - - - - - - - - -

Returned to (the Limited)
W.R. Brock Co. (Toronto) Jan 22/03

The W. R. Brock Co., Limited, Montreal (CONTINUED)

DEPARTMENT

White Striped Muslins, ... to retail from 7c. up.
Black Striped Muslins, ... " 10c. up.
13,000 pieces Victoria Lawn, "Brock Special," 1, 2, 3.
White Pique, ... " 10c. up.
Linen Tussores, ... " 12½c. up.
12,000 Pairs Lace Curtains, ... " 25c. up.

Laces

VALENCIENNES, TORCHONS, GUIPURE, DUCHESS, ORIENTAL, SILK, etc., etc., the most complete range carried by any house in the trade.

E

Embroideries

A very extensive range.

CORSET COVERS, ... to retail from 12½c. to $1.50
LADIES' WHITE PETTICOATS, ... " 50c. to 4.00
NIGHT GOWNS, ... " 50c. to 2.50
906, Black Sateen Underskirts, ... to retail at 1.00
546B, Black Sateen Blouses, ... " 1.00
513, Homespun Top Skirts, ... " 2.00
SPECIAL 1, Frieze Top Skirt, ... " 3.00
SPECIAL 2, Frieze Top Skirt, ... " 4.00

F

SPECIAL SIDE COMBS, 1 doz. boxes, ... to retail at 15c.
BLACK HERCULES BRAID, size 10 to 1300.
COLORED HERCULES BRAID, size 10 to 1300, Cream, Cardinal, Brown, Navy
CALCUTTA PEARL BUTTONS, Cabinets, *Special.*
MIMOSA SKIRT PROTECTOR, all colors.
SATIN DE LYON PROTECTOR, all colors.
SMALLWARES, the most complete stock in Canada.

THE FUR TRADE OF THE NORTH

AN INTERESTING SKETCH OF ITS HISTORY AND METHODS

A VERY halo of romance gathers about the fur trade of the North. Books have been written and songs sung in its honor. Long lives have been spent in it, and, indeed, all the early history of Canada is indissolubly associated with the fur trade. Next to jewels, fine furs stand highest in the list of costly adornments. Great companies have risen to fame and sunk into oblivion in the prosecution of the trade, and princely fortunes have been won and lost.

The Hudson Bay Company, of course, occupy the first place in the fur trade, and Ballantyne and others have immortalized the Hudson Bay voyageurs.

The plan on which the trade is carried on varies very little now from what it did 200 years ago, the changes being only those that advancing civilization have made imperative.

In the early days this trade was what called the company into existence, and from very small beginnings the forts, or posts, were pushed from barren Labrador to the Pacific Coast. The officers of the company traded with the Indians for furs. The result of the Winter's trapping was brought to the nearest post, examined, counted, paid for in goods. When the trappers were all heard from, the furs were again sorted and packed, according to their value, in bales. This baling of the furs is quite a business in itself. The press is a very simple affair, and its form has never varied. It is a box-like structure between uprights, the leverage being supplied by a long pole caught on a hook at the back of the press and weighted at the other end by three or four husky trappers, or clerks, or peradventure some heavy stones. The furs can in this way be compressed to an astonishing extent. Neatly wrapped in one of the larger and inferior skins or in canvas and well corded, the package is a compact and convenient one for handling.



House of the Factor of The Hudson Bay Company at Fort Chipeyan, on Peace River, near where it flows into Lake Athabasca. A celebrated fur trading-post.

When all the packages at a post were ready, the voyage was begun. In the very start canoes were employed, but very early in the history of the company boats for the purpose were built at York Factory, from which they took their name. Eight men made up the crew of one of these boats, and 80 packages her complement of cargo. Each man was responsible for 10 packages. These he must see loaded at the start, unloaded and carried over portages and loaded again, day after day, until the long journey was ended. In the old days the furs used to be concentrated at Vancouver, York and Moose Factory, and as the boats in twos and threes met on their way to these various forts, they joined company and journeyed together, and this was the real holiday of these men, and no romance that has yet been written fully portrays the charm of those evenings around the camp fires in the wilderness, when the echoes caught up and



One of the Hudson Bay steamers engaged in the northern fur trade at anchor, above Grand Rapids on the Athabasca.



One of the eight-oared boats of The Hudson Bay Company's fur trade.

This photo shows one of our work-rooms with operators at work.

Why pay wholesalers a profit when you can buy as cheap direct from the manufacturer?

Our terms are short, in keeping with our profits.



LOOK INTO THESE LINES:

"MINERS' BRAND" in heavy Blue and Black Denim. A rattling line to **Retail at 90c., $1.00,** cost **$7.50** and **$9.00.**

"RAILROAD BRAND" Blue and Black, also Stripes to **Retail at 75c.** and **$1.00.** All special make, and pattern patented. Cost **$6.75** and **$9.00.**

"YEOMANRY" in Navy, Khaki and Brown Duck, 10 and 12 oz. Double front and special double-seam flaps on four pockets. Cost **$9.00, $10.50** and **$11.50.**

Regular lines of Overalls—Black and Blue, from $4 50 up.

Give us a trial and see what well-made and well-finished garments will do for your business. Any customer once using our make of goods will in future take no other.

J. W. WOODS, WHOLESALE MANUFACTURER, **OTTAWA**

JAMES W. WOODS

OTTAWA, CAN.

Wholesale Manufacturer and Importer of

Lumbermen's Supplies, Overalls, Top Shirts, Pants, Duck-Lined Coats and Oil Clothing

And jobber in Oil Tan and Beef Moccasins, Axes, Snowshoes, Mitts and Deerskin Moccasins, Underwear, Hosiery, Caps, Pipes, Linens and Smallwares.

Our aim is to make perfect garments out of durable materials, and not how cheap, but how good is our motto.

We would call attention to our

"Railroad" Overalls Blue Denim, **$7.00** and **$8.75.**

Constabulary Overalls (double fronts) at **$10.50** and **$11.50** per doz., in 9 and 10-oz ducks, Brown, Navy, Khaki.

Automobile Shirts in Black Sateen, Double Back and Front, at **$7.50, $9.50** and **$10.50.**

Worsted Trouserings, price $18 to $36 a dozen.

A full line of Winter goods on hand until end of March. All orders promptly filled. Get our catalogue and discounts in Tents, etc., made from our Non-Absorbent Duck.

repeated the gay songs of old France, the stirring Jacobite songs of Bonnie Scotland and the ballads of Old England. It was a life fraught with danger, and many a brave soul went out in the running of swift rapids. But it was a life that produced a grand type of man—strong, courageous, resourceful.

The changes brought about by the passing years in this mode of transport have not been many. The boats are larger and the number of packages has been increased to about 120, and, though the crews are still limited to eight men, their pay is larger, and the distances made by these boats are not so great, as steamers have been placed on the larger lakes and rivers The concentration has also been varied, Edmonton, on the Saskatchewan, being now one of the main points and Winnipeg another.

The bulk of the furs received by The Hudson Bay Company is still sent to the great semi-annual sales in London, England, but, with the passing of the years, the great company has ceased to be the sole purchaser of furs from the Indians and trappers generally. Almost every storekeeper in the country secures a greater or less number of skins during the season, and these are mainly shipped to Edmonton or the jobbing houses at Winnipeg.

Winnipeg is to-day one of the largest fur markets on this continent, and all the great American and Eastern Canadian fur houses have resident buyers here, and not a few Old Country houses are also represented.

The plan on which the furs is sold is always by tender. Any house having furs for sale notifies all the fur buyers. The buyers go and examine the lot, and then put in a written tender. At the time stipulated these tenders are opened, and the highest bidder gets the furs. The competition is very keen, and furs fetch the very highest market price in Winnipeg; in fact, they have been known to bring better prices than at the great London sales.

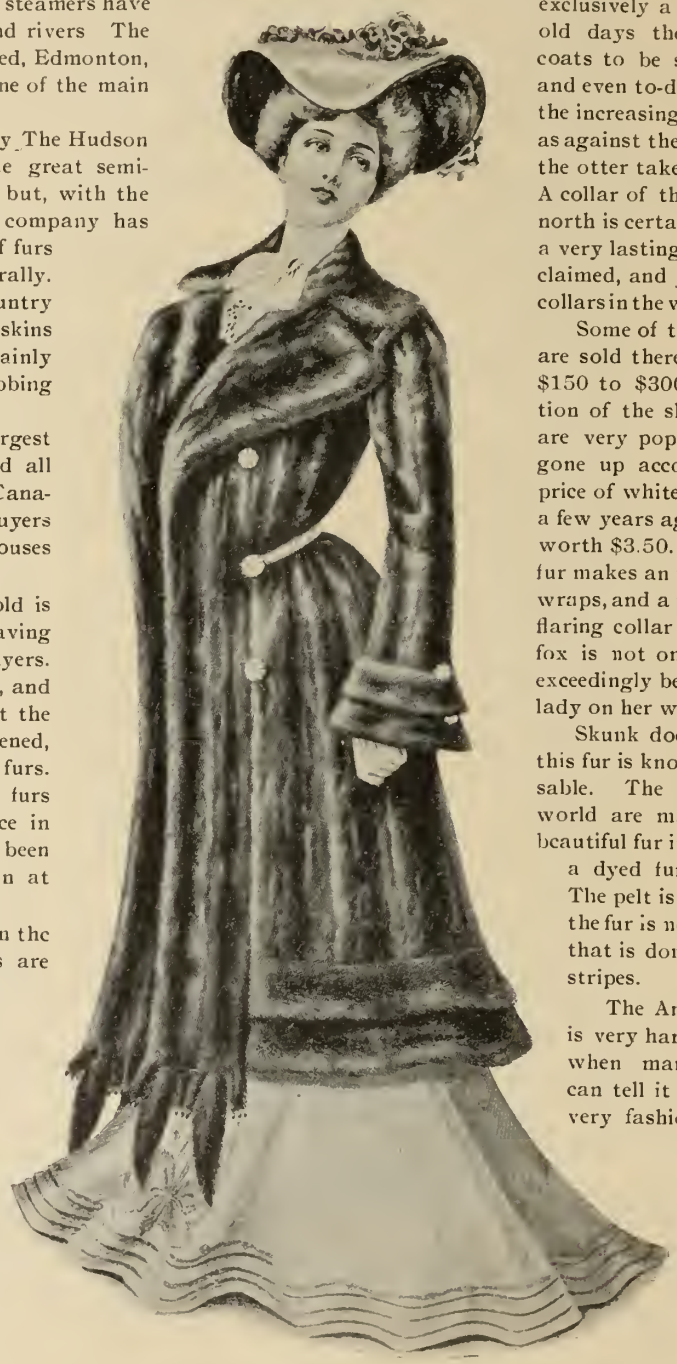
The kinds of furs chiefly sold on the Winnipeg and Edmonton markets are mink, muskrat, beaver, otter, marten or Hudson Bay sable, fisher, silver, black, white cross, red and grey fox, wolverine, lynx, wildcat, badger, ermine, coyote, wolf, black, brown and polar bear.

With the exception of the coyote and the badger, the good furs come from the wooded districts. Very many of the finest furs sold in Winnipeg come from the heavily-timbered country around Lake-of-the-Woods and Lakes Winnipeg and Manitoba.

Taking up the furs in the order named, it may be interesting to note a few of the peculiarities of each. Mink skins are large, dark and beautifully furred. The demand for mink is enormous, and the price has advanced in proportion. A mink coat of fine quality is to-day worth as much as a seal. It is, however, mainly used for ruffs, stoles, muffs and collar facings.

The beaver skin, that for many years was the unit of barter with the Indians, is not so plentiful as it used to be, but many fine skins are marketed every year. This is used for both gentlemen's and ladies' coats and for trimming, and is generally plucked of its long hair, and presents a wonderfully soft and velvety appearance.

Marten, or Hudson Bay sable, belongs to the same family as the famous Siberian sable, the only difference being that it is not so dark. It is a most beautiful fur and very popular, and many a pretty face in Winnipeg is framed in a high standing collar and wide lapels of this rich, deep, brown fur.



A garment made from Northwest mink for a celebrated actress.

Otter is looked upon as almost exclusively a gentleman's fur. In the old days there were plenty of otter coats to be seen on Winnipeg streets, and even to-day they are no rarity; but the increasing popularity of the fur-lined as against the fur coat for men has made the otter take place as a trimming fur. A collar of the best otter from the far north is certainly a thing of beauty and a very lasting joy to its possessor. It is claimed, and justly, that the finest otter collars in the world are sold in Winnipeg.

Some of the famous silver fox skins are sold there, the prices ranging from $150 to $300, according to the perfection of the skin. Cross and red foxes are very popular, and the prices have gone up accordingly, so also has the price of white or Arctic fox, skins that a few years ago sold for 65c. being now worth $3.50. This lovely, fluffy white fur makes an ideal trimming for evening wraps, and a melba of blue brocade with flaring collar and stole fronts of Arctic fox is not only a comfortable, but an exceedingly bewitching garment for any lady on her way to opera or ball.

Skunk does not sound enticing, so this fur is known to the buyer as Alaska sable. The finest skunk skins in the world are marketed here, and a most beautiful fur it is. Many people think it a dyed fur, but this is not correct. The pelt is dyed to deodorize it, but the fur is not altered. The only thing that is done is to cut out the white stripes.

The American ermine, or weasel, is very handsome, so much so that, when manufactured, only experts can tell it from royal ermine. It is very fashionable just now, and the prices are correspondingly high. The accompanying cut on this page shows a garment made in Winnipeg, which illustrates the use of this fur to perfection.

Badger is one of the few furs that comes from the open prairie. The skins have a wonderful depth of fur, and make very handsome collars and muffs. The fur is extensively used with grey lamb.

Lynx, wildcat and wolverine (the Kekwaharkess, or "evil one," of the Indians) are used for trimmings and rugs. The wolverines and coyotes are now being dyed and used for muffs and ruffs.

Tourists from all over the world buy manufactured furs in Winnipeg. The Hudson Bay Company do not manufacture to

Are You Aware Mr. Merchant

WE are in business to distribute throughout Ontario all of the best and newest styles for Spring in Ladies and Men's Waterproof clothing. Let us hear from you.



OUR line will prevent the hinges on your door from rusting.

THIS IS THE LEADING HOUSE

. . . in Western Ontario for all grades and styles of

Ladies' and Men's Waterproof Clothing and Raincloth Garments?

Our Spring lines are most complete. In Ladies' Coats the leading styles will be our exclusive

"PRINCESS," "QUEEN,"
"ALEXANDRA," "EMPRESS" and

"THE AMERICAN LADY" Silk Waterproof. In all the latest fashionable shades: Olive, Fawn, Silver Grey, Empire, Black, etc.

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A Simple Story

The story of the "Elevated Salesman" is a simple one. We claim that this fixture saves the curtains and saves the salesman's temper.





Price, $15.00

With one of these devices installed in a store the salesforce is relieved of hauling out and unfolding and folding of stock. That's what we claim. Maybe you don't believe it. Send us you name and "we'll show you."

W. A. McDOUGALL,

Manufacturer,

London, Canada.

any great extent, the larger part of their work being done in England or Montreal They, however, carry an enormous range of manufactured furs. W. J. Hammond, W. Brown and Here can be seen the very latest improved machinery for fur sewing and, in fact, every modern appliance for the manufacture of fashionable fur garments. Every line of fur known to



Melba, with Arctic fox trimmings.



An effective use of Northwest badger.

Boyaner's are the principal houses manufacturing in the city, and of these Mr. Hammond has the largest establishment, keeping from 20 to 25 fur-workers constantly employed. the trade is carried and manufactured in Winnipeg. But this sketch is intended to more especially draw attention to the furs native to the country. E. C. H.



Fort du Lac.

CLOAKS, COSTUMES AND SKIRTS

MANUFACTURERS of these goods have had a season of unprecedented activity, for not only has trade been exceptionally good, but, apart from this, there is an increased demand for ready-made suits and skirts. Another factor was the unlooked popularity of the rain-coat, and this garment is expected to be very strong for Spring. It will follow the loose flowing lines of last Fall, but the addition of one larger or three small capes will be much seen. For early Spring the walking suit, particularly with the Norfolk jacket, is to be very much worn. These jackets are semi-fitting and loose, but the former are much the smartest. There are straps, pockets and pleats, in all possible combinations, and the short skirt will be trimmed to match.

A Good Trade

* * *

The much-worn knicker effects and Scotch or granite mixtures in tweeds, and the snowflake and knot effects are to be the most used cloths, according to present indications. Black and white still continue to be the favored combination, but other colors are also in vogue. Navy, grey, and, to a more limited extent, brown, are all represented. It is too early to decide on the popular favorites.

Knicker Effects

Besides the usefut Norfolk, which may be worn either with the skirt to match or as a separate coat, the blouse coat either with long or short peplum will be worn. With these the many kilted and pleated skirts are seen ; or, newer still, the many gored skirts, seven, eight and more gores, all of which go to make up the fashionable skirt.

* * *

It seems at the present moment as though the graceful flare flounce had had its day, for the new skirts are innocent of flare in front, and what flare there is is at the back of the skirt. The habit back, but cut with enough fullness to keep it from being ungraceful, is much in vogue. The newest form of this skirt has a box pleat in the centre of the back. Tablier fronts are often creeping in. In all these skirts, whether they are box-pleated at the sides, or back or laid in pleats, the front gore forms a wide box pleat, and to get the slender effect so much sought after, the pleats are stitched to some distance below the knees, and the fullness cut away from underneath. Sometimes the gores are piped, or the skirt is tucked in clusters, or its gores may be trimmed with strappings, or in the case of a more elaborate suit, they may have a fancy galloon or braid finished with tassels or drop ornaments.

The Graceful Flare Flounce

* * *

Round and fancy yokes are very much liked, and where a shirt is very much trimmed, the yoke often lends itself to a part of the trimming design. The sleeves follow the general lines, and all fit snugly to the elbow, which comes either the bag with turned-back cuffs in modified cavalier form, or, in some few models, an added cuff open in two points at the back; but more often it is the flaring and bell sleeve that is seen. In the Norfolk jacket, of course, the coat sleeve is used, but this is not too tight in the lower part of the arm. The cape and bertha effects are both new, as also are little capelets over the shoulder, finished with a strap with points at each end fastened by a button. Straight-band collars, or turn-down affairs that show quite an opening, finish the neck.

Styles of Yokes

Sleeves

* * *

Buttons, tassels, and drop ornaments will be much used. Etamines and fabrics of a like nature, canvases and twines, and many materials that it is necessary to make over a silk lining, are to be popular later on in the Spring. With these will be worn short Monte Carlo coats, or, newer still, a new style of short Eton, like an Eton but slack, not fitted, and with no fastening in front, just worn loose, and with the addition of little capes. These little coats are edged with appliques, which are often underlaid with white satin.

Buttons and Ornaments

* * *

The use of white and light shades in cloth for coats in the high-class trades has created a tendency for light-colored cloths that is showing itself in the demand for light fawns and modes for Spring wear. This fits in nicely, as these colors are just what the manufacturers have left on hand from the Fall trade, as many overestimated their strength for the past season.

Shades of Cloth for Coats

* * *

Taffeta and peau-de-soie coats are much fancied for Spring and probably moire will be worn as well. Of course, it is too early yet to predict any special shape, but coats with one double or two single box-pleats down the back, and with shoulder collar empiecements, and triple capes over the shoulders and long loose bell sleeves, would seem to be along the lines that will be followed.

* * *

The shirt-waist suits in lightweight woollens are thought well of, and in the high-class trades in silk also. Of course, it is only the larger stores that can handle silk suits, as their price excludes them from the more popular run of trade. When the Spring opens up, many shirt-waist suits in linens and crash will be shown, and also in the popular mercerized goods and ginghams. For wear still later, lovely suits in organdy, both black and white, and in grass cloth, in ecru, and pale shades, but with ecru as chief favorite, promise to be fashionable. A lovely suit in ecru glass cloth had a waist in the Monte Carlo style, and was trimmed with a beautiful mercerized lace, something after the Valenciennes order, which just matched the goods.

Shirt-Waist Suits

* * *

Most manufacturers are still busy with orders for immediate delivery, as well as early Spring lines.

SKIRTS FOR WEAR WITH SEPARATE WAISTS.

SKIRTS designed for wear with the separate waist are very different in design to those which form part of a suit, not in regard to the trimming, but also as to the construction. The gores are more numerous and the flare is more perceptible, while many have a very decided train. They are almost universally made of piece dyed goods, or, if of the fancy order, the design is very small and unobtrusive. The only exception is in the case of checks, those shown being rather large.

FOR SPRING 1903

Made in Canada

Ladies' and Misses' Suits, separate Skirts, Jackets and Rain Coats.

By purchasing our cloths and trimmings direct from the makers, and by employing the most skilled Designers and Operators that we can procure, we are able to produce garments that cannot be excelled in style, fit and value.

Special Attention

is called to our new line of Shirtwaist Suits and Separate Skirts.

The Consolidated Cloak Co.,

18-20 Front St. E., TORONTO

Some of these skirts in plain materials have three flounces cut on the bias and trimmed with narrow tucks or cording. When shaped flounces are used, the mode is to trim them with several narrow folds of another shade, or even of a contrasting color of either the goods or taffeta, the number of folds decreasing on each succeeding flounce. Then there is the skirt with two shaped flounces at the foot, the upper one falling half way over the lower, and the two covering the skirt to the height of 16 or 20 inches. These flounces are trimmed with passementerie, or the edges are embroidered on the goods itself.

Another new idea is to cover about two-thirds of the skirt with pleated flounces or frills about four inches wide, alternating with tucks or folds the same width. Sometimes there is a narrow insertion or trimming along the top of the tucks.

Nothing approaching the tunic form is seen in these skirts; when these are shown they are in the costume skirts. A new departure is the deep-shaped flounce, much deeper at the back than in front and mounted in two-inch boxpleats. The same shaped flounce, with a fringed-out ruching of the material or of taffeta on the hem is used on some of the newest skirts.

SPRING GOWNS.

TRIMMINGS have been the chief feature of the Winter gowns, and are to be more than ever the charm of the Spring costume. Stylish tailored gowns will have bands of velvet and braid, artistically combined. Buttons of all sizes and sorts will be much used for trimmings. Silk cords and tassels are often seen, and lace and silk embroideries will be introduced wherever there is a possible excuse for them. Yet, so cleverly will all these trimmings be used that the effect obtained will be one of seeming simplicity. The appearance of a modish gown will never be betrimmed and elaborate, the trimmings appearing rather part of the gown than as an ornamentation.

The sleeve of the gown seems to be at present the favorite field for Dame Fashion to exercise her vagaries. Now she places epaulettes, and loads other trimmings on the top of the sleeve ; or exaggerated puffs, etc., decorate the lower part of the arm ; but she has occupied herself in the gowns for the coming Spring in elaborating the cuffs of the sleeve, and these cuffs are promised to be the leading feature in the Spring gowns. Even if a gown is otherwise simple, the cuff will be elaborate and much trimmed, and the very plainest walking gown will show an elaborate cuff.

Sleeves for street costumes show a very deep gauntlet cuff, and in many cases it is here that the trimming is placed. These gauntlet cuffs are frequently of the same material as the costume, finished with an embroidered edge, worked in colored silks, or, instead of this, they have two stitched bands of velvet. Velvets are also much used for these cuffs, and are often made very elaborate with inserts of lace, which is frequently dyed to match the color of the velvet. Later on, when Spring is too far advanced for a heavy trimming like velvet, taffeta silks will take its place, and gauntlet cuffs reaching to the elbow will be seen, many of them combined with lace and further enriched with silk embroidery.

The collars of the new costumes have the same styles of trimming that is displayed on the cuff. The newest collars are all flat, and many of them are cut a trifle low in the front of the neck—in fact, quite a number of the newest gowns are collarless, a simulated collar effect being gained by appliquing the trimming to the material. With a coat waist finished in this style, a stock and little chemisette is worn, and nothing daintier or more becoming can be imagined. Lace, or the sheerest of materials, are used for this bit of neckwear, and in place of a lining of heavy silk to give the stock body, narrow strips of silk-covered featherbone are used to keep it in place and prevent it from losing shape, or, better still, a chiffon and featherbone foundation collar so useful for wearing under a ribbon or any soft piece of neckwear.

Zibelines still continue in favor, and will be worn in lighter weight cloth for the Spring. This cloth is shown in much lighter shades than for Autumn and Winter wear, and particularly in two-tone combinations is very effective. A black and white, or rather, white and black, as the white predominates, makes a handsome and striking, and yet at the same time a very lady-like gown. A good way to trim this, or indeed any gown of black and white, would be with bands of black velvet broken by applications of black silk braid.

The low flat collar finished with a stock in the manner spoken of above, and threaded at the top with black velvet ribbon, and having a jabot of pretty lace will be much worn.

Many early Spring walking suits will be made with the skirted coat. Almost invariably there will be one of the many fanciful cape effects at the shoulders.

A new idea is the cape cut and fitted so that it forms deep epaulettes falling over the arms. Sometimes these epaulettes are stashed and caught with tabs of velvet ribbon or fastened on each side with one or more buttons, according to size.

Shirt-waist suits in cloths, and later in the season in lustres and mohairs, will be in great favor. Buttons form the almost only trimming for these suits.

TAILOR SUITS FROM PARIS.

SOME of the prettiest models which are to be seen in Paris are by Henri Petit, who has designed some exceptionally smart costumes, all baptized with a name like children, and, indeed, when calls for my "Simonne" or "Rolla" or "Wilhelmine" and a pretty model appears, one might imagine a patriarch calling his children.

Simonne, the most practical of the gowns shown, is a kind of a rough homespun in brown, trimmed with tiny diamond-shaped pieces of Scotch plaid. The skirt was made in stitched box plaits, which flared open at the bottom. Upon each plait, near the hem, was a diamond-shaped piece of the plaid, alternating large and small. Half a yard above the hem was another row of Scotch plaid incrustations, with a tiny galloon outlining and connecting them. The waist was a blouse bolero, fastening tightly with two little capes, and a large single box plait down the front. The sleeves were full to the wrist, where they finished in a tight cuff. The capes, plait and cuffs were all ornamented with the plaid to match the skirt.

The Rolla tailor suit was quite a bit more fanciful, of dotted cloth with a rich finish, and trimmed with a velvet braid of soft old tones in varied shades. The coat like waist had quite a novel square shoulder cape, and there were a number of twisted silk military fastenings running down the front of it alongside of the velvet band.

A still more dressy tailor suit was the Wilhelmine of a kind of a starred cloth, with superb embroidery and velvet braid as trimming. The vest was entirely of lace and chiffon, which fell in jabot effect over a satin foundation. The jacket was in the new short bolero form.



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For "right away" or "bye and bye,"—

The NORTHWAY Shape Keeping Garments are unquestionably the ones for all seasons. They will be found to answer the full requirements of your most particular customers and give satisfaction right to the end.

Our Spring Productions

Show a marked advancement over our previous steps in the line of progress, and our friends who look for something "distingue" from us will not be disappointed.

We do not make for any particular section, but for the most particular trade everywhere, and that is why our styles are accepted as standard all over Canada.

Our representatives are now out, but they are travelling more slowly than usual this season — selling larger bills, and making more towns. If you're not on their regular visiting list, kindly advise us, and we will send a man to call.

John Northway & Son,

Limited,

Makers of Shape Keeping Garments,

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No 473

F. C. DANIEL & CO. WHOLESALE IMPORTERS AND MANUFACTURERS OF FANCY DRY GOODS, 3 WELLINGTON STREET WEST, TORONTO.

LADIES' NECKWEAR

MANUFACTURERS of ladies' neckwear have probably never before experienced such a heavy demand for their lines as during the latter part of the past year. While in some departments of dry goods there was a good deal of disappointment at the slow sales, which were caused chiefly by the unfavorable weather conditions, the neckwear lines were not effected, but were in continued active demand up to within a few days of the Christmas holidays.

* * *

Winter set in this season without the usual long prelude of wet Fall days, with their alternate snow, sleet and rain; and with the cold weather the demand for holiday goods of all sorts, ladies' neckwear among them, became brisk, and repeat orders were frequent. All such orders, of course, were for immediate delivery, and manufacturers had their hands full to satisfy all requirements. At present the retail trade are pretty well supplied with all the Winter goods they will require, and the manufacturers have found time to turn their attention to Spring lines.

The trade in ladies' neckwear has of late years assumed large proportions, the natural consequence being that designers are growing in numbers, and the creation of new styles is every year becoming of more interest and importance to all from makers to consumers. We may expect to see a great many new things on the market for Spring; but as yet there have been few of them shown to the public. During the present month, and in February, the new styles, now in preparation, will make their appearance in all probability, and whatever manufacturers decide to place before the trade we may be sure that they will meet with a good reception.

The variety of collars will be great. One that promises to be particularly popular, for already it has been received with much favor, is an embroidered and hemstitched band collar. The hemstitching is worked around the top of the collar, and produces a novel and pretty effect. It is a new style. Although, so far, buyers of this collar have chiefly taken the whites, they are also shown in colors, and should take well.

* * *

Chiffon and silk ruffs, chiefly in black, promise to be as largely worn as ever. Feather boas include some blacks, but the majority are in white, greys, fawns, and other colors of the kind.

* * *

Long black necklets are shown by one of the principal importers in a number of attractive styles. They have been selling well in the higher grades. They are almost two yards long in pearls and beads. The latter are very large, almost the size of beans.

* * *

Small silk drop ornaments will be much used on collars; and in scarves, lace, muslins and silks are prominent.



Some of the Latest Styles in Ladies' Neckwear. (See next page.)

Ladies' fancy collars, in lace and silk braid, are also in good demand for Spring, in all grades, from some very cheap varieties to some as high as $5 or $6 each. Among the larger stores there are some of these collars shown at a considerably higher price than this. These collars are, if anything, wider than ever, falling, in some cases, four or five inches over the shoulders. They are really more properly capes.

A MODERN BRANCH OF TRADE.

By L. D.

LADIES' fancy neckwear is a very modern branch of the dry goods trade, and one that many merchants were not inclined at first to handle, but the inquiries of their patrons became so insistent that they were obliged to add these goods to their stocks.

The merchant who wants to make a success of his neckwear department must keep in constant touch with the manu-

facturer of these goods, as the designers for the different forms are constantly at work on the production of novelties. Consequently, though there may not be a radical change in any respect, new ideas and developments in trimmings, or some little betterment in shape, may be introduced, so that the merchant who would keep his stock up-to-date, cannot order these goods months ahead, as is the custom in other branches of the dry goods trade.

The present style in vogue makes a necessity of a fancy finish to the neck of a dress, and there is no article of woman's wear that is in more constant demand, and no branch of the trade from which the cry for something fresh comes so constantly. The finish and daintiness of these delicate goods demands a large amount of care and skill, as the trade is very critical, and competition is keen and on the increase.

The stock collar being used as a pretty finish to a silk blouse, or to lighten up a dark cloth dress, it follows, as a matter of course, that the colors must be light and dainty, and they come, as would be expected, in delicate tints, of which white, cream, pink, and sky are the ones in most general use; in fact, if you add black to these, they may almost be said to represent the staple colors of the trade. But, at the present time, and for Spring wear, turquoise, Tuscan, and reseda are also very strong. No other color seems to be in sight at present, or any radical change in the present shape of stocks for the Spring.

In materials, taffeta silk has the call, as there seems to be no other silk with just the qualities wanted, and while the waists that these stocks are generally worn with are chiefly made of taffeta, this silk will keep its place in neckwear.

Louisine is coming into use, but only as a trimming, as it has not enough firmness for any other purpose, but its lustre is beautifully contrasted against the duller finish of the taffeta silk. Satin also has this quality, and for this reason is much liked; but it is rather out of vogue just now, except as a material for useful collars.

Moire silk is the coming material for stylish stock collars, in either all white or all black, or in combination with silk, both in stole effects and clerical tabs.

Any effective novelty in fancy neckwear is eagerly sought after and quickly bought up as soon as placed on the market.

The goods that seem to suit the general run of trade best are the products of our Canadian firms, as when ideas are introduced from a foreign source they have to be, as it were, Canadianized to suit the market.

The central idea in neckwear at the present seems to be the clerical or bishop tab. The variations of this idea are very numerous. The demand for this style is practically overshadowing everything else, and is becoming more marked right along In lace and in linen goods this shape is also introduced. Lace collars in this style come in the popular Plauen goods, and also in Irish crochet and applique with batiste.

A novelty seen in New York is a Louis V. collar in white taffeta with embroidered corners in black, or some color, red preferred, but it is not at all certain that this model will take with the popular trade. The open-necked jackets now worn, particularly in fur, are responsible for a revival of the stock with jabot. These jabots are made in sun-pleated chiffon, the lighter laces, and in embroidered chiffon, and the white and black idea comes out strongly in these goods. Although the stock collar with knot and ends is not the point of style at present, there are some very pretty effects seen. One of these was obtained by the use of lace butterfly motifs. One motif was placed on the front of the stock above the knot, and the other trimmed the ribbon ends. (See No. 5 of the accompanying illustrations.)

One of the latest shapes in stocks, as shown by our illustration, is curved at the top of the collar line. This shape gives a more comfortable fit, as it is lower under the chin, and is elegant in shape as well as becoming. The stock illustrated in this style (No. 1) is of white taffeta silk, and the double stole is sky taffeta with a very open wheel-patterned medallion in ecru lace, and the French knots are worked in white silk.

Illustration No. 2 is a new development in the all-prevailing tabs. The collar and tabs are in white taffeta, incrusted with lace motifs in varying size, the points trimmed with a frill of sun-pleated chiffon, which is in turn edged with a narrow louisine ribbon. The stock shown in No. 3 is of black taffeta silk with turnover and double tabs stitched with white silk, and the French knots as well as the faggoting are in white silk also. This faggoting, simulating a lacing of the tabs together and otherwise ornamenting them, is much used on the newest stock collars.

Medallions, motifs and lace incrustations are all lavishly used in stock collar ornamentation. Narrow velvet and other ribbons are also much seen.

The long silk neckbands, either hemstitched or bound with contrasting color and with the collarband stiffened either with cording or hemstitched tucks, are returning to favor. A smart band on this order had a transparent panel of tucked chiffon let in at the middle of the front. Considering the rage for grape effects in trimming it would be wonderful if the vogue for these patterns had not invaded the neckwear trade. Besides motifs in this style, one of the handsomest collars illustrated (No. 4) shows this fad. It is a double stole, and on both is embroidered in silks in monotone a bunch of grapes, white or black on white, and black or white on black.

A FEATURE IN THE NECKWEAR TRADE.

Departmentalization seems to be the principle of modern trade, and the tendency to divide business up into departments is very marked.

The E. & S. Currie Co., of Wellington street west, Toronto, following this principle, have completely divided their ladies' neckwear department from that for the manufacture of gentlemen's neckwear.

The firm of Boulter & Stewart have also separated their blouse department from that for the manufacture of coats, costumes and skirts.

OFF TO NEW YORK.

Mr. Evans, of the firm of E. & S. Currie, Toronto, will visit New York in search of new ideas for ladies' neckwear, more particularly for the latest novelties in chiffon boas, which promise to be a strong feature of the trade for the coming season.

TORCHONS.

Besides ladies' neckwear, The F. C. Daniels Co., of Wellington street west, Toronto, are showing a very complete stock of laces. Their torchons are very fine, and some of the best patterns are confined to this house.

"Macey"

TRADE MARK

PATENTED

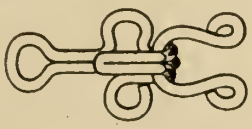
HOOK AND EYE

We are helping dealers sell the Macey Hooks and Eyes by creating a demand for them by magazine and newspaper advertising.

$10,000.00 will be spent in 1903 in the following magazines:

Ladies' Home Journal,	Munsey's,
Delineator,	McClure's,
New Ideas,	Bon Ton,
Good Housekeeping,	Youths' Companion.

Write us for information about plan for handling the best selling and most satisfactory Hook and Eye ever put on the market.



POINTS OF MERIT—No sewing under the bill; no thread to come loose by with the eye; two sewings in front where strain is greatest; will never rust; gives 50 per cent. firmer fastening; has a humped spring; one dozen Macey loops free on each card.

MACEY HOOK AND EYE CO.,
Grand Rapids, Mich.

Established 1830.

J. NICKLIN & CO.

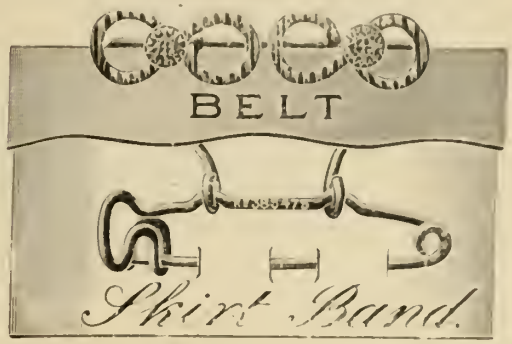
REGISTERED SAJONIC TRADE MARK

Great Charles Street, BIRMINGHAM, ENG.

—MANUFACTURERS OF—

SAFETY PINS, CURTAIN HOOKS, HOOKS AND EYES, BLOUSE PINS, EYELETS, METAL BUTTONS, BUCKLES.

"Coronation" Skirt Holder









Tie Retainer



The Merchants' Mantle Manufacturing Company Limited.

Ladies' Ready-to-Wear

COATS, COSTUMES, SKIRTS and RAIN COATS.

36 WELLINGTON ST. E. and
1, 3, 5 LEADER LANE.

TORONTO, CANADA.

We expect to pay for this half page.

We use it for advertising purposes and tell you as briefly as possible that we make in the best way the lines of goods as above.

—Our goods always fit well.
—None are better made.
—Nowhere are styles more in touch with what is correct.
—Prices are as low as we can make the goods for and live.

We have sufficient confidence in our goods to ask you to defer placing your order until you have seen our full line, which will be in the hands of Travellers after January 1st. For the Fall trade we doubled our capacity and we are arranging to double again for Spring.

Had to do it to keep up with the demand for our goods.

THE MERCHANTS' MANTLE MANUFACTURING COMPANY, Limited.



For RAINCOATS

For LADIES and GENTLEMEN

All genuine Cravenette Cloths have this trade mark stamped on them.

PRIESTLEY'S CLOTH "Cravenette" RAIN PROOF

SOLE AGENTS

Montreal Vancouver

S. GREENSHIELDS SON & COMPANY 1903



The MacLean Publishing Company, Limited.

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

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CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions

MONTREAL AND TORONTO, JANUARY, 1903.

SUCCESS FOR 1903.

THOSE who will be successful for 1903 will be those who have performed the tasks they have in hand to the best of their ability without relaxing their efforts because they are not able to do that which their fancy deems would be more congenial to them.

* * *

Competition develops activity in the strong and lethargy in the weak.

* * *

ERRATIC CUSTOMS RULINGS.

RECENTLY The Canadian Grocer referred to the dissatisfaction existing among importers because there was a lack of uniformity in the Customs valuations and rulings.

It was urged as a remedy that all questions on which there was a difference of opinion should be referred to a board composed of the special appraisers at the leading ports. If the importers differed from their opinions they could appeal to the Minister. The latter, looking at it from a broader standpoint than the officials, might or might not agree with their views, but his decision would be final.

THE REVIEW has received a number of letters from different parts of Canada agreeing with this suggestion.

One writer (and his opinion is worthy of the greatest consideration) points out that twice every year he assembles his representatives and travellers, from the Atlantic to the Pacific, in Montreal to discuss and recommend to him all sorts of questions that have come up during the preceding six months. If this man finds it advisable and profitable, how much more important is it for a Government Department to do the same?

We may not succeed in convincing the Minister at once, but he will come to it in time. We have had many a contest with the Customs and other Departments in the interests of the business men, and we have invariably brought them around to our views.

* * *

Courtesy covers a multitude of business deficiencies.

* * *

IMPORTANCE OF GOOD MANNERS.

THE importance of teaching a clerk good manners cannot be overestimated. It means a lot to him in his future career. The other day, a wholesale men's furnishing house in Montreal was asked to see some applicants for a situation in a retail store out of town. Among those who answered the advertisement was a young man with three years' experience. This was in his favor, so was his letter, and he was asked to call on the manager of the wholesale house. When the manager returned from luncheon one day he found a young man—bright-looking fellow he was, too—in his private office occupying his comfortable arm chair with his cap on. When he recognized the manager he still sat in his seat with his hat off, and lounged back and explained that he had come in answer to the advertisement. He wore a sweater which did not look very clean, and his clothes smelled very strongly of tobacco. There were some other things about him to criticize, but these were sufficient. In a few minutes he was told politely that if his services were required he would be communicated with. This gentleman could not recommend him as a likely man to please the customers of the out-of-town merchants, no matter how well he might be up in his business.

The young man was not so much to blame as were the merchants in whose store he was brought up. It was ignorance on his part. There are two things every young salesman should be taught—to stand up and take his hat off in the presence of ladies or any of his elders or seniors, and the other is that if he smokes, to which no one can object, he should see that no odor whatever is allowed to remain about his person. It is extremely objectionable to ladies and frequently so to men.

* * *

It takes a strong will to keep down the new leaf turned over on January 1.

* * *

A CHANGE IN METHODS.

A FEATURE of the dry goods business that has called forth some remark is the fact that the wholesale and jobbing houses in Canada are each season materially increasing their stocks of imported goods. This is not in the least to the exclusion or diminution of their stocks of domestic articles; but is the result of the tendency of many retailers who formerly imported a considerable portion of their own stocks to discard this practice in favor of purchasing from the wholesale houses.

The change has come after long years of experience. The retailer who could tell his customers that he imported direct

had not much more advantage than the satisfaction of saying so; for, except in the case of those who were poorly informed, it is doubtful if his customers were much impressed with the announcement. Where the profit lies in importing goods under much less advantageous conditions than attend the buying of the large wholesalers and jobbers is difficult to discern.

The buyer for the large concern, who is on the British and European markets for a good part of the year, must surely have big advantages over the smaller buyer who can only visit those markets once in a comparatively long while.

For one thing, the latter is not at hand when many of the best goods are shown, and misses most of whatever bargains are to be obtained. Besides this, with the exception of a few cases, the buyer for a retail concern cannot purchase in the large quantities that characterize the buying of wholesale men, and is not given the attention that the latter commands. When the lowest price is to be obtained, the larger buyer gets it; when goods are scarce and certain lines are not ample enough to go round, the large buyer's order is filled first, the smaller taking what is left—if there is anything.

The retailer who purchases his imported stock from the wholesalers and jobbers does not have to absent himself from business for any length of time, which in itself is an advantage worth a good deal; and he can buy little or much as he chooses, suiting his own convenience in regard to the condition of his stock. He does not have to go here and there, gathering his stock a bit at a time, but can select from a large assortment spread out before him. And then the delays in receiving goods, often for days, are but of little moment to him when he buys from the wholesaler.

This is a matter which those of the retail trade who have been importing their own goods will do well to look into closely, and decide whether there would not be more profit to them if they used the experience of the large buyers and benefited by the advantages which are given to the latter on the foreign markets.

* * *

There is always room in the van; it is among the "maddening crowd" that the crush is to be found.

* * *

CANADA'S COMMERCIAL POSITION.

THE new year in Canada starts its career under most favorable conditions. Without being charged with exaggeration we believe we can safely say that at the beginning of no previous year in the history of the country have the conditions been, on the whole, so promising.

The best criterion of a country's position is not its territorial expansion, or the number of square miles that are within its boundaries.

It is the measure of its commercial prosperity and the possibilities of its natural resources that are the best indications. And it is herein that lies the strength of Canada's position to-day.

While there has been a marked development in the manufacturing industries of Canada during the last few years, agriculture is the foundation of her industrial life. And in this respect the conditions are gratifying indeed. In Manitoba, in the Northwest Territories and in New Ontario, 1902 saw a development of agricultural interests not only in excess of expectations, but far and beyond the record of any previous year.

Manitoba and the Northwest Territories yielded 125,000,000 bushels of grain, of which nearly 68,000,000 bushels were wheat.

In Manitoba the yield of wheat has increased nearly 4,000 per cent. in ten years, while the aggregate value of the grain, the roots, the live stock and the dairy products of the Province in 1902 is estimated at nearly $44,400,000. For a population of a little over 500,000 this is a most creditable showing. And during an interview a few weeks ago, ex-Premier Greenway ventured the opinion that 1903 would witness an increase of 25 per cent. in the crop production of Manitoba and 100 per cent. in that of the Northwest Territories. A short time ago the United States Consul at Winnipeg, in a report submitted to Washington, declared that "three-fourths of the wheat lands of North America lie north of the boundary line"

According to an official statement issued at Ottawa a few weeks ago, 56,000 people from outside countries settled in Manitoba and the Northwest during the 11 months ending November last. And about 31,500 of these were from the United States. This year everything points to a still greater influx, especially from the United States.

The old Province of Ontario more than sustained its reputation last year for the variety and wealth of its agricultural products, producing 166,861,653 bushels of grain, against 139,678,398 bushels in 1901. Of the total, 26,121,693 bushels were wheat and 106,431,439 bushels oats.

A well-founded belief obtains in the world that nations to be commercially important must have a well-developed iron industry. Without discussing the soundness of this premise, it is a fact beyond dispute that 1902 witnessed a marked development of the iron and steel industry in this country. In fact, in every branch of the manufacturing industry, Canada made substantial strides during the year which has just departed.

The export trade in manufactured goods increased by over $3,000,000 last year, while the export trade of the country in merchandise generally, grew from $194,509,143 in 1901, to $209,970,864 in 1902.

Our foreign trade is now well on the way to the hal billion mark, being $423,910,444, of which $211,640,286 were exports and $212,270,158 imports. Our export trade alone is now about $7,000,000 larger than the imports and exports combined of 13 years ago. According to the latest returns for the present fiscal year, the foreign trade of the country for 1903 bids fair to be much larger than that of 1902, both in regard to exports and imports.

But the foreign trade of a country is not always the best indication of its prosperity. Frequently the export trade, for example, may be stimulated by the lack of demand at home, as it was during the depression in the United States a few years ago. But that the export trade of Canada is not forced by any such influence is evident from the difficulty manufacturers and others are experiencing in supplying the demand of the home market.

That, however, is not the only test. There is the corroborative evidence of the railway earnings and the bank clearings,

both of which show large increnses over the previons year.

Five or six yenrs ago it wns felt that Cnnnda was building rnilways faster than she required them. But what are the conditions to-day? Simply that the industrinl development of the country has far outstripped its trnnsportation facil ities. And in every part of tne country—in the other portions as well as in the Great West—there is an absolute blockade. If by some mysterious ngency it were possible to suddenly double the trnnsportation facilities of the railways, there would be no more thnn a sufficiency for to day's requirements. And new lines are being built and old one's doubled-tracked and otherwise being equipped to meet the actual requirements of the commercial demands of the countrv.

Canada enters upon 1903 with even brighter prospects before her than when she entered 1902. And certainly in no country nre the commercial prospects more assuring.

• • •

When a merchant hasn't time to stop and think, it is evident his business is running away with him.

• • •

CIRCULARS A WASTE OF MONEY.

THE shrewdest and most experienced advertisers the world over have decided against the use of the circnlar as a profitable advertising medium. Marshall Field, of Chicago, probably the most successful merchant in the world, and the most successful advertiser, says: "One advertisement in one good paper is worth a hundred circulars and costs far less."

Some inexperienced advertisers still make use of the circular by which to convey their message to the buying public. In placing their orders for, say, 2,000 circulars, they only have in their mind the first cost of the printing, which may be some $6, or perhaps $8 for the cheapest that any good house would care to use. Generally they cost many times this figure for something special to attract attention. They do not at the time consider the cost of the envelopes and the addressing of the same, or the cost of postage, which is the largest item of all.

Say a business firm places an order for 2,000 circulars costing $8. The envelopes are worth $1 50 per 1,000 or $3 for 2,000, the cost of addressing them is worth $2 per 1,000 or $4 for 2,000. If a 1c. stamp be used it means $20 for stamps, and the recipient knowing it to be a circular, from the fact that there is only a 1c. stamp on the envelope, often casts it in the waste basket unopened. On the other hand, if a 2c. stamp on each envelope be used, the cost of postage is $40. This, added to the cost of the printing, the cost of envelopes and addressing of same, brings the total cost of sending out 2,000 circulars to just $55.

What impression does a circular make on the mannger of a large business house, who may, perhaps, receive a dozen or so in his morning mail? He may give each a passing glance, or if he should happen to be busy he may cast them all in the waste basket. He never thinks of putting a circular on file for reference. At the best he may read it over, then go and attend to his many other duties without ever giving it a thought afterwards.

Ninety-nine times out of a hundred this is the way the circular is treated But if a merchant be a retailer and desires to reach the many and places his advertisement in the daily newspaper it will not cost him anything like $55, and he will reach not only 2,000 readers, but perhaps 20,000 or 30,000 readers.

If the merchant be a wholesaler, manufacturer or jobber, and he places his message in a reputable bona-fide trade journal, he can for a great deal less than $55 reach three, yes, four times as many readers as he could by his 2,000 circulars. Then there is still another phase to the question: The circular looks cheap and belittles the standing of a good reliable house. On the other hand, an advertisement well written and well set up appearing in a publication of standing and known merit carries with it an air of confidence and respect which no circular, no matter how tastefully it may be gotten up, can hope to carry.

The circluar is a back number in modern advertising methods, and good advertisers have discarded its use as a relic of back ages in good advertising, as being more expensive and less effective.

• • •

A customer in the store is worth two in the street, but it is well to try and secure the latter as well.

• • •

DEPARTMENT STORES AND NEWSPAPERS.

CONSIDERABLE comment has been caused in the trade by the purchase of The Toronto Daily News by Mr. J. W. Flavelle, of The Wm. Davies Meat Packing Co. Mr. Flavelle is the principal proprietor of The Robert Simpson Company, one of the largest retail departmental stores in Canada, and also of about thirty retail provision stores in Toronto and some outlying towns.

The control of a daily newspaper by a departmental store proprietor who is a large advertiser is not entirely new, even in Canada. Mr. Timothy Eaton, of The T. Eaton Company, is, with Sir William Mulock, Postmaster-General, the proprietor of The Toronto Daily Star. In the United States, quite a number of departmental store men are owners of or hold a large interest in daily newspapers.

Jordan, Marsh & Co., Boston, have a half interest in The Daily Globe of that city. Wanamaker, Philadelphia, and Marshall Field, Chicago, each practically own a daily paper. The Mohican Company, which have a chain of retail stores, own daily papers in New York, Boston and Washington.

As it is good policy to follow the lead of successful men, no doubt others will do as Mr. Flavelle has done. Mr. Flavelle began his business career in a retail general store with his uncle, the late Mr. Dundas, M. P., in Lindsay, and has gradually worked himself up, and to-day, though a young man, he is one of the wealthiest men in Canada. He is a man of unusually high character, and, though he has made many enemies in the retail trade by his competition, yet, all hold him in the highest respect. The latter may also truthfully be said of his two associates in the newspaper venture, Mr. Willison and Mr. Colquhoun.

Flannelette.

If purchasers of this useful material for underwear all the year round would buy the

BEST ENGLISH MAKE

they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

Horrockses' Flannelettes,

Made by the Manufacturers of the celebrated Longcloths, Twills and Sheetings,

ARE THE BEST.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

DRESS GOODS

FEATURES OF THE TRADE

SATISFACTION with the old year and confidence in the new is about the prevailing feeling in the dry goods trade. Retailers throughout the Dominion report a large and profitable holiday business, and this will have a very beneficial effect on the trade generally.

• • •

Orders for Spring dress goods have been very satisfactory so far, and everything points to a largely extended trade. The stiffening in prices for all fine wools inclines merchants to buy freely, in the belief that an early advance will take place in the prices of most goods, and, in some lines, such as in cashmeres, this advance has already been made, these goods having gone up more than 20 per cent.

• • •

The London wool sales showed an advance of from 15 to 20 per cent. on all fine wools, and a proportionate rise in all cross-bred wools. All this is affecting the price of the finished article, and there is bound to be a rise in all wool fabrics, equivalent to the advance in the raw material. Owing to this advance in wools, some lines of Canadian fabrics have gone up this month from 10 to 20 per cent., and as many of these goods were difficult to procure in sufficient quantities before the advance, they will doubtless be scarce for some time yet.

• • •

The sorting business has been active, particularly in stuffs for blouse waists, in crepe de chine, veilings and voiles, etc., and in pale shades for evening wear. Reseda is a very favorite color in these goods, and is extremely hard to get. This color promises to be greatly worn for Spring in all sheer lines, in wools, dress muslins and also in silks. Cream lustres and Bedford cords are also wanted goods, for both present wear and for the Spring trade. Fancy stripe effects, in reseda, greys, light blues, castors and tans, are being well sold, and flannels and cashmeres are very much in demand.

• • •

Of course, at this early date there is more or less uncertainty as to the exact lines that the trend of trade will make fashionable, but there is a pronounced partiality for piece dyed goods, and yet there is a feeling more or less pronounced for fancy effects, but these have to be very unobtrusive and neat, and it is extremely probable that both will enjoy an equal amount of popular favor.

• • •

As in the last two or three seasons, the difference in the weight of materials worn for street and walking suits and those for dinner toilets is very marked.

SPRING FABRICS FOR INDOOR WEAR.

INDOOR dress for this Winter is a repetition of the fabrics shown for Spring wear in all-wool and silk and wool sheer goods. The elaborate styles in which they are made, with many frills, pleatings, etc., necessitate the use of a longer length of material, and as this will in all probability hold good for dresses for the Spring, merchants should note this point, as nine yards, and even as many as 12, are sometimes sold for one of these dresses. Crepe de chine dresses, with long, flowing plain skirts, trimmed with grape effects in heavy lace trailing over the skirt and trimming the bertha, which forms a finish to the waist, are very new.

Illustration No 1 shows an evening dress in crepe de chine with the new tablier effect in filet net, and enriched with lace galloon and motifs. The elbow, sleeves and collar are of the net and lace. Chiffons and mousselines in black, white and pale shades are all used for stylish evening dresses. Nets,



NO. 1—EVENING DRESS IN CREPE DE CHINE.

especially point d'esprit, both in black and white, have an immense vogue. The skirts are either lace incrusted or appliqued, or, newer still, have three or five narrow frills around the foot of the skirt, while the rest has detached applications of yellow lace placed at more or less intervals, according to size, in an all-over manner. The corsage has the small frills and lace in bertha effect.

On black chiffon robes the lace would be white. Illustration No. 2 shows a stylish dress in black esprit net with a

white silk spot with applications of yellow lace outlined with jet.

Shaped skirts of black, white or yellow guipure are sold ready to mount over a silk or satin foundation. These skirts often have narrow flounces of net at the foot. They look very handsome and require no trimming. The bodice is made of all-over lace matching the skirt above with the same silk as the foundation skirt. The finish round the shoulders consists of a garland of flowers or leaves. Some of these skirts have a deep fringe at the foot instead of the flounces. Fringes are much used on evening dresses. Blue is more worn this season for evening than for some years past. The very light shades are most stylish. White and creamy lace and silver embroidery are the favored trimmings for these gowns.



NO. 2—STYLISH DRESS IN BLACK ESPRIT NET.

SPRING SUITINGS.

THE popularity of black and white still continues, and in all lines of cloth goods for useful wear this combination occupies the chief place. Small checks, knicker effects, snowflakes and cloths showing knotted or bouretted yarns are all the height of style for the coming season. The same class of goods, only in navy and white, brown and white, olive and white, and other mixtures, are also very popular. Scotch mixtures in tweeds with small invisible checks are to be well worn.

Cheviots are another class in favor in black, navy, mid navy and tobacco browns. Plain smooth-finished boxcloths and venetians are also very good property for Spring selling.

There is a steady demand for light-weight broadcloths and cashmeres, and it is expected a large business will be done in these fabrics. Black broadcloth is a prominent favorite for separate skirts, for wear with the new tailored shirt waist.

The trade is not yet tired of camelshair effects and camelshair cloths. Light-weight zibelines are included in all complete Spring lines. Blacks, blues, browns and greens are the favorite colors.

LUSTRES AND MOHAIRS.

LUSTRES, mohairs, etc., promise to be the coming fabrics for the Spring trade For some time these goods have been steadily growing in favor. In the plain goods they were strong sellers last season, and now that the makers of these mohairs, etc., seem to be fully alive to the possibilities of the situation and have produced a large range of novelties, they seem likely to occupy a proportionate share of the trade's attention.

Some idea of the range of patterns and styles may be gained from the fact that the lines shown by one firm in Bradford, England, contain about 2,000 different designs, and cover every available shade, from black and white, and include all the pastels and intermediate shades. Small spots, pin dots and small Jacquards are all shown.

White and black effects come out strongly in these goods, but the extreme novelties are the zibeline, mohairs and melanges, and these are expected to be largely used for long, loose wraps for the Spring season.

Lustres and mohairs have always been prized for their useful qualities, and now that so many novel designs and weaves have been introduced, they will have, no doubt, a great sale. They wear well, and for some uses, such as bathing suits, dust cloaks, children's and useful dresses, they are unrivalled. In creams and whites they will wash. The metal prints and lace stripes are necessary in every well-stocked blouse department.

SILK AND WOOL FABRICS.

IN the lightest, softest and most clinging woollen, and silk and wool fabrics, crepe de chine still maintains the lead. Voiles, eolines, albatross, etamines, twine cloths, etc., are all very strong for the coming season.

According to present indications, white and cream will be most worn, and all light shades will be in request in the order named, light blues, biscuit, reseda, grey, medium brown, royal blue, navy and black. Veilings with bouretted yarns and snowflake effects are some new departures in these goods, and small spots and figure effects in silk are also shown.

STYLES IN BLOUSINGS.

IN blousings, there is a wide choice in the woollen materials for wear in early Spring. Stripes are in the ascendant in these materials. A novelty is a fine satin cloth with lace overlap stripes in black in alternation with a floral stripe on a colored ground. This should be a very popular seller, as novelties in these goods are eagerly looked for. Printed cashmeres are very strong, both in floral designs and stripes. A particularly good number had a satin stripe with a small black figure, and in reseda and grey especially was most effective. The addition of black in most of these patterns serves to throw up the color and bring out the design.

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Special Canvases for Stock Collars and Cuffs.

Victor Foulard Linings { 10-yard pieces and on spools } For Millinery Use.

MILLS: PASSAIC, N.J.

DRESS ACCESSORIES

Lace, Trimmings, Buttons. Ribbons, Veiling, Embroideries, Fancy Vests, Belts, Nottingham Lace Trade.

THE representatives of the various Canadian wholesale houses are now calling upon the trade with Spring lines, among which not the least important are dress trimmings. Last year the tailor-made dress, altough still a favorite, was forced to make way to a large extent to the lighter, gauzy materials, and the masculine-made gave way to the feminine. This year we may expect the plain tailor-made dresses to be even further behind. At any rate, the preparations made by jobbers in voiles, crepes de chine, eoliennes and other of the lightest fabrics for the coming Spring and Summer seasons indicate that they look for an immense demand along these lines. And this is in spite of the fact that the Summer of 1902 was an exeeedingly discouraging one to the dealer in such goods.

* * *

With such dress materials, of course, trimmings must be largely used, and the trade will certainly have a great assortment to choose from. Laces in particular are given much attention, Plauen, Calais, Caudry, Lyons, Barmen and Nottingham makes being on the market in large variety. Many dresses to be worn in 1903 will simply be covered with lace.

* * *

Escurial galloons and all-overs are prominent. The galloons in medallion style are perhaps preferred over others. These for the most part are separable, and can be cut up and arranged over the dress in many ways without spoiling the design. The separable lace trimmings found much favor last Fall, and it is likely that they will be in much the best demand for Spring and Summer dresses. Persian and Russian galloons will also be worn a good deal, and in embroidered ribbon galloons, the ribbon, being worked in and out through the lace, the trade will be shown a larger assortment than ever.

* * *

Not only in dresses but in millinery as well will the various lace trimmings be a strong feature. Chantilly demi-flowing laces will again be seen on hats, the ends dragging down at the back.

* * *

In ribbons, some houses are preparing to materially enlarge their departments in anticipation of an increased demand. Both for millinery and dress trimmings, black velvet ribbons will be much required in the Spring. As in laces, the Paris shade is expected to be even more popular than ever.

LACE.

THE lace trade has reached that stage when the main trend of style is about settled, and the novelties hitherto so zealously guarded are beginning to come to light, and each week brings some new development. Everything points to a lavish use of lace for trimming this season, and laces in some form or other are on everything, no matter what the other trimmings may be.

At present the craze for combination is so great, that no one thing is supposed to clash with another. Cluny, Plauen, point de Venise, Russian, Duchess, Irish, Oriental and Spanish laces are used alone, but more often several of these are seen in combination or as appliques on other materials.

POINTED EFFECTS.

The tendency of the newest and handsomest laces and trimmings is towards the pointed effect, yet without the actual point, and also to suggest odd outlines.

Calais laces are very fashionable, but the heavier laces, except for special purposes, are, and will be, the smartest. Plauen leads with point de Venice in these, and there is no end to the richness of design. The thicker and heavier the effect the more fashionable the lace is.

GRAPE DESIGNS.

The grape designs are more popular and more beautiful every day, and are established as the leading feature of the season. Lovely patterns in acorns and oak leaves, rows of clover leaves and other motifs that lend themselves to the heavy designs are in vogue and are to dispute the popularity of the grape effects. The rose proper is always a favorite, and some beautiful galloons show roses interspersed with bunches of grapes.

LATEST NEW YORK FAD.

Woollen laces dyed to match the color of the cloth the gown is made of is the latest New York fad, and allied to these to trim the fashionable woollen goods are the new darned laces worked on net with colored crewels.

Fillet net is the foundation of many of the novelty laces.

Punched effects in the centre of leaves and flowers, throwing out the other portions of the design into bold relief are something new.

Not content with applying lace on lace, many of the finest fabrics bear incrustations and appliques of embroidery and silk, velvet and, newest of all, braid. Some of these shown upon lace nets have the entire design carried out in braid of different widths. In laces, besides white cream and ecru, the Paris shade or champagne is much in evidence. This is a greenish grey neutral shade that blends admirably with most colors.

SILK LACES.

Silk laces are promised a leading place in the numerous Spring lines, not only for dress trimming but for millinery purposes as well.

Serpentine galloons in black Chantilly will be much used to trim washing goods, as also will the black Chantilly laces.

Valenciennes and Torchons are staple lines and are indispensible for many uses, such as trimming underwear, children's clothes, as well as the waists and gowns of their elders.

DREAMS OF BEAUTY.

More and more luxurious are the details of fine dressing. Toilettes this coming Summer are to be dreams of beauty. Two years ago we said there had been a revival of laces for trimming hats, gowns, lingerie, etc.; also for making the complete gown, but this coming season the demand for laces, chiffons and veilings will reach the climax, and lucky the dealer whose supply can satisfy the demands of his customers Imagine the lace question Good imitations of exquisite fineness, patterned from the choicest designs by those famous houses on the other side which make for the entire world the modish laws, season after season. White is to be again the ultra-smart full-dress choice. The new touch will be to mingle two shades of ecru lace, the pale and the deeper tone, or an introduction of a contrasting color, as, for instance, white or



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ecru chiffon trimming with a suggestion of pale blue, pale rose or nile green. Lace so disposed has an indescribable charm, an unusual softness and a greater becomingness to complexions in general.

CHANTILLY LACES.

Chantilly laces will be grand mode and accepted as such. They vary in the manner of putting them on, one great maker choosing to gather these laces tier upon tier, while another great authority lays them over the fitted mousseline. The under support of these exquisite trimmings is the thinnest and softest of chiffons or mousseline de soie. Skirts will also be made of dress nets and drop-over satin and silk ones in the most vaporous way. The nets usually are of point d'esprit, Chantilly, applique or Brussels. Lace cloaks lined wih chiffon will be the ultra-smart wraps for the Summer. They will be made of black Chantilly, Irish crochet or heavy applique lace, over chiffon linings of the same or contrasting color.

IRISH LACES.

Irish laces will be much used to trim etamines, voiles and taffetas; also for fancy waists over chiffon or mousseline de soie, and quite the thing for the loose-plaited bolero front of bodice, which will be much in vogue. These laces will be very scarce, even now the moment new goods for Spring come in they are absorbed by the retail trade.

Following these goods, every class of laces will be used, and undoubtedly the strong point will be black Chantilly.

Paris is to-day using the laces of every description—fine, thin mesh goods and coarser qualities—in black, white, cream, butter and ecru.

EARLY BUYING ADVOCATED.

Lace on woollens, lace on linens, lace on silks, lace for underwear, lace in millinery, lace on neckwear, lace on parasols, lace on household articles, lace on table linens, means a very large demand and necessarily an increased supply. It would be wise, therefore, for the average buyer to get in stock as many goods and as early in the season as possible, for, bear in mind, these laces are all imported and the centres of supply are few, and at certain seasons of the year very heavily drawn on by the world in general. There are times when it is almost impossible to have an order filled. Then is the time Mr. Merchant wants to have the goods in his store to meet the demands of his customers and to keep his trade.

EMBROIDERIES.

BUSY is hardly the word to use in connection with the embroidery people. Constant pressure of new business and urgent pushing for delivery causes the leading embroidery houses to find themselves for the first time in years hard pushed to meet requirements. Every class of goods will be popular. The new lacy patterns, the blend embroideries, the all-overs, beadings, flounces, edgings, bands—all will be in demand, from the low-priced to the high-priced embroideries for dress purposes, for separate waists and all manner of outside trims. The return to vogue of white dresses for Summer will make white embroidered lingerie sell heavily. Children's dresses and early white goods show great quantities of embroideries in their makeup. The call at the counter for goods by the yard will undoubtedly be proportionally heavy. There are some really new effects in trimmings, standing between the embroideries and laces, combining the qualities of both and adding a touch of the practical form of appliques which neither embroideries nor laces possess. These novelties are not expensive and give great show for the money.

TRIMMINGS.

IN trimmings, colored appliques in pompadour styles will be worn. These trimmings include flowers embroidered in silk in pale tints of gold, green, blue, lavender and pink in the same bunch. The effect is very soft and the colors seem to merge into one another rainbow fashion.

Silk trimming in what is called nickel grey is often made of flowers nearly natural size, with overlapping leaves, giving a shaded effect. Sometimes this grey is seen combined with white, and again this popular grey effect is produced by overlaying black net and black lace motifs over white satin, and some particularly effective designs are the result of the combination.

Black and steel combined in trimmings are very good sellers, and so are pearls with an occasional nail head of turquoise.

The colored spangles have about had their day, and are little seen in the new designs.

Beautiful all-overs, which have the design outlined in three sizes of pearls, have as a background bolting cloth of a very fine quality, which has much the appearance of chiffon, only it is stronger and has more firmness.

Pendants appear in every possible place on the smart gown. Whole panels are made of combinations of braids, loops and drops.

Fancy braids are used for garnitures, looped into knots and bows with ends bearing heavy drops.

Girdles are fashioned of braid and are fastened with ornaments, the ends and pendants of which reach half way down the skirt.

All-over braiding patterns in soutache are on some of the handsomest cloth gowns, and the yoke of one smart skirt showed vertical lines of narrow braid, each strand ending in a small drop above.

Fringes and tassels are much used in dress decoration, and many of the newest silk waists are trimmed with small black or colored silk tassels, some of which are of baby ribbon with a tiny gilt ball to finish each strand.

BUTTONS.

I WONDER if the readers of THE REVIEW are fully alive to the fact that buttons are expected to play quite a prominent part in the immediate future. They will be used more as a trimming than for their use as a fastening. All the new tailored waists, not only in cotton, but in the woollen waistings and in the plainer silks have them as a trimming. Large white pearl, both plain and carved, are best liked, but there are a large number of fancy metal ones shown as well. In the high-grade, buttons with real stones are very expensive, and the counters where they are shown rival in attractiveness a jeweller's display, but there are many imitations that are pretty and artistic at a much less cost.

One novelty for the Summer trade is a black velvet button that will wash with the waist it adorns.

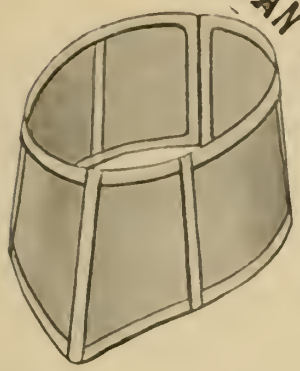
All buttons are selling for trimming purposes, from the smallest of silk-covered and crochet buttons to the large sixty-line. On many of the handsomer dresses and on the smart silk waists these small silk and crochet buttons are used in alternation with trimming motif, and in many other ways too numerous to mention.

Medium-sized buttons are used in groups of twos and threes as a finish to straps that trim the tailored gowns. Indeed, Dame Fashion, after her usual custom, when she favors any one article, is constantly inventing new uses for buttons.

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" 6A.	Round "	"	"
" 9.	Round "	Silk Lisse,	"
" 10.	Pointed "	"	"
" 11.	Round "	"	hand made.
" 13.	Pointed "	"	"



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RIBBONS.

THE Spring deliveries of ribbons are now coming to hand, and it would seem as though the season would open early. The trade is yet confined to staple lines. The price situation is unchanged and prices are firm, but there is no sign of an advance. Large quantities of ribbons have been sold for the holiday trade made up into the fashionable and most popular bows for the corsage and hair, and very few other Christmas things have had so large a sale. These goods are becoming quite a feature, and a saleswoman whose quick fingers can fashion these dainty bows is quite a treasure. Many of these bows are of two colors, or two or more shades of a color, and their usefulness in clearing out short ends is apparent.

AN OVERHEAD TRIM.

The description of a good overhead trim shown for the Christmas trade, but one that would prove equally suitable for any special sale, will, without doubt, be of interest to our readers. The department in question formed a long oblong in the centre of the store, and a light wood scaffolding was erected overhead in three tiers, like the skeleton of a roof. The lowest tier when trimmed was well out of the way of both salespeople and customers. Ribbons of harmonious colors, backed by the protecting papers that come with the ribbons on the bolts were festooned in long loops from the bars. The whole arrangement, when carefully carried out, forming a pretty play of color as well as a very attractive means of displaying the ribbons in the department.

FANCY VESTS.

THE scarlet golfing vests put on the market by a Canadian firm have proven to be the forerunners of other ladies' fancy vests for golfing, which are now being offered to the trade with success. The latter are shown both with and without sleeves. Many of the patterns are the same as those used in men's fancy waistcoats, and the style of the vests is along the same lines, conforming, of course, to the figure. The knit vests for golfing are still going well, and golfing coats and sweaters are in good demand.

VEILING.

IN veiling for Spring and Summer, the merchant is perfectly safe in plunging on chiffon and marabout effects. The brown craze is setting in and red will create quite a stir. White with black, blue with white, and brown with white are sure sellers Then follow the staple plain black, white, brown, navy and jackdaw. The demand will be for novelties, and the merchant who does not keep his veiling department replete with novelties might as well be out of the business. The lady to-day wants a variety of veils. She will buy a veil every day if she sees something new and up to date. For instance, in black for dull days, an Italian net with fancy spots, hair line stripes, plaid effects, fine Dresden net or Tuxedo net. For calling, the fine Alencon net with dainty hand-wired chenille spots; for church wear, the complexion veiling double effect in large or small square or diamond shape, black and white, plaid effects in black and white mixtures; the heavily embroidered veil for draping purposes to freshen up a crushed trim; and last, but most important, the chiffon veil to protect the skin from the February storms and March winds. Again, Mr. Merchant, let me tell you these are goods you must have on your counter where your lady customers can see them, and with the aid of a good looking-glass they sell themselves.

The green and white veilings of early Fall will again be with us in the Spring, in spite of the fact that they were looked upon as a mere fad which would pass with the season. The form they take for the coming season is, for the most part, blue grounds with a green band about 1½ in. wide. This is reversed also, and the green forms the ground, with a blue band. But the latest in veilings for Spring are the gauzes and chiffons in black and white; white spots on black grounds, and vice versa. These are striking designs, and should sell very well.

BELTS.

WHILE the use of leather belts of many descriptions will still be a strong feature in the trade, there are so many new things in other varieties for Spring that the leather goods will not be nearly as important as they were a couple of seasons ago. The beaded belts, which went well in the Fall are again to the front. Imitation turquoise, ruby, emerald and other stones are shown in these. Black velvet, as a rule, forms the material for the belt. A material of recent introduction in this line is an elastic velvet, which should be in immense demand, as it is decidedly an improvement over the ordinary velvet belt which has to be brought to the desired length by the buckle. Black is the favorite color, although white and colors are shown as well. There is scarcely a limit to the number of different prices in belts. One firm has a range including belts to retail from 10c. each up to $3 each.

NOTTINGHAM LACE TRADE.

By F. W. MACHIN, U. S. Consul at Nottingham.

THE lace trade of this district was very satisfactory during the Autumn, and the opening of Winter is accompanied by indications of a continuing brisk business. Fashions are greatly in favor of lace, particularly cotton laces, insertions and galloons for the home trade, the nearer continental markets, and for certain export branches. The demand includes a larger proportion than usual of the higher qualities of goods. There was probably never a time when the varieties were so extensive and the qualities so rich. There is a large output of lace curtains and kindred fabrics, but the demand scarcely equals the great supply. New designs are being prepared by manufacturers of certain lines, especially aprons, children's frocks, blouses and collarettes, which form an increasingly important branch of the local trade. The long-depressed embroidery branch does not improve, and the demand is insufficient to keep the machinery well employed or to encourage the production of novelties. The silk-lace branches languish, and the output has of late been considerably reduced. Fashions are unfavorable to them, and, besides, French manufacturers are taking the bulk of the trade. The large business in fancy articles and the further anticipated expansion induce the preparation of many novelties, which are now in progress.

On the whole, production is now fairly abreast with the demand; prices show no quotable change Extensive preparations are being made for next season, which is evidence of a confident feeling on the part of the manufacturers.

It is the Ladies

you mostly desire to attract to your store. *They* buy to supply their own requirements and the requirements of their household. *In order* to get the ladies into your store nothing draws so well as

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NATURAL JAP. WASHING SILKS.

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All Widths and prices in twill Japs. in 50-yard lengths.

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DYED JAPS., all shades, in 21-in., 23-in., 27-in., and 36-in.

PRINTED, FIGURED AND STRIPED JAPS.

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IMPORTANT TO TAILORS & CLOTHIERS

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PERMANENT FINISH

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Devoted to the Canadian Dealer in Men's Goods

CLOTHING
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SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK

CIVILIZATION follows the frock coat and the top hat. So says a London clothing journal. Why it does, was recently demonstrated in the case of an African chief, who has returned to the wilds of his native land from a visit to the drawing-rooms of London. There, to the astonishment of his loyal, though naked subjects, his majesty appeared among them in the garb with which he had become familiar in the fashionable quarters of the great metropolis—to wit, a top hat and a frock coat. Can we marvel at the open-eyed wonder of the savages, when they beheld their liege lord thus arrayed? Can we doubt but that the touch of civilization had been felt? Surely not. To-morrow the subjects will wear a hat with their girdles, if nothing else, and then it will be but a step to cover their nakedness with a coat. Civilization has truly begun.

* * *

The present Prince of Wales has hardly attained the reputation of his father as a moulder of fashion. King Edward, as Prince of Wales, enjoyed for many years the privilege of being almost the absolute dictator of what the nation was to wear. While the monarch's prerogative is to-day sadly curtailed in many directions, in this point he is yet nearly absolute. However, to revert to the Prince of Wales, that distinguished personage, is rather content to follow than to lead fashion. He is decidedly conservative in his dress and clings pertinaciously to numerous old and favorite styles. It thus becomes matter of comment when he adopts anything new, as he did the other day, when he appeared wearing the new slate-blue hat. His great failing, however, is for the wing collar, a style he has worn for many years. Turn to almost any picture of His Royal Highness and there you will see the wing collar. It is decidedly becoming to him, and long may he live to wear it.

* * *

In England there is a movement on foot to put a stop to the growing practice of selling suit-lengths to the public by advertisement, or through the warehousemen or clerks of the woollen merchants. The tailors of the woollen districts complain bitterly against the merchants and their employes. The result of it is that making and trimming suits constitutes the bulk of the business in these districts and tends to reduce the merchant tailor to a workman's level by losing the profit on the suit and only receiving a five per cent. commission for his cutting, with all the risks of alterations and of bad debts even at that. Naturally, these tailors are asking assistance from their more fortunate confreres in other districts. They suggest the compilation of a black list and a boycott of those firms that resort to such practices.

* * *

Whatever may be said to the contrary, the volume of business last Christmas was most encouraging. The cold weather which prevailed during the early part of December gave a strong impetus to trade and kept the stores busy. There was a buoyant feeling among the merchants and the optimism, which had been produced by a successful Fall, saw its fitting climax in a large and encouraging holiday trade. The haberdashers, among others, found a larger demand than usual for the better class of goods. More money on hand meant the purchase of higher-grade goods. This was demonstrated by the large sales of finer quality neckwear during the holidays. Neckwear has always been a favorite article for Christmas presents, and this year, those who gave preferred to give of the more expensive grades.

* * *

There is a belief which holds sway among many persons that only women are difficult to please when making purchases, and that women hold exclusive rights to eccentricities in shopping. Perhaps the fact that, as a rule, men serve other men in shops, and as a sex they don't give each other away, may have something to do with it. Here and there, however, the truth crops out, and it is discovered that the sterner sex are not without their small vanities and have as many peculiarities as women.

Most men's weakness in dress runs to shoes and neckwear. Clerks at cravat counters have funny tales to tell. It seems that the lords of creation are not above asking for a mirror that they may decide upon becoming colors, and there are men who will wear only exclusive designs. Their ties are made especially for them, and not duplicated. There are others who wish to be notified of every fresh importation, that they may have the first selection. Then are the cranks on shoes, who never can be quite suited, who buy and buy and buy again, who make their boot builder's life a burden, and never by any chance will part with a pair of shoes, though they number sometimes into the hundreds. Woe to the wife or valet who attempts to give away a pair.

CURRENT STYLES IN NEW YORK.

Office of THE DRY GOODS REVIEW,
New York, January 1, 1903.

THE season is now in full swing with us in New York. The Winter styles are firmly established, and apart from details, there is little actual change from last season. There is, of course, considerable latitude as to what a fashionable man may wear. Outside of a few important and fundamental requirements, he is at liberty to change and alter numerous little details to his heart's content. This gives a variety to dress that would not be possible were everything in conformity with a single model.

CHANGES IN THE FROCK COAT.

Frock coats this season exhibit very little change over those of last year. The collar, though by no means what would be called broad, yet has a long roll, and the lapels are half-faced with silk. These are cut somewhat less rounded in line than has been the custom hitherto. The



DOUBLE-BREASTED LINEN WAISTCOAT.

waist-seam is fairly low, to give a long-waisted effect, and the skirts fall to about an inch below the knees. These latter bell but slightly, though they are cut quite full. Buttons, covered with silk, are used in front, at the top of the tails, and on the sleeves. Some coats are to be seen with turn-back cuffs on the sleeves. These, however, are unusual and give the coat the appearance of a frock overcoat. Likewise the desire for full-facing on the lapels has not yet been gratified. The frock coat at present in vogue is, of course, double-breasted.

THE MORNING COAT.

After a period of disfavor the morning coat of black or dark grey worsted has resumed its position in the public favor. It is an excellent supplement to the frock coat for functions of a less formal nature, and for street or informal house wear. The main features of the coat are much the same as those of preceding seasons. The front falls almost straight, being cut away but very slightly from the waist-seam to the rounded bottom edge and hanging so close together that when unbuttoned little of the waistcoat is seen. The waist-seam is rather low and slopes downward to the front edges of the coat, the sides and back being cut well in to give a slender long-waisted effect. Buttons, covered with the same material as the coat, number three in front, two on the waist line behind and three on the sleeves. The lining is of silk and the waistcoat, similar in material to the coat, is single-breasted. The trousers should be of striped grey worsted, if the coat be black; otherwise, they may be of the same material as the coat.

CORRECT DRESS AT WEDDINGS.

Just what is the correct garb for a wedding has always been a matter of doubt. Weddings are rare in comparison with other social events, and those concerned are often at a loss to know wherein the requisite dress differs from that at other functions. In the first place, so far as the attire is concerned, there is no difference between a morning and an afternoon wedding. At both, the groom and ushers should wear black or dark grey frock coats, with trousers of striped grey worsted or cashmere. The waistcoat should be white, and either single or double-breasted. Shirts are plain white with cuffs attached and collars are either straight-standing or slightly poke-pointed. The cravats are of heavy fancy silk in white, cream, or light-grey tone, tied in the once-over Ascot style. Patent-leather boots and gloves of light-grey or mauve-colored kid complete the attire. Boutonnieres of white hyacinths or lilies-of-the-valley are usually worn.

WHAT A GUEST WEARS.

A wedding guest's dress differs essentially from that of the groom and ushers in only one respect. The tie and gloves are dark in place of being white or grey. Waistcoats need not be white, the tie may be either an Ascot or four-in-hand, and the collar may be of the winged-shape if preferred. With a dark waistcoat of the same material as the coat a white waistcoat slip may be worn. If the tie be dark the line of white being tie and waistcoat gives a pretty effect. A silk hat is, of course, a necessity with a frock coat.

WALKING COAT FULLER.

This season's walking coat, which is made to be worn with waistcoat and trousers of the same material, is being cut very loose in the back and almost straight in front. This makes the skirts hang well over the thighs and the backs set but little closer at the waist than the back of a sack jacket. Something of a waist-line effect is secured by a waist-seam, but the marked spring in the side and back seams is lacking and the coat appears to hang much straighter from the shoulders. The skirts are full and long and reach to within an inch or two of the knees. The materials worn are rough materials in mixed browns and greys.

ABOUT WAISTCOATS.

The waistcoat that accompanies this coat is usually of the same material. It is cut single-breasted with a medium height opening at the neck. There are slight points at the bottom. For fancy waistcoats heavy crashes, worsteds or flannels are being worn, while cloth weaves are only to be seen in second-rate stores. The

ALWAYS AT THE TOP

TRADE W.G.R. MARK.

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Shirts For Youths.

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Faultless Fitting Fashionable Fabrics

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Makers of Fine Shirts, Collars and Cuffs.

Berlin, Ontario.

popular designs in knit-worsted waistcoats are dark green with a line or plaid in red or dark red with a line of green or white. Outing types have sleeves of silk.

FANCY DRESS SHIRTS.

The tendency in the dress shirt this season is decidedly away from the plain white front. One of our illustrations shows a white bosom woven with a small spot design in white. This shirt is the limit so far, but there is no telling how far the fashion will go. We have known the ribbed pique bosom for some years and there have been examples of fancy weaves, but until last season good taste hardly approved of the innovation. Now the fad, if such it may be called, is gaining ground and really fashionable men are giving these shirts the preference over the old lustreless shirts. A good many of these new shirts are being made with openings extending right down the front. This change is greeted with favor. It has the advantage of enabling the wearer to don the shirt without crumpling or creasing the bosom.



THE LATEST THING IN DRESS SHIRTS.

STYLES IN STUDS.

Two pearl studs are still the correct thing for wear with the dress shirt on all formal occasions. These pearls are set in gold stems and are held securely by gold prongs. The stems should be solid and all one piece. There can be no objection to the use of imitation pearls by those who are not in a position to wear genuine ones. Few people are expert enough to tell the difference, and, in that event, no one is any the wiser as to whether you are wearing the real article or merely its imitation. With the dinner jacket, and for informal wear, sticklers after style are accustomed to wear plain gold studs. This is because they feel that pearls are as little in keeping with the dinner coat as they would be with ordinary day dress. Other jewels than pearls are occasionally pushed forward for wear with evening dress, but their claims are usually turned down.

CUFF BUTTONS AND CHAINS.

The most approved style in cuff buttons still demands the plain gold links with the engraved monogram. Jewels may, of course, be worn, but the principal objection to them is that there are so many cheap imitations that it is unusual to find the best dressers supporting them. Watch chains are now worn invariably with day dress, but their use with evening dress remains tabooed. As a substitute a simple watch-fob is occassionally seen with the latter. This should be very simple, i.e., small and of simple design, consisting of nothing more than a black silk ribbon with gold buckle or seal. In the matter of scarf-pins the pearl, either singly or in groups, is again the leader. With afternoon dress small sapphires, or emeralds with small diamonds, or pearls with small diamonds are permissable, but the use of the large diamond is considered bad taste. Morning dress requires only a simple pin of no great value.

CRAVATS AND COLLARS.

The latest in four-in-hand cravats show lines that insure a very large soft knot and a wide apron. The aprons are of the graduated variety and have deep-pointed ends. These cravats are calculated to harmonize well with the popular wing-collar. These latter are now seen with moderate-sized tabs, though large wings continue to be worn. For formal day-wear the poke collar is the only collar worn, and for evening-wear straight-standing collars, either just meeting or slightly lapped, are in favor.



EVENING DRESS COLLAR AND TIE.

THE NEWEST IN SHOES.

In foot-wear the newest styles reveal decidedly small toes. These are not the same as the old-pointed toes, but have the outswing sole with the narrow toe. Heels are rather high. Plain toe-caps and wing tips are in evidence. With outing clothes low-cut russet shoes are being worn quite a good deal and some are inclined to believe that next Summer will witness a revival of light-colored foot-wear. Wide shoelaces and big eyelets have been discarded in favor of narrower laces and smaller eyelets, and, taking all in all, the season's shoe is greatly superior in every detail to the preceding style.

"BEAU BRUMMELL."

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Le Pas Courant
Jan 19/03.

BLANKETS

"Aue Saxony" and "Alexandria" Brands

are acknowledged the best **made in Canada.** We are now booking orders for Fall 1903. Delivery of late orders is very uncertain. Customers who know the goods should buy now to insure prompt shipment.

SOLE SELLING AGENTS

Nisbet and Auld
TORONTO.

AS SEEN ON LONDON STREETS.

London, December 31, 1902.

IN my last month's letter, which was principally devoted to the question of overcoats and day dress, I had not sufficient space at my disposal to devote much attention to the subject of the more formal articles of apparel, such as evening dress and its special adjuncts. It is natural, of course, to refer, first, to general wear, and from that to go on to the special dress for fashionable occasions, and so I have reserved the latter until this month.

LONDON DRESS SUIT.

The evening dress coat for the season 1902-1903 is nearly the same in cut as that seen in drawing-rooms last Winter. The sleeves are cut close at the cuffs, the lapels and collar are entirely covered with silk, the tails are of medium length, extending almost to the knee, and the skirts fall over the hips from a well-defined waist-line. As far as trousers are concerned, the sole change appears to be a trifle more fulness about the thighs. This, however, has not extended down the leg, and there is consequently quite a taper-effect towards the ankle. The trouser-leg fits in neatly about the instep.

ABOUT DINNER JACKETS.

The popularity of the dinner-jacket is still considerable over here, though there is a tendency to restrict its use more and more. Writers for the fashion papers come out boldly in support of the full-dress coat on almost all possible occasions and narrow down the correct use of the dinner-coat to a few very informal functions. Even for dining out at clubs, with only men present, it has come to be considered as slightly incorrect to appear in a dinner-jacket. For young men the coat is not regarded as quite so suitable or becoming as for old-stagers, who usually make quite a striking appearance in it. The correct style in the dinner-jacket at present is one cut fairly long. The roll collar broadens perceptibly towards the ends and reaches down to within three or four inches of the bottom of the coat. It is of silk, with a natural shine on it.

THE DRESS SHIRT AND ITS STUDS.

In dress shirts there is no change to report. The outfit is identical with that of several seasons past. Two stud-holes in front are requisite. The front is either plain white or in fancy pattern of spot or stripe, and the cuffs are rounded at the edges. The square cuff is still worn considerably and is far from being considered bad taste. Studs for the shirt are usually a couple of moderate-sized pearls. These are worn by the fashionable and wealthy. The merely fashionable man wears flat studs of white enamel or of mother-of-pearl. The latter are considered quite good enough for the best dresser in the metropolis. The evening-dress centre stud—diamond, pearl, or turquoise—is, of course, out of style and will remain so until the two-hole shirt is put aside.

THE CORRECT FROCK COAT.

Frock coats are not being worn to as great an extent as in previous years; still, there is always a demand for them. The present style displays few changes. It fits a little closer and straighter in the skirt than heretofore, and more black ones than grey ones are being worn. The coat is worn open with the lapels rolled instead of pressed. These latter are cut at rather a lower slope than usual, and look a trifle large. The sleeves are fairly narrow with three buttons at the cuff. Braid on the edges is optional with the wearer, as braiding cannot be said to be either in or out of fashion. Still, it is always an indication of good taste. The buttons are covered with the same material as the coat. For next year there is some prospect that the dark-blue frock coat will be revived.

A FASHIONABLE DRESS OVERCOAT.

For outside wear with both the frock coat and evening dress a smart-looking overcoat, which is an old favorite, is being worn by men of fashion. It is made of dark-grey tweed, single-breasted, with silk facings and black-satin lining. It reaches slightly below the knee. The coat has neither side nor back slits, the seams are only narrowly overlapped, while the hang is easy, without being too full. With this coat, in lighter shades of grey, there are no silk facings seen.

FURS IN VOGUE.

No particular fashion in fur, so far as gentlemen's overcoats are concerned, can be set down as predominating this Winter. The only point to note is that more care is being bestowed by furriers on the making of fur-lined coats. Up to a short time ago the cut of fur-lined coats was atrocious. Now finer lines and a more perfect fit are being aimed at. The cloth seen in the fur-lined coats is of dark blue, dark brown or black, the latter being preferred by the best dressers, as being always in good taste and matching any kind of fur. A run on Persian lamb collars is one of the features of the season. These are shown to excellent advantage on coats of the frock-overcoat variety.

THE WATERPROOF CHESTERFIELD.

In raincoats, a waterproof Chesterfield is the leader. It is loosely made and of medium weight. A good width is given over the shoulders and there is a fullness all about the body. The collar and lapels are wide to admit of being turned well up over the throat. The former is made of the same material as the coat. The material most widely in use by fashionable dressers is a dark grey covert coating with a whipcord-looking twill in it. The Raglan pocket is popular, but the ordinary flap pocket is much preferable as being out of the common.

A LOUNGE SUIT DESCRIBED.

Smart-looking lounge suits, worn by the younger set, are single-breasted. They are cut well up in front and the bottoms of the front are rounded very slightly. It is practically a square-cut jacket. There is no outside breast pocket, but two side pockets with flaps. Inside there are two pockets. There are no slits to the jacket, and the buttons, of black bone, number four for a tall man. On the sleeves there are three buttons. The waistcoat is, of course, double-breasted to conform with the season. The trousers are cut mediumly close. For town-wear a dark shade of Angola is being worn, while for the country a rich heather-mixture tweed is preferred.

THE SLATE-BLUE FAD.

The knitted waistcoat, which has been very popular for semi-dress for some years, shows signs of decline. An effort to keep it alive has resulted in a run on a new slate-blue variety. These waistcoats are braided with a mohair of the same color, not only on the edges but also on the four pockets, made without flaps. They are single-breasted and have round stud-buttons of a hard composition. This fad for slate-blue is not confined to waistcoats. Underwear,

Where to buy the latest Novelties in

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G. F. Glassco & Co.

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ESTABLISHED 1842.

Travellers out on January 5th, with full range of samples. . . . .

socks, braces, pyjama suits, and even hats all show this same tendency, said to have been set by the Prince of Wales.

TOP HAT CURVES.

A change from plainness to shapeliness is to be seen in the new top hats. Up to the present their shape has been very straight, quite of the stove-pipe order, in fact. Now there is a slight trace of curve and a little more curl in the brim. These changes have led to the statement that the hat is lower, but this is plainly an optical delusion. It may look a little shorter, but the curves tend to produce this effect and it is really the same height as before. Opera hats are rapidly increasing in popular favor and a great many of them are being worn.

FELTS AND CAPS.

"Felts," with full crowns, seem to be driving out the little round-crowned bowlers with their close brims. The felts display a suggestion of squareness in the make and the brims, which curve outwards, have flat bindings. At Brighton there has been a great run on cloth caps. The fronts are large, but hardly as spreading as those of last year. The best makes have an inner band of soft leather, and the seams are covered with narrow ribbon. Soft tweed is the favorite material, and the patterns are of the shepherd's plaid variety. Three of four little holes in the crown give ventilation.

STYLE IN WING COLLARS.

In collars, the wing-collar is decidedly in the ascendant. The extremely narrow makes worn during the Summer have given place to wider ones and now collars of two inches and over are regarded as quite narrow enough. There is a tendency to diminish the size of the wing, and in another direction to make the wings so small and so sloping as to approximate pretty closely to the upright collar. The correct thing, however, is a 2⅜-in. collar with a medium-sized square-cut wing.

GLOVES.

With the advent of Winter dogskin gloves have been assuming their sway. They have displaced the grey gazelle-skin gloves, which have lately been so widely in fashion. These latter are necessarily a mild-weather glove and naturally they give place to a heavier and more durable glove with the approach of cold and stormy weather. Woollen gloves are also being shown by the haberdasher in numerous fancy lines.

CRAVAT FADS.

So far as cravats are concerned the leading color is white, and spot patterns have displaced lines and stripes. Up to the present the color-scheme has been a background of black or some dark shade. Now, white has to be worked in. In loose-end cravats and flowing knots, Spitalfield's "lace," with a spot in white and one color, has regained its popularity. A fad that lately had considerable of a run was a new material for neckties. It was a rough-looking silky stuff, with an untrimmed surface. It resembled more than anything else unfinished poplin. The plain lines in which it was made were subdued in tone.

J. W. K.

WOOLLENS AND CLOTHING.

HIGH prices are still the feature of the woollen market. Canadian wholesalers, however, seem in most cases to have closed their contracts for Spring goods at the old prices and they are now prepared to supply their customers at the former rates. Still, this state of affairs will not last, for the big houses cannot continue to get their goods in this way.

* * *

Buyers are now visiting the European markets with a view to getting in their orders for next Fall's goods. All the leading wholesale houses are represented, in nearly all cases, by the managers of the woollen departments.

* * *

Spring stocks are now complete and dealers are able to tell pretty well how the demand is going. For high-class trade, as noted last month, Scotch tweeds, in stripes and over-checks will be assured the leading place. These goods are shown in a great variety of designs and colorings. Next to them will probably rank the fancy worsteds, which are also shown in a large variety of styles.

* * *

Stripes for trouserings will be in order, and from indications the wider designs will have the call. The demand for fancy vestings is on the increase. Waterproof goods for Spring overcoats will be in order.

SOMETHING NEW IN "ROOSTER" BRAND.

Robert C. Wilkins, proprietor of "Rooster" brand clothing, has obtained a patent on an entirely new line which he is just placing on the market. Working suits for railway employes are now made in this factory in entirely new patterns. On blue grounds—though other colors can be supplied as well—the letters "G.T.R.," "C.P.R.," or "I.C.R.," show up in white, intended for the employes, chiefly engineers, firemen, brakemen, etc., of the railways they represent. Each has a pattern to itself. The "I. C. R." are arranged in stripes, while the "C.P.R." and "G.T.R." clothing have their letters arranged as figured patterns. The new patent Mr. Wilkins has secured covers the patterns of the clothing, and no other combinations of letters can be used by any other manufacturer but him. They anticipate getting out working clothing along these lines for other big corporations, such as The Dominion Iron and Steel Company. The clothing is a distinct novelty, and the letters make as good looking a pattern as any figures or stripes. These clothes are made up with the "Rooster" brand and "Union Label" on them, and have the Wilkins' patent safety watch pocket and the snap-fastener on the sleeves, which have gone so far in making the "Rooster" clothing popular among workingmen.

BUSINESS NOTES.

J. Weber, tailor, West King street, Hamilton, Ont., was presented with a handsome seal cap by his employes on December 23.

Fire did $5,000 damage to the store of N. Rudolph & Company, 17 St. Lawrence street, Montreal, on Christmas Day.

On December 6 fire did several hundred dollars damage to the tailoring establishment of Drolet, Dufour & Company, of Montreal.

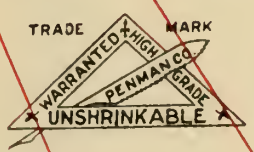
The company which manufacture the "King of the Road" brand of overalls in Winnipeg have installed an Eastman cutting machine, which will cut with facility layers of cloth up to four inches in thickness.

RETURNED
JUN 29 1903
To Cancel
Cut Book 37
Page 11

Penman's

Underwear for Spring and Summer of 1903,

which have distinction in make, bear our Pen Angle



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Our present factory has 8,000 sq. ft. of floor space.

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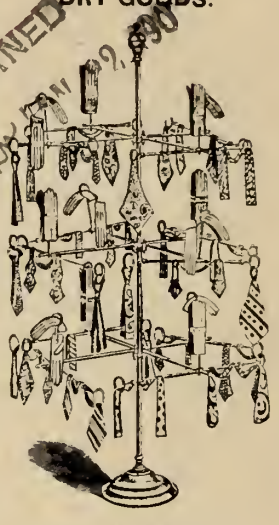
No. 257, Tie Stand Dressed.

Natty isn't it?

"GET" BUSY 1903 SHOULD BE THE RECORD BREAKING BUSINESS YEAR.

Our new factory will have 30 000 sq. ft. of floor space.

DRY GOODS.



No. 22, Paris Stand Dressed.

This one sells the goods.

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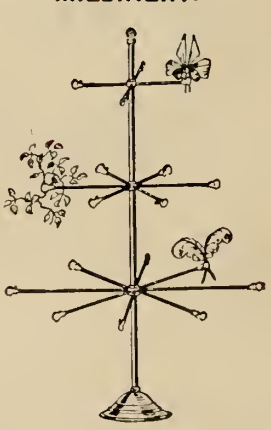
BOOTS AND SHOES.



No. 523, Shoe Stand, 7-13 Mirror Top.
Don't you see by the above designs that we lead?

MAY WE ALL HAVE OUR SHARE OF IT.

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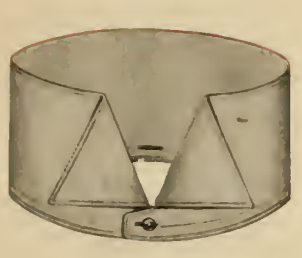
No. 428, Flower, Feather and Tie Stand.

Catalogue sent on application containing prices and discounts.

A Few Leaders that will be Popular for Spring

made in our famous

"ANCHOR" Brand, $1.00 per doz.
"IRON FRAME" Brand.
HAND LAUNDERED, $1.50 per doz.



"SOVEREIGN."
Height, 2¼ in.
" 2½ in.



"FULL DRESS."
Height, 2½ in.
" 2½ "
" 2¾ "

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PERFECT FITTING



BEST MADE



"GOOD FORM."
Height, 1 in.
" 1¼ "
" 1½ "
" 2 "
" 2½ "

Order now for prompt delivery, Feb. 1st.



"WARDON."
Height, 2 in
" 2¼ "

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THE FADS OF FASHION ATTRACT LADIES.

We know the fads—you know the ladies—just get the fads we have the ladies you know, then business starts.

Sales in our Blouse Department nearly double what they were last year.

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GIVE EAR TO THIS

A tale that has already changed the balance sheet in many merchants' books. One that will change yours and make you as much richer as the men you supply will be richer in comfort.

Thousands of men in Canada find **TOOKE'S** Shirts unsurpassed in correctness of detail, fit and finish. Buy them, sell them, and your Men's Furnishing Department generally will improve.

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EFFECTIVE WINDOW CARDS.

By Josephus.

ONCE the holiday rush is over it behooves the haberdasher to make every effort to clear off his surplus stock. In accomplishing this object, window-cards and show-cards are found decidedly useful. If any sacrifices are being made, the card tells it and nothing else can tell it unless the merchant goes out on the street and proclaims it aloud with his own voice.

The mere statement that certain goods have been marked down from one price to another is valuable, but it is less valuable than some catchy phrase about the goods, including the statement of the marking down.

It is just as well to exercise care in the execution of window-cards. A sloppy, scrawly card betokens slovenliness and suggests that both the management and their goods are "cheap." Care, as well as thought, should be exercised in producing the cards.

Aim to secure harmony between the card and the goods they describe. Though lack of harmony may attract attention, it is not likely to be the desired attention. A window, if it is to impress, must do so through its intrinsic worth and not through mere external oddities. Just as anything that clashes or is loud displeases the eye when seen on either a man or woman, so an inharmonious window is apt to give a bad impression. A big lettered card in a dainty window is as much out of place as a huge flaring hat on a pretty little girl.

The purpose of a card, in the first place, should be to attract attention and after that to supply information. Some hold that the information is the one essential and that is why many merchants use price cards only, or, at best, cards written in straightforward, plain English. Of course, the cards do attract attention to a certain extent, but it is not the kind of attention meant here. Contrast a card which says: "These umbrellas, $3," with one that says: "Showers of thanks will be rained on the givers of these umbrellas." For every person who takes in the significance of the first card, there will be five who will see the point of the second card. There is something about the second card which appeals to the observer's intellect and impresses itself on his mind. For instance, I chanced to see a card, "Choice conceptions in Christmas cravatings," about a week before Christmas. The phrase burnt itself into my memory, and, when the time came for me to buy some neckwear, I went back and looked at that window. The ties shown were choice, indeed, and I went in and bought some.

Cards on which the lettering is painted are preferable to those on which it is printed, unless the printing is done very well, indeed. Far better results can, as a rule, be obtained with a skilful hand and a paint brush than with any patented lettering device, though the reverse is decidedly the case if the hand be not skilful.

We benefit ourselves most when we serve you best. Better Suspender values cannot be had.
HEWES & POETER.

WE ANNOUNCE THE COMPLETION OF OUR LINE OF UNDERWEAR FOR THIS SEASON. YOUR INSPECTION INVITED.
SALVETER & STEWART.

In the good old Summer time heavy Underwear was unnecessary. Now you must have it. $1.

OVERLOOKED IN THE RUSH
But none the less valuable.
Marked down to $1.

LOST!
These little articles got lost in the Christmas crowd. Give them a chance now—25c.

OLD SAYING THAT YOU CAN'T PLEASE EVERYBODY DOESN'T HOLD GOOD HERE.

The principal dif. between man and goat—
The one wears his hide, the other his coat.
Don't be a goat. See our elegant top coats.
Just in and just out—10 to 20 dollars.

"The Reveries of a Bachelor" are made doubly pleasant if he dreams in a dressing-gown. (Price)

13c.
Thirteen is an unlucky number
But it brings luck here.

HOW DO THESE HOSE HUES HIT YOU?

OUR WINGED COLLARS LEAD THE FLOCK.

STOCK-TAKING SACRIFICES
At Margin Prices.

Never too late to mend, they say.
But you never need to mend these Hose.

WIDE VARIETY OF NARROW FOUR-IN-HANDS.



The Dr. Deimel Underwear

Builds up the health of the man who wears it and the trade of the dealer who sells it.

Scores of doctors, hundreds of dealers, thousands of wearers endorse it.

It will bring you sales and profits.

Write for terms and descriptive booklet.

Garments submitted upon application.

Dr. DEIMEL'S LINEN-MESH UNDERWEAR Registered

Look for this distinguishing mark. It's always on the genuine.

THE DEIMEL LINEN-MESH CO.

(ORIGINATORS OF "LINEN-MESH")

2202 St. Catherine St.,

MONTREAL, CANADA.

LONDON, E.C., ENG.,
10, 11, 12 BREAD ST.

SHIRTS AND COLLARS

THE business done in white and colored shirts for the holiday trade is reported excellent, and the movement in Spring lines is also giving satisfaction.

* * *

It becomes more apparent as the season approaches that the leading patterns in fancy shirts for Spring trade will be along the small, neat order to which we have before called attention. Among the popular lines the predominance of small figures is noticeable. Small dots, also, are good, shamrock leaves, etc., being shown in combination with fine stripes, which make very artistic patterns, and should be good among the best of the trade.

* * *

Sprigs and broken effects in blacks, chocolates and navys are frequently shown on white grounds; there is to be a great use of white grounds, and the general effect of the fancy Spring shirtings is much the same as that of the styles which were in vogue some years ago. Reds, while shown, can scarcely be said to enjoy the prominent position which characterized them during the reign of the large stripe patterns.



Quite a Catchy Label.
Prepared for The W. R. Brock Co.'s new brand of Shirts

But although the coming of figured designs must result in displacing the striped patterns to a certain extent, stripes have been by no means overlooked by manufacturers, and among the Spring and Summer lines there are many new things in combinations of hair-line and bolder stripes. The broad effects appear here and there, and will in all probability be called for in a measure.

* * *

Pleated effects are also in order. In the past some of these have not harmonized very satisfactorily with the patterns; but for the coming season manufacturers have prepared a series of pleated shirts in which pattern and pleat are in the best of accord.

* * *

Business in collars for Christmas trade with retailers and wholesalers alike was very good. The demand appeared to be mostly for the straight-band and fold collars, for some reason or other, which, however, by no means indicates any falling off in the demand for the wing collars. The latter are moving out well for the regular Winter trade. Their place in the list of fashionable shapes is now much more prominent than during the opening of the season.

* * *

Wide band fold collars are still one of the leading styles, both round and square corners being taken, with a preference shown, it is reported, for the former.

DOMESTIC VS. FOREIGN COLLARS.

Some four years ago a brand of collars of Austrian make was brought to the Canadian market, since when they have enjoyed a moderate sale. It seems, however, that during the past couple of years, the trade have been discovering that the wearing qualities of these goods are very much inferior to the Canadian made article, and some dealers have refused them altogether.

Inquiries on the part of "The Dry Goods Review" elicited the fact that although these Austrian collars are well laundered and very neatly stitched, a washing or two generally suffices to cause a roughness of the edge, or to break the corners. The fact is that is is a difficult collar to launder properly. The ordinary laundries to which we are accustomed to send our laundry work, can only afford to spend a limited amount of time in the operation of starching, which frequently accounts for the poorly laundered collar; and the material used in the facing and interlining of this Austrian brand, we are told, does not take readily to starch.

Perhaps the reason for whatever measure of success the Austrian collars have met with is due to the rather novel buttonhole which is used in them. This is cut out something like a key hole, so that a stiffly starched collar does not need to be manipulated so much in order to get the collar button through the button hole.

Hosiery

COOL FEET

Louis Hermsdorf Dyer

"Cool Feet" Brand

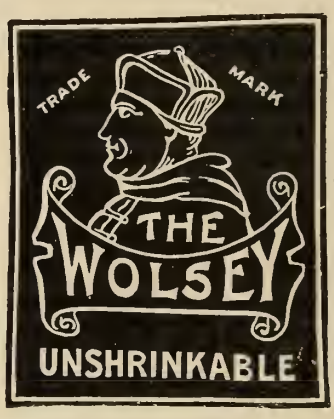
There's nothing in the land that can beat ***Cool Feet Hosiery.*** How is your stock ?

"Crodye" Brand

Guaranteed Fast Black, and unshrinkable.

Neckwear

Our ranges of stylish, fashionable neckwear are the standard of excellence. Our designs are conceded to be the very best and latest. See our lines before placing your order elsewhere.



Underwear

The sales in this familiar line of Underwear have completely outrun even the large expectations we had entertained, and we are more than sorry that we have lately had to disappoint so many of our customers in repeat orders by letter.

We have a large assortment of

UMBRELLAS
RUBBER BOOTS
UP-TO-DATE NECKWEAR

You need go no further for value than we offer.

Our Mail-Order Department

is your proxy for prompt delivery and satisfaction.

Orders filled same day as received, or a letter to explain why not.

Matthews, Towers & Co.

14 St. Helen Street, ❧ ❧ MONTREAL.

Nothing but the Latest Novelties Offered to the Trade.

We are showing

THE LATEST NOVELTIES

—in—

Men's Furnishings

for the Sorting and

SPRING TRADE.



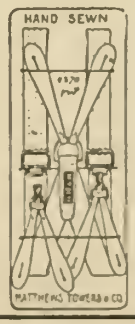
Shirts

It would be difficult for you to pick up a better selling lot of shirts than we have to offer you at prices that are a marvel of lowness.

COLORED SHIRTS. OXFORDS.
PERCALES. MADRAS. CORDS.

Hand Sewn Braces

Our line of Hand Sewn Braces is complete. With such goods in stock you can guarantee all purchasers "entire satisfaction."



MATTHEWS, TOWERS & CO.

14 St.Helen Street, ❧ ❧ MONTREAL.

It certainly seemed an improvement, and we inquired if Canadian manufacturers could not make this also. One of the leading furnishers of Canada told us that one manufacturer had been to call on him in that connection, and he had told this manufacturer that as far as his own trade was concerned, he would prefer the ordinary buttonhole, as the best of his customers would take it in place of any novelty that could be offered them. Other inquiries resulted the same.

It is a recognized fact that the Canadian collar-manufacturers make an honest article, which is equal in every respect to the best. The Canadian-made collar is placed on the market at popular prices, and it can be delivered by most makers almost on receipt of order. The value and durability is appreciated alike by the consumer and most dealers. Then, why is it that there are any foreign makes of collars in this country? Is it that the merchants do not recognize intrinsic value, or that they have a mania for buying something that is made abroad?

HOSIERY, UNDERWEAR AND KNIT GOODS.

BUSINESS in fancy lines of hosiery for the Christmas trade was quite active. In the Spring lines there is the usual great range of designs, and we are told that the trade in general are going to be able in the Spring to show assortments of patterns, the variety of which they have never before carried.

Some of the leading city dealers have taken the initialed hosiery, and they certainly display well. The average dealer, however, is hardly prepared to carry the necessary stock in these, as almost all the letters of the alphabet would have to be represented in the line if one was to do a good trade in them. They are shown mostly in red, blue, yellow, and other bright colors, on black grounds.

* * *

Blacks, also, with small white patterns, are in demand for Spring. Scotch-plaid effects sold for Winter, and they are on the market again for Spring. With what success they will meet, it is impossible just now to say, but the impression seems to be that the demand will not be anything unusual.



Clever Display of Underwear.



The Truro Knitting Mills Co., Limited, Truro, N.S.





The underwear business continues quite active. Firm prices prevail in woollen goods, and this state of affairs is likely to keep up for some time; at any rate no shading of prices can reasonably be looked for in Spring goods.

* * *

The Winter came with a rush this year, and in the opening days the retail trade in heavy underwear was brisk.

* * *

Inquiries among the leading furnishers reveal the fact that business in linen-mesh underwear this Winter is excellent. It is admitted on all sides that these garments are rapidly increasing in sales for Winter and Spring trade.

* * *

For Summer the sleeveless shirts and knee drawers are again on the market and should be included in well-assorted stocks. In particular, they should be a profitable line with merchants who do a good trade with sporting men or athletes. In some places dealers who have many college men among their customers should be able to find good customers for this class of underwear.

* * *

Knitted ties in plain black, plain white and fancy stripes, have been having a considerable run in London. The leading Canadian manufacturers of neckwear have taken them up promptly in this country, and there is every reason to believe that they will become popular here.

KNITTING MILLS TO BE ENLARGED.

The Truro Knitting Mills Company, Limited, intend to build a large addition to their mills in the Spring; in fact, "Stanfield's" unshrinkable underwear has become so popular all over Canada that the directors have decided to double the capacity of their already extensive mills.

FLAX-GROWING IN BRITISH COLUMBIA.

No less an authority than Dr. Henry L. Deimel, president of The Deimel Linen Mesh Company, manufacturers of underwear, has great faith in the possibilities of flax-growing in British Columbia. He says that in his opinion it is the best place in America for growing as good flax as any in the world, but he adds, the people of this country have to learn the art of growing. The only place where any flax-growing is done is at Paterson, N.J., and there they are not equal to making the finer lines.

GLOVES, CANES, ETC.

THE glove counters of the big dry goods stores were made attractive sections during the Christmas week. The high-class fur-lined reindeer varieties made suitable Christmas presents for men, and many were sold for this purpose. The demand for the finest gloves is said to be on the increase, a good thing for the Canadian manufacturers.

* * *

The lower prices on mocha gloves have had the effect of stimulating the trade in that line. It is expected that they will again be a leading feature of the glove business, as they once were.

Business in knit gloves is active, both on lines for ordinary street wear and for golfing purposes. The white-knit street gloves are again worn to some extent. There are many fancy color effects in knit gloves shown, and there is such a demand that some factories are reported to be behind in filling their orders.

* * *

A fairly good Christmas trade was done in canes, but business was not as active as it should have been. A novelty of recent introduction is in hairwood canes, with imitation joints. The joints are a very good imitation of what we imagine they would be if hairwood or partridge had any joints, and are placed at intervals ranging from about 1½ inches to 6 inches, according to their position on the stick.

NECKWEAR AND MUFFLERS.

CHRISTMAS sales of neckwear last year were large. All the dealers in these lines were much pleased with the success which attended their holiday business. The most gratifying feature, perhaps, was the fact that stocks were almost completely cleared out and the haberdashers carried over very few lines into the new year.

* * *

Notwithstanding the fact that the flowing-end tie was decidedly the favorite during the Christmas season, it is scarcely possible that it will again take the lead in the Spring. In fact, the style is veering around, both as regards make and color. Most manufacturers of neckwear seem to be convinced that the four-in-hand is to be the tie for Spring. Of course, this tie has been more or less in demand for some time, and in some quarters it might even be regarded as the leader at present, but still, it has never recently assumed the pre-eminence which it seems destined to have next Spring.

Men's Working Shirts

Made to Sell



Made to Wear

The DEACON SHIRT Co'y

MAKERS OF MEN'S WORKING SHIRTS

Belleville, - Ont.

We invite the attention of the trade to the following strong points of our shirts, which assure quick sales and satisfaction :

1. Double-stitched throughout.
2. Full size—large and roomy.
3. Buttons strongly sewn
4. Fast colors.
5. Perfect Fitting

A trial order will convince you of value received.

A postal will bring you samples and prices.

DOUBLE-FACED REVERSIBLE "LINEN-E" COLLARS.

Styles—"Raphael" and "Angelo."

Made from finest linen, combined with paper.

Linen both sides—2 collars in one.

One side soiled, reverse and wear the other.

Saves trouble and annoyance of washing and laundering.

Worn by the most eminent business and professional gentlemen.

FINE LINEN FACED COLLARS AND CUFFS

IN FOLLOWING WELL-KNOWN BRANDS:

Comet	Oro	'76	Hub
Opera	Marquis	Knox	Nugget
Hanlan	Improved Comet	Gilmore	Mozart Cuffs

Stock for Clergymen.

The above lines can be procured through any wholesale dry goods or gents' furnishing house in the Dominion

The Miller Bros. Co., Limited

30-38 Dowd Street, MONTREAL.

Toronto Agent: G. B. Fraser, 3 Wellington St EAST.

Spring 1903



We're Ready

with our Spring lines. Our force of salesmen are now scattering over the country. They'll soon place before you samples representing the prettiest and most substantial lines of low and popular-priced Men's, Youths', Boys', and Juvenile Clothing.

Should our Salesman fail to reach you in due season, we will forward samples express prepaid.

S. FREEDMAN & SON

5 Victoria Square, MONTREAL.



We Want Your Overall Orders

BECAUSE
WE KNOW THAT

OUR LEADER

overalls are the very kind that will sell rapidly and bring trade to your store. Guaranteed to be the strongest and best overall on the market. Made from most durable material—have double seat—double knee and contain every feature that will meet the requirements of overall buyers Prices from **$4 75** to **$10** per doz

Let us have your next overall order.

Manufacturers of SHIRTS and KNEE PANTS, etc

Royal Shirt & Overall Co.

1886 Notre Dame Street,

MONTREAL.

Also American Art Embroidery Co., Mfrs. Embroideries for Skirts, Waists and Applique Work, etc. Obtain our prices.

Colors during the Christmas sales were subdued enough and effects were neat and plain, but, according to the authorities, still plainer colors and neater effects are to be the thing for next season. Neckwear will be made of quiet stuffs and any tendency to loudness will be absolutely frowned down upon. However, it is believed that blacks will not have as big a run as they have enjoyed for some time back. This is one hopeful sign that the season's styles will not be altogether sombre.

* * *

One, who has quite an intimate acquaintance with the trade, and knows the signs of the times pretty well, says that he believes the leading Spring tie will be a string tie cut on the straight and about an inch wide. It will be made with both pointed and square ends in neat and quiet effects.

* * *

From New York comes the piece of information on good authority that French four-in-hands are expected to be in greater demand this Spring than the reversibles. The latter were the leaders last season, but, judging from the number of the French variety shown by travellers, these are to supersede the reversibles in public favor this season. Next in order to the French variety come the lined four-in-hands, and after them come the reversibles. These facts may be taken as indicative of the relative sales of the three styles.

* * *

French and lined four-in-hands are made two-inches wide in the favorite make, while the reversibles are somewhat narrower, coming principally in inch and three-quarter widths. New York buyers at present seem to favor the lined four-in-hand in widths from two to three inches. These wide make are, of course, worn with the wing-collar, and wherever wing-collars are in demand the wide four-in-hand is sure to be wanted. In districts where fold-collars are worn, the two-inch four-in-hand is the limit.

E. & S. CURRIE INCORPORATED.

Letters patent have been granted incorporating E. & S. Currie, Limited, Toronto. The members of the firm, which for so many years were known as E. & S. Currie, retain the actual control of the company and hold the larger proportion of the stock. No outside capital has been placed in the business. The stock is held entirely by the old firm and certain of the employes who have been actively identified in the building up of the concern. The large business which was built up under the name of E. & S. Currie will, we are sure, be conducted with the additional progressiveness which the change is intended to bring about under the firm style of E. & S. Currie, Limited.

MR. CURRIE JOINS THE BENEDICTS.

Mr. Edward Currie, of E. & S. Currie, was quietly married to Miss Victoria Adelaide Campbell, on December 20, at Holy Trinity Church, Toronto. Mr. and Mrs. Currie are at present spending a six weeks' honeymoon in the Bermudas. "The Dry Goods Review" begs to tender congratulations.



HATS, CAPS AND FURS.

NEXT Summer will be a straw-hat season once again. So say the knowing ones, and advance orders look that way as well. The standard will, of course, be the yacht shape, but there will, in all probability, be a considerable run on a new variety called the "Negligee." This negligee comes in a great many different shapes and will thus be suited to a great many different persons. It will take the place largely of the old "Alpine."

* * *

The yacht shape for this year is but a slight modification of that of last year. The brim will be from a quarter to a half-inch broader than last Summer's standard hat. This will make it in the neighborhood of $2\frac{3}{4}$ to 3 inches wide.

* * *

There is little prospect that the Panama hat will enjoy the favor that it possessed at the beginning of last Summer. The genuine Panama may, of course, still be worn to the same extent, but as for the cheaper imitation brands, they will disappear almost entirely from the market.

* * *

As for braids, splits and sennet are the popular lines. There is also talk in New York of a revival of colored braids. This has been occasioned by a move in their favor in London. As far as New York is concerned, the movement has only gone as far as the production of black and whites in plain braids, and a few blue and whites.

In Fall felts the movement seems to be towards low crowns and broad brims. Crowns as low as $4\frac{3}{4}$ inches, with brims as wide as $3\frac{1}{2}$ inches, have been sold in New York, but the great majority of the orders have been for $5\frac{1}{4}$-in. crowns and 2-in. brims.

* * *

Soft-felt hats are little in request as yet. The only problem about them is as to whether blacks or colors will have the call. So far the two are on an equal footing. In colors, pearls, slates and steels lead. Almost all the soft felts are unbound.

* * *

THE STATEMENT WAS INCORRECT.

THE statement that appeared in some daily papers regarding the seizure of raw furs at Hull, Que., on December 22, was entirely incorrect as far as the alleged consignees are concerned. It was said that the consignment consisted of 100 muskrat and 10 beaver skins, shipped from Maniwaki, up the Gatineau, and consigned to Messrs. Greenshields, Son & Co., Montreal, the ground of the seizure being that the skins were taken out of season. It is hardly necessary to state that raw skins are never consigned to S. Greenshields, Son & Co., that being out of their line of business, and the name should have been that of some other firm.

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishings.

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLLEN UNDERWEAR, FLEECE SLIPPERS, Etc.

FOR CHRISTMAS TRADE WE STOCK

Dressing Gowns, English Dress Shirts and Vests,
Fancy Half-Hose, etc.

Agents for "Magic" Clasp Garters and Hose Supporters.

Dominion Agents for

Young & Rochester

Manufacturers,

LONDON, ENGLAND.

Spring 1903 Ranges Shirts and Shirtings

just received. Wait for our travellers.

French and English Prints.
Anderson's Oxfords and Zephyrs
Latest Silk and Mercerised Stripes.

In **SUMMER VESTS** we can ensure perfect fit, and have the finest set of patterns brought into Canada.

Tress & Co.

High-class **LONDON,** Manufacturers,

HATS and CAPS

The "TRESS" Hat for Spring 1903 is now being shown.
For comfort with style, the "TRESS" Silk, cork-lined, is the correct Hat.

If not in Toronto write and arrange for our travellers to call.

Hine Parker & Co., Limited

HOSIERS AND SHIRTMAKERS

SPECIAL MAKES In all classes of HOSIERY and SHIRTS **London, England**

Men's Shirts and Drawers
" Half-Hose
" Knicker Hose
Cardigans, Sweaters, Jerseys
White and Colored Shirts and Tennis Shirts
Collars in all newest shapes
Women's and Children's Hosiery, Vests, Drawers and Combinations.

See our line before placing Fall orders.

REPRESENTATIVES FOR CANADA AND UNITED STATES

The British Import Co.

1 WEST WELLINGTON ST. (Corner Yonge) TORONTO

Get your Clothing **GOOD.**
Get it for nothing, **BUT** **DON'T** get it
Good for nothing.

WACKS BROS., Limited

Burlington Works — LEICESTER, ENGLAND.



Burlington Works, Leicester.

MANUFACTURERS OF

Well Tailored, Smart Fitting,
Up-to-Date Designs, High-Class Finish

Custom Tailoring
Gents' Serge Suits
Gents' Flannel Suits
Gents' Rainproof Coats
Boys' and Youths' Clothing
Juvenile Clothing

Lowest possible quotations to Canadian shippers.

If you appreciate well-made Tailoring, write to our pattern book, mailed free of charge

Wacks Bros., Limited

Burlington Works, - Leicester, England.

CONTRACTORS TO H.M.S. GOVERNMENT AND THE WAR OFFICE.

RENOWNED FOR HIGHEST EXCELLENCE.

"HENDAWICK" UNDERWEAR

For all Seasons and Climates.

INDIAN GAUZE, PURE SILK, SILK-and-WOOL, WHITE and COLORED MERINO, FINGERING, CASHMERE, LLAMA, and LAMB'S WOOL, and our famous AUSTRALIAN WOOL.



LADIES' GENTLEMENS' and CHILDREN'S UNDERWEAR in all Varieties.

JAMES HENDERSON & CO.,

Hosiery Manufacturers, HAWICK, SCOTLAND.

☞ We are the Sole Makers of this Underwear. The woven label on all our goods is a guarantee of excellence in quality, make and finish.

Genuine . .

Celluloid

Collars, Cuffs and Shirt Bosoms

ALL FINE, FRESH STOCK.

GENUINE GOODS are Stamped with our Trade Mark. TRADE M & B MARK

The Miller Bros. Co., Limited,

30 Dowd Street, MONTREAL.

TORONTO AGENT:

G. B. FRASER, 3 Wellington St. East.

The Watson Manufacturing Co.

Limited

PARIS, CANADA.

Manufacturers of

Ladies' and Children's Knitted Underwear.

SELLING AGENTS

McCLUNG & BURNS, TORONTO, ONT.

A. L. GILPIN, MONTREAL, QUE.

J. A. MURRAY, ST. JOHN, N.B.

J. A. BRYSON & CO., WINNIPEG, MAN.

THE CANADIAN DRESS CHART.

JANUARY, 1903.

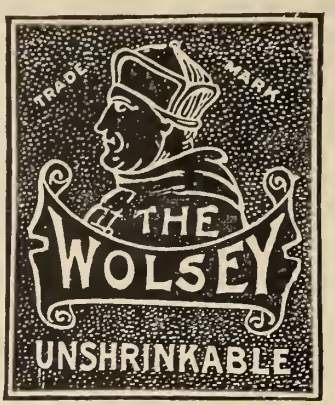
Article.	BUSINESS AND MORNING WEAR.	CHURCH, AFTER NOON TEAS, SHOWS.	DAY WEDDING, MATINEES, DAY RECEPTIONS.	EVENING WEDDINGS, BALLS, DINNERS, RECEPTIONS, THEATRES.	STAG PARTIES, CLUB, INFORMAL DINNERS.
Overcoat.	Covert or Day Overcoat.	Chesterfield or Skirted.	Chesterfield or Skirted.	Chesterfield or Skirted.	Covert
Coat.	Jacket or Cut-away.	Frock or Cut-away.	Frock.	Evening Dress Suit.	Evening Jacket
Waistcoat.	To match coat.	Same material as coat.	Double-breasted, of same material as coat, or white duck.	Black if S.B. White if D.B.	If D.B., white If S.B., same material as coat.
Trousers.	With S.B. coat to match with D.B. coat of same or diff. material.	Striped Worsted, light or dark.	Striped worsted or cheviot in dark grey shades.	Same material as coat.	Same material as coat.
Shirt.	Colored.	White.	White.	White.	Plain or pleated white.
Collar.	Wing, poke or turned-down.	Wing or poke.	Wing or poke.	Standing or poke.	Standing or turned-down.
Cravat.	Ascot or Four-in-hand.	Ascot or once-over.	Black, white or light-tone Ascot or once-over.	Broad end white tie.	Broad end, black silk
Hat.	Derby.	High silk.	High silk.	High silk with cloth band.	Alpine or derby
Gloves.	Tan or grey.	Tan, or light grey suede.	Grey suede.	Pearl or white glace.	Grey suede or tan.
Shoes.	Calf with sacque suit, patent leather with cutaway.	Patent leathers.	Patent leathers.	Patent leathers.	Patent leathers.
Jewellery.	Gold studs, links and watch guard.	Gold studs and links.	Gold links, gold pin.	Pearl studs and mother-of-pearl links.	Gold studs and links.

This Chart is corrected to date by a Canadian authority on men's fashions.

"WOLSEY"

The Best Unshrinkable Underwear In the World

FOR MEN, WOMEN AND CHILDREN.



BEST IN EVERY WAY

Make, Fit, Style and Price.

Every garment bears this Trade Mark, without which none are genuine.

Every Single Garment Guaranteed Positively Unshrinkable.

May be had from Leading Wholesale Houses.

JOHN FISHER

SON & CO'Y,

WHOLESALE WOOLLENS

— AND —

Tailors' Trimmings

Cor. Victoria Sq. and St. James St.,

MONTREAL.

SAMPLE ROOMS: 158 Bay St., TORONTO.
101 and 103 St. Peter St., QUEBEC.

The A. B. Mitchell Co.

The A.B.M. Co. TRADE MARK

16 Sheppard St., TORONTO, ONT.

Collars, Cuffs and Shirt Bosoms

BETTER THAN EVER in **QUALITY, WEIGHT** and **FINISH.** Space does not permit showing our complete range.

Send for catalogue giving all styles and full particulars.



REGINA. $1.75.



REX. $1.75.



METEOR. $1.20.



BOSOMS—No. 10½. $1.80.



AJAX. $1.30.

all returned to Le Pas Bourard Jan 20/03

PROGRESSIVENESS

is the spirit of the age, and the merchant who is not progressive and does not keep up with the times will be forgotten in the rush, and soon will take his place among the dead ones, while his competitor, who is alive and keeps abreast of the times, is reaping the results. If you are alive to your own interests you will place a trial order with us for the only trade paper published in Canada in the interests of Clothing, Dry Goods, Men's Furnishings, Millinery and Woollen trade of the Dominion, viz. :

THE DRY GOODS REVIEW

This paper contains just what you want to know, and it will help you in your business as nothing else can. Thousands of merchants read this journal every month and are loud in its praise. We would like you to be among the many who are benefited from reading THE REVIEW. Its Good Advertising and Window-Dressing Departments are conducted by specialists—the latter is regarded as the very best man in America to-day, having won the Gold Medal at Chicago, and he writes exclusively for us. Every issue contains valuable special articles on store management ; what other retailers are doing ; management of clerks ; new goods on the market ; description of latest novelties, and in fact all subjects that can possibly be of any use to you are discussed in the columns of THE DRY GOODS REVIEW. These articles are written for us by special writers and correspondents, the best that can be obtained on this continent, and secured at considerable expense. We also have men in London and Paris who send us the very latest news. We could not begin to mention all its valuable qualities here, but this is all yours for the sum of

16½ Cents Per Month

Think of it, not as much as your daily paper costs you, and yet how much more valuable to you in your business ! It will pay for itself many times over before the year is out. Sometimes the information you receive in one issue is worth the price of a year's subscription to you.

NOTE.—If you have any friends who would like to subscribe or if you wish any extra copies regularly kindly sign the order below, detach it and send it to us by mail.

The MacLean Publishing Co.,
LIMITED,

MONTREAL OFFICE,
232 McGill St.

TORONTO OFFICE,
10 Front St. E.

SUBSCRIPTION ORDER.

.....1903

Please send to address below one copy of THE DRY GOODS REVIEW, for one year (and until countermanded), at the rate of $2.00 a year, payable some time during term of subscription.

Name,...

Address,...

Please write name and address plainly.

FURNISHING TRADE NOTES.

FRANK E. ROOP, late manager of the clothing department of Prowse Bros. & Crowell, Sydney, N.S., intends opening up a new men's furnishing and clothing business in the new brick block now being erected for them on Main street. The opening will take place about March 1.

The W. E. Sandford Company, of Hamilton, Ont., are opening a branch house for ready-made clothing at Brantford, Ont.

On New Year's eve, ex-Ald. R. J. Score, the Toronto tailor, was presented with a handomely-exeented group picture of his staff, accompanied by an address.

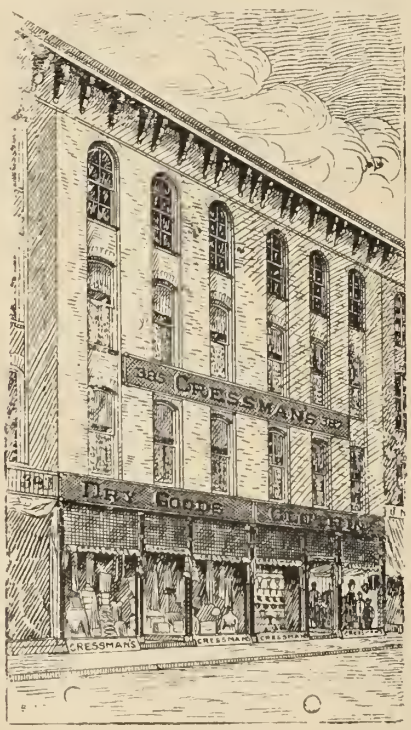
George Bartman, maker of military clothing for The W. E. Sandford Manufacturing Company, of Hamilton, Ont., had his foot amputated at the hospital on January 4.

The foundation for the collar and cuff factory at Berlin, Ont., is now completed and the brick work already started. In the meantime the firm are occupying the store formerly used by F. J. Schafer.

An offer of 50c. on the dollar has been made to the creditors of McFarland, Gray & Southgate, of Toronto. A committee of six creditors was appointed to look into the condition of the estate.

A LARGE RETAILER.

A DOUBLE store, 50 by 100 ft., with four storeys and an elevator, is a pretty large institution for a small city like Peterboro', Ont. To have built such a business up in a comparatively short period like four years, is a work to be proud of. This is what A. W. Cressman has accomplished in that city, and we take pleas



ure in reproducing a picture of Mr. Cressman's premises on George street.

Mr. Cressman's business was originally confined to dry goods, but this year he has branched out considerably and has added clothing and men's furnishings to his stock. This necessitated additional room, and a second store was taken in during October.

Mr. Cressman makes a specialty of his ready-made clothing, which he calls "Cressman's Climax," and he considers his goods superior to the ordinary run of ready-mades. He issues a neat little booklet dealing with this branch of his business, tastefully printed in red and black.

BRANCHING OUT.

THE accompanying cut is from a photograph of Harris Wener, proprietor of The Montreal Waterproof Clothing Company. The success of this company on the Canadian market since its inception in 1889 has been marked and can only be due to the high standard of their gar-



MR. H. WENER,
(Montreal Waterproof Clothing Co.)

ments, which are to-day being retailed over the counters of almost every dry goods and furnishing store in the country.

To better attend to their increasing Western trade they are about to open a branch in Winnipeg, which will be placed in charge of M. Max, whose experience in this business well fits him for the position. Mr. Wener is at present in Winnipeg looking out for suitable premises. The Western branch should prove of much advantage to buyers from Winnipeg to Vancouver, in that it can be given greater attention by the firm, and prompt deliveries will be made a feature.

The company are looking forward to a large business in 1903. To judge by the many orders now on hand their trade during the coming year will exeeed that of any previous one by a very great deal. About the middle of this month Mr. Wener intends to leave for Europe to visit the best markets, with which he has long been familiar, and the trade can rely upon his bringing back with him the latest and most attractive designs and patterns for the coming Fall business. Imitations of The Montreal Waterproof Clothing Company's "Elite" brand of garments have been introduced on the market, compelling the company to protect its customers and itself by special labels, one for the waterproof garments, and another on the rainproof clothing. These labels on clothing are a guarantee of the highest merit.

CASH'S
WOVEN SEAMLESS
"Tubular Wash Ties"

MADE IN ENGLAND.
COLORS GUARANTEED PERFECTLY FAST.
THE BEST WASH TIES EVER MADE.

Choicest designs. Finest Quality. Moderate prices. Far superior in every way to any other make on the market.

— Write us for Sample Card. —

J. & J. CASH, LIMITED, 66 Grand Street, **New York**

(Canadian and American Branch)
Goods shipped from England to Canada direct.

Rutenberg & Alexandor

WHOLESALE MANUFACTURING FURRIERS,

504 St. Paul Street,
MONTREAL.

R. B. HUTCHISON & CO.

JOBBERS IN WOOLLENS.

Jessop Building, 80 Bay Street, - TORONTO.

Beg to thank the trade for the liberal support extended to them during the past year—their business having increased nearly 40 per cent. during that time.

They are showing a fine range of samples of their purchases for the coming Spring Trade, consisting of

Fancy Suitings, in Worsteds and Scotch Tweeds,
Rainproof Coatings, Serges and Worsteds,
and a large variety of Trouserings.

IMPORTED and CANADIAN Makes. "Short Terms and Close Prices."

WILSON BROS. & CO.

Wholesale Dry Goods and Smallwares,

75 Queen Street,
OTTAWA, CAN.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc

W. H. STOREY & SON
THE GLOVERS OF CANADA.
ACTON, ONT.

DEALERS AND THEIR STORES

CLUBB & STEWART, VANCOUVER, B.C.

IN the month of February, 1890, two men arrived in Vancouver from the east, who were destined very soon to take up a foremost place in the business life of that city. These were W. H. P. Clubb and A. M. Stewart.

Immediately on their arrival, the pair opened up a small clothing and furnishing store near the corner of Richards and Cordova streets. At the expiration of three years the business had grown to such proportions that a move to larger quarters was rendered necessary, and Clubb & Stewart moved to the corner of Homer and Cordova streets. Three and a half years later it again became imperative for the growing firm to enlarge their premises. For the second time they moved, this time to 160 Cordova street.

When the rush to the Klondike was made, a second store was opened with a $40,000 stock. This business was conducted especially for Yukon trade with immense success. A steady growth followed, so that, during last year, a third move was necessitated.

Towards the close of the year, Club & Stewart opened up one of the finest stores in Vancouver in the new Rogers block on Hastings street, between Camble and Homer streets. It is the largest store of its kind in the West. The main structure is 125 feet in length, with a width of street frontage of 50 feet. This secures a total floor space of nearly 8,000 square feet.

Situated in a handsome oak stand in the middle of the store is the centre of the automatic cash system. On the eastern side lies the ready-made clothing department. Near by are commodious dressing-rooms for the convenience of cus-



CLUBB & STEWART—MR. CLUBB

tomers in trying on the goods. Adjacent to them are the neatly furnished private offices of the firm.

The middle floor space of the clothing department is occupied by specially constructed cabinets used for the display of manufactured clothing. The latest design in a "Twentieth Century" clothing wardrobe, splendidly finished in polished oak and burnished metal, is installed for showing the more expensive lines of clothing, such as dress suits, and the like.

The rear part of the store is devoted to the children. It is prettily furnished with bright carpets and elegant mirrors.



CLUBB & STEWART—MR. STEWART.

There is also a setee for the convenience of lady customers. The hat department merits attention, as it is practically all covered in with glass. The basement is occupied with the tailoring portion of the business.

The store is, in fact, large and attractive, with plenty of window space, brightly lighted with 150 candle-power Nernst lights and capable of considerable extension. When it is considered that this important business has been built up within the short space of a dozen years, great credit is due to Clubb & Stewart for their energy and modern business methods.

A DECIMETRE.

In our November issue of THE REVIEW, was printed an article on the metric system. We beg to call attention to an error, which we have no doubt you have noticed before this.

In some unaccountable way a centimetre was inserted as an illustration instead of a decimetre.

The following is a decimetre, exact size, from which a metre can be constructed:

HE GOES TO HAMILTON.

His many friends in the trade will be glad to learn that Thomas Allan, late of the firm of Stewart, Allan & Lemaistre, Montreal, has now taken charge of the business of E. Van Allen & Co., manufacturers of shirts, Hamilton, Ont. This is an acquistion upon which Van Allen & Co. are to be congratulated. Mr. Allan's long experience and thorough knowledge of the shirt manufacturing business eminently qualifies him for the management of the best factories of this kind, and there is no doubt but that the Hamilton concern will benefit by his connection with it.

Mr. Allan was formerly for some time with Van Allen & Co., so, being no stranger to the place, he will be able to take up his full work almost immediately. To the congratulations which he will receive from many in the trade we can sincerely add those of "The Dry Goods Review."

RATHBONE, McNEIL & CO.

(WHOLESALE)

Headwear Merchants. Montreal office.

LETTER ORDERS RECEIVE PROMPT ATTENTION.

RATHBONE, McNEIL & CO.

Temple Building, 185 St. James Street, - - MONTREAL.

Returned to 1/ Jan 21/03



TO OUR FRIENDS AND CUSTOMERS.

We beg to advise you that we have decided to add Men's Felt Hats to our range of samples, and can assure you that no effort on our part will be spared to at all times offer you the latest and most up-to-date hat in demand, and trust that you will give us the support in this line that you have so kindly given us in our Caps, Tams and Straw Goods.

We beg to call your attention to the following: It is customary, as we all know, to show staple lines of Headwear for the following Spring after the first of September; while we have done this to some extent, we believe that better results can be obtained by not showing Spring samples until we can start our salesmen out on the road with a complete range of styles in all lines, after the manner of our friends to the South of us, and we take much pleasure in stating that we can give you up-to-date goods in the following lines of Headwear: Men's Felt and Straw Hats and Caps, Boys' Felt and Straw Hats and Caps, Children's Tams, Straw Hats and Caps of all kinds, not forgetting our Ladies' Straws in Sailors' shapes and ready-to-wear hats.

Please note: All these lines of goods we can guarantee shipment in due time for the Spring trade second to none.

Thanking you for your support in the past, and soliciting a continuance of the same, and wishing you a jolly good Xmas trade and a prosperous 1903,

We beg to remain, your friends,

Rathbone, McNeil & Co.

SEASON 1903

Felt Hats, Caps and Straws.

Our representatives are now on the road with fine display of samples in

Milner
Stanley
Cooksey
Carrington

In Exclusive Styles and Colorings.

Exceptional Value in Soft Felts at $10.50, $12 00, $15.00 and $16.50.

IMMEDIATE DELIVERY—We have on hand sample dozens of the latest designs in Felts for the Fall trade which we are closing out at specially low prices. Write for samples.

James Coristine & Co., Limited

St. Paul and St. Nicholas Sts., MONTREAL.

AMONG THE MANUFACTURERS AND JOBBERS.

Suggdstions to Buyers contributed by Sellers.

TWENTIETH CENTURY BALL-BEARING.

R. Schofield, 14 Court street, Toronto, is the manufacturer of a cloak-rack which appeals strongly to the dry goods merchant, as it is an absolute necessity in any well-regulated dry-goods house, tailoring store or fur house, and is just what they have all been looking for. A heavy base on four castors with 2-in. brass tube welded into it, standing about five ft. high, with a horizontal circular top of about 30-in. in width, complete the cloak-rack. The brass is oxydized, which gives to the clothes-rack a very pleasing finish.



CLUBB & STEWART, VANCOUVER—AN INTERIOR VIEW OF THEIR STORE.

It is made to sustain a weight of 700 lb., and will last a lifetime. It is a necessity in any dry goods, tailor, fur or ready-made clothing store. A great number of garments can be hung on it at one time. It shows off the garments to good advantage and occupies but very little space. Experienced merchants who have seen it pronounce it the best fixture they have yet seen, and it fills a long-felt want. A cut of the rack we refer to may be seen on page 228, and any communication addressed to R. Schofield, 14 Court street, Toronto, will receive prompt personal attention. In addition to the aforementioned cloak-rack this firm is in close touch with the most progressive and most up-to-date manufacturers of garments of all kinds in America. Special machinery built on short notice for manufacturing work of all kinds, and the Canadian or American manufacturer who wants something very special in the way of labor-saving devices should not fail to write or consult with this firm.

IMITATION LINEN.

The manufacture of waterproof collars, cuffs, shirt bosoms, etc., is an industry which has enjoyed a steady trade for some years. Probably as long as the world lasts there will be more or less demand for this class of goods, the value of which, as a saver of the laundry bill is a consideration with a great many. Perhaps one of the reasons for the increase in the demand is the great improvement made in their manufacture. Makers are now able to secure a remarkably good imitation of linen. The A. B. Mitchell Company, Toronto, manufacturers of this class of goods, have enjoyed a successful year in the one just closed. The increase in their business has necessitated the doubling of floor space and capacity. The superior finish of their goods has met with the approval of their many patrons as evidenced by the increasing orders. Duncan Bell is the firm's representative in Montreal, where a complete stock is carried, the same as at the factory.



"Catch On"

(TRADE MARK REGISTERED 1890)



IT CANNOT COME OFF.

CLASPS FOR TROUSERS.

ABSOLUTELY SECURE.

THE ONLY PRACTICAL WAY TO FASTEN A PAIR OF TROUSERS AT THE WAIST.

ON SALE AT ALL THE LEADING WAREHOUSEMEN AND TAILORS' TRIMMING HOUSES THROUGHOUT THE DOMINION OF **CANADA.**



USED BY ALL THE UP-TO-DATE PANTS MAKERS IN **THE WORLD.**

FIRM NAMES, DESIGNS, OR TRADE MARKS EXECUTED ON CLASPS.

Read what Mitchell's Sartorial Art Journal, the highest authority on Merchant Tailoring in America, says: "The 'Catch-On' Clasp is one of the articles which merchant tailors can ill afford to do without, on account of its usefulness, which has practically become a necessity. All leading trimming houses handle it, and it is highly endorsed by merchant tailors everywhere. It sets perfectly flat to the waistband of the trousers, prevents bulging and wrinkling and adds to the appearance of the garment and to the comfort of the wearer. It is made by the Catch On Clasp Co., of Baltimore."



Catch On Clasp Co.

Baltimore, Md., U.S.A.



New York Office,
751 Broadway.

London Office,
15 Silver St., E.C , Falcon Square.

Paris Office,
14 Rue De Aboukir.

HAND-MADE MITTS AND SOX.

There is an ad. in this number of "The Review" which illustrates very clearly what push and energy will do in Canada. We refer to the ad. of Leo Page, of Ojibwa, Ont., maker of hand-made wool mitts and sox.

Mr. Page, though a young man, noticed some years ago that the French women in the community made mitts, which had a ready sale in his store, and concluded that what would sell well with him would also probably sell well with others. He showed samples of his goods to an old wholesaleman, the late John Marshall, of London, who immediately recognized their worth, and advised Mr. Page to send samples to some Western houses, whose names he gave him. Orders began coming in, and from this small beginning Mr. Page has gradually forged ahead until to-day he employs in the neighborhood of 300 women, and his goods are sold from the Atlantic to the Pacific.

His ad. is worth reading. "The Review" wishes him success in his new undertaking.

SEAMLESS TUBULAR TIES.

Seamless tubular ties are one of the most meritorious novelties in the market for the coming season. They are constructed by a special process of weaving, and consist of double material without any seam. The strong point in their favor is, they do not lose shape when worn or laundered. They are of English manufacture, woven in all cotton, and cotton and silk mixtures, of fast colors, guaranteed to wash, finished with neatly turned-in ends, and square shape, well sewn. The quality is of the very highest grade. This is undoubtedly the most saleable line of washties in the market.

RAINPROOF GOODS.

The wet weather so persistent during the Spring, Summer and Autumn of 1902 was the cause of an enormous demand for rainproof goods. The agent for Canada of The Standard Mackintosh Manufacturing Company reports a great increase in the sale of rainproof and rubber goods during 1902, the actual percentage of increase with his firm being 45 per cent. over 1901.

WILL ERECT A NEW BUILDING.

On another page of this number appears the advertisement of The Oxford Manufacturing Company, Limited, of Oxford, N.S. This company began business in a small way at Oxford, N.S., in 1867. Since then it has expanded from time to time, and next Spring will erect a fine new brick and stone building at its present site at Oxford. The product of this mill has become well-known throughout Canada, Oxford tweeds being sold not only in Canada, but in the United States and United Kingdom.

Frank W. Nelles, of 301 St. James street, Montreal, has been appointed the resident agent of this company for the Province of Quebec.

NIAGARA NECKWEAR CO.

The Niagara Neckwear Company's travellers are out on their respective routes with their Spring samples. Certain haberdashers that have seen them say that even the leading scarf makers of New York have not a range that is more up to the minute than that of The Niagara Neckwear Company. It is well worthy the inspection of every haberdasher that desires to lead in the cravat business.

ADVANCE IN UNDERWEAR AND HOSIERY.

Owing to the recent advance in wool the merchant must be prepared to pay considerably more than last year's prices for underwear, hosiery, etc., for Fall, 1903. Fine cashmere and natural-wool underwear and hosiery have advanced in price 15 to 20 per cent., with the possibility of still higher prices. Tooke Bros., Limited, Montreal, have already placed the bulk of their orders in these lines for next Fall, at a slight advance over last year's prices. Some excellent values will be submitted to the trade for Fall delivery by this company.

TO GO ON.

The manufacturing business of Stewart, Allan & Lemaistre, shirt and waist manufacturers, Montreal, will be continued as usual.

DOMINION SUSPENDER CO.

The Dominion Suspender Company's travellers are all out. This leading firm think they have exceeded all former efforts. Their new range is a top-notcher for style, novelty and price.

The Dominion Suspender Company's two leading novelties in patent braces this season, besides the renowned "President," are the "Princely," to retail at 25c., and the "Balance" brace, to retail at 50c. These will be put up in a very attractive manner.

UNIQUE ADVERTISING SCHEME.

For unique and expensive advertising The Dominion Suspender Company, of Niagara Falls, Ont., take an important position. They have started a campaign, beginning with Toronto and Montreal, with illustrated, illuminated signs, in colors, size, 15 ft. square. The ones in Toronto, on Yonge street and King street, are the first. They are illuminated every night from six to 12 o'clock, by 12 incandescent lights, enclosed in reflectors. The effect is very pretty and attractive. Thousands of people see them every day, and no doubt the demand for "Trade D Mark" suspenders will be greater than ever.

AFTER WESTERN TRADE.

The Standard Umbrella Company, of Montreal, have found it necessary to open a branch warehouse in Toronto, in order to attend to their growing Western trade. The new place will be a convenience to their many friends in Toronto and the West, as much better attention can be given to orders from that part of the country than formerly. A complete line of the company's umbrellas will be found in the new place, which is at 69 Bay street, and customers are invited to call and inspect their stock. The manager of the new place is S. Thompson, whose many friends in the trade will be glad to learn of his advancement.

THE NEW HUDSON BAY KNITTING CO.'S FACTORY.

The accompanying illustration shows the handsome new premises which The Hudson Bay Knitting Company, of Montreal, will shortly occupy. This building is situated on the site of the old Waverley House, on Lagauchetiere street, just around the corner from Beaver Hall Hill, and is now almost ready for occupation. It is admirably situated for light, there being light on four sides, and no high buildings across the street to obstruct the light. The building is 125 by 80 ft., five-storeys high, and the basement. The location is one of the most central and convenient in the city.

The growth of this business since its establishment in 1889 has been remarkable. In that year the company first started to manufacture mitts and gloves at 741 Craig street. They made good goods and found ready sale for them. Business increased with them to such an extent that

"WHAT WE HAVE WE'LL HOLD."



From LADIES' FINE Lined GLOVES

Of Interest to GLOVE BUYERS

To MEN'S HEAVY Manitoba MITTENS

Style - - Our new Manager has had experience in Paris and other Foreign Centres; also United States and Canada.

Quality - We tan our leather, and with each pair goes a policy against Imperfection, payable on demand and proof of same.

Price - - Just look over samples **before you buy.** Traveller will call. We have something new in "Railroad Goods." Ask for booklet if interested.

OUR LADIES' BUCKSKIN GLOVES are exclusive (light smoke) (new process tan). Full instructions for washing with every pair.

You Should See My New 1903 Designs. A Good Many Are Exclusive. Patents Pending

W. J CHAPMAN, TANNER and GLOVE MANUFACTURER, **WINGHAM**

The Simplex Overall

(Patent applied for)

Manufactured only by

The Pugh Mfg. Co.

33 Church Street,

TORONTO.

The best and most convenient overall ever invented.

No Buttons to come off.

No Button Holes to tear.

No Braces required.

No Belt needed.

Giving perfect freedom to the wearer in any position.

Prices $6.50 to $10.50 per dozen.

Gives you a little better profit than the ordinary overall.

See our samples with travellers, or write us.

THE PUGH MFG. CO.

33 Church Street *TORONTO.*

Many Fashionable

Merchant Tailors



Are among my regular customers. They recognize that the values they get from me in **TAILORS' TRIMMINGS** cannot be equalled anywhere. I have now in stock some exceptional values for the Spring trade in

SLEEVE LININGS,

SILESIAS (black and colors)

and **ITALIAN CLOTHS.**

* * *

Charles M. Home,

Wholesale Importer Tailors' Trimmings.

54 Bay St., - Toronto.



Copyright
THE "MINISTER."

N & C Nicholson & Co.

RAINCOATS

FOR LADIES AND GENTLEMEN

POROUS, HEALTHY, SOAKING-RAIN PROOF.

NO RUBBER.

Made from an All-Wool Cloth, which is not merely Shower-proof, but proof against Heavy Rain.

Test.—A garden hose turned on to simulate a heavy shower of rain may be played on the cloth for an hour or more without penetrating it.
POROUSNESS AND VENTILATION.—Light can be seen through the cloth, and it can be easily breathed through.
HEALTHINESS.—Perspiration will not condense on the inside, as so frequently occurs in Opaque Waterproof Garments, and which is a prolific source of chills, rheumatism, etc.
DURABILITY.—The Rainproof quality is permanent, and will last as long as the garments last.

WHEN WET, THESE GARMENTS MAY BE DRIED BEFORE A FIRE.

OUR "PERRAMUS" GOODS HAVE A WORLD-WIDE REPUTATION.

TESTIMONIAL.—"Despite the appearance of competitors, the 'N. & C.' Raincoats continue to command that supremacy in the trade to which their quality entitles them. The application of first-class tailoring to the production of raincoats, and the use of an exclusively effective system of proofing, are matters in which Messrs. Nicholson & Co. have always taken, and are now taking, **the lead.**"

FLANNEL SUITS for Town, Country and Seaside Wear.

In new and exclusive designs. Best West-end Cut, Style and Finish.

CANADA: JOHN C. BUTLER, 145 York St., LONDON, ONT.

MELBOURNE: COX & MAILER, Degraves St., Flinder's Lane.
SYDNEY: COX & MAILER, 78 Clarence St.

NEW ZEALAND: HERBERT THOMPSON & CO., Auckland.

PATTERNS, DESIGNS, PRICE LISTS ON APPLICATION.

NICHOLSON & CO., BEAUMONT WORKS, ST. ALBANS, ENGLAND.

AND 21 GOLDEN SQUARE (Off REGENT ST.), LONDON, W.

FURS! FURS!



For Gentlemen, Ladies and Children.

OVERCOATS CAPES
CLOAKS ROBES

I make a specialty of exporting Furs. The best market price will be paid for all kinds of Raw Furs.

CONSIGNMENTS SOLICITED
RETURNS MADE PROMPTLY.

N.B.—The best prices paid for Beeswax and for Ginseng.

HIRAM JOHNSON

Importer and Exporter Wholesale Manufacturer

494 St. Paul Street, MONTREAL

REFERENCE—Bank of British North America.

The "LION" Brand BOYS' KNICKERS.

Have you the above famous brand in your stock? If not, why not?
They are made from all-wool cloths—have double seats and double knees—linings boxed in—taped seams—double sewn and altogether the best knickers in Canada.
Once a customer, always a customer.
A postal card will send our traveller to you.

The Jackson Manufacturing Co.,

CLINTON, - ONT.

Makers of the "LION" brand Boys' Clothing.
Selling Agents of the "BLACK CAT" Hosiery.
Selling Agents of the "WHITE CAT" Underwear.
Selling Agents of the "BLACK CAT" Garters.

ESTABLISHED 1830

BENNING & BARSALOU

Oldest Auction House in Canada.

Trade Auctioneers and Commission Merchants.

86 and 88 St. Peter St., MONTREAL, CAN.

REGULAR SEMI-WEEKLY SALES OF

Dry Goods, Clothing, Boots and Shoes, and General Merchandise.

Best Opening in Canada for Manufacturers and Merchants wishing to dispose of surplus stock. Liberal advances made on all kinds of Merchandise consigned to our care.

REFERENCES—Bank of Montreal La Banque d'Hochelaga.

Correspondence and Consignments Solicited.

Your Customers Hang Trousers On 'Em!

TRADE BERLIN MARK. "We fear nae foe."

The BERLIN SUSPENDER.

Made IN ALL Grades.

Protect Home Industry!

The Berlin Suspender and Button Co.

C. K. HAGEDORN, Manager.

BERLIN, ONT., - - CANADA.

they were obliged to seek larger quarters at 643 Craig street, two years after they had started. In another two years they had again outgrown their premises, and took a large flat at 178 Inspector street, in the building now occupied by J. & T. Bell.

In the meantime the company had been developing a large trade in heavy clothing, underwear and socks, as well as mitts and gloves. Their "Kumfort" mitt became the standard of mitt values in Canada, and has been the undisputed leader of this class of goods for many years.

Competitors say there is something almost uncanny about the way this mitt holds the trade. Experts have figured time and again that The Hudson Bay Knitting Company lose money on every dozen they put out, nevertheless, the company still continue to push it strongly, and the evidence goes to show that they are making money, not losing on it. The only answer the writer got when he asked Mr J. J. Westgate, president and manager of the company, the secret of this mitt, was a smile and a statement to the effect that this was only one of The H. B. K.'s ways of doing things.

In 1895 the premises at Inspector street, which were thought large enough for the company's requirements for many years to come, were found to be cramped, and the company removed to 30 St. George street, where they have been up to the present time.

In addition to the five floors and a basement, they have occupied storage rooms and another factory in other parts of the city. The St George street premises have been for some time too small for their requirements. In their new premises they will have about 60,000 square feet of floor space.

They now have on the road 14 travellers and a branch warehouse in Winnipeg, where they carry a heavy stock for the sorting up of the Western trade. The company is one of the most enterprising and pushing in the business, and moreover, has done much to put the mitt and glove business on a clean businesslike basis. They have fixed terms which they adhere to, and their prices are always the same to all alike. They have not only improved the trade conditions, but the goods themselves. Mr Westgate firmly believes a good article will bring a fair price if a man has the courage to put good goods on the market and ask a fair price for them. He says there is no money in shoddy for either the manufacturer or the retailer, and he is living up to that belief by pushing a better line of goods. The great growth of this business is a tribute to Mr Westgate's business sagacity not only in the matter of price and terms, but in the whole business policy of the company.

Their latest success has been "Pinto Shell Cordovan," a new leather tanned by a pure vegetable process. Their sales in this stock has been astonishing. Mr Westgate ex-



NEW PREMISES OF THE HUDSON BAY KNITTING CO., MONTREAL, ON LAGAUCHETIERE STREET, NEAR BEAVER HALL HILL.

plains the "Pinto Shell Cordovan" is tanned by a pure vegetable process of their own. The goods are waterproof, scorchproof and boilproof. The writer has seen a piece of leather which was boiled for several hours and then dried on the top of a stove, and it appeared to be just as flexible as a new piece of stock, showing no signs of brittleness or cracking. The only difference that could be discerned was a slight change in color. Having no oil in it, it will not "draw" the cold as ordinary oil-dressed leathers will. It is better than the Indian-tanned buckskin in being waterproof. It is quite as pliable and soft as buckskin and wears much better.

The company are expending a considerable sum of money in advertising these goods in about 150 papers in Manitoba and the Northwest Territories. They are thus demonstrating their own faith in their goods.

THE W. R. BROCK CO., LIMITED, TORONTO.

In men's furnishings The W. R. Brock Company, Limited, Toronto, show an immense range of all desirable, good-selling and profit producing lines.

SOCKS

In men's socks they carry in black cotton, with natural light soles; also self-black and scarlet wool, and balbriggan, all popular lines to retail at 25c. In fancy stripes, lace ankles, merino feet, ribbed or plain black cotton or black lisle, Brock's range cannot be excelled for extent or value. See their "Buster" in Hermsdorp black cotton, to retail at 10c.

Black cashmere half-hose is a leading line with The Brock Company. Their "Brocknit," to retail at 25c., is part of a 5,000-dozen contract and could not be sold at the price except for the fact of Brock's having placed such an immense order—the largest on record. Other good-value lines are "Wardell," "Seller," A1, A2, A3, A4, and A5, to retail from 20 to 50c. per pair. Colors can be had in cardinal or fancy embroidered, etc., to retail from 25c. up.

The Brock Company have a large variety of heavy-working socks in blue and white and brown and white mixtures, to retail at 5, 8 and 10c. per pair.

RAINPROOFS AND WATERPROOFS.

The past season has been such a "record-breaker" for men's rainproof and waterproof coats with The Brock Company that they have been encouraged to go in for much larger quantities and varieties, so that orders can be executed as soon as they are received. In rainproof, the "Arthur" and "Albert" are the additions to their well-known numbers 70, 80 and 90. In waterproof they carry all of Currie's desirable lines as well as their established lines "Lawson" and "Yukon," to retail from $3 to $3.50, and "Leader," for a cracker at $2.25 or $2.50. Send for a sample each of a half-dozen lines and you will re-order at once. Brock's also make a special point in value and assortment of men's short coats or rubber reefers.

SHIRTS.

The Brock Company are very strong in their regatta and colored shirts for Spring, having selected what they consider the cream of all the lines shown by Canadian manufacturers. They call them this year the ocean liners, each being named after some ocean greyhound. In soft fronts, the "Sicilian," "Sylvania," and "Ionian," to retail at 50c., the "Bavarian," at 75c. and the "Germanic," and the "Parisian," at $1.00, are leading lines. In stiff fronts the "Potsdam," to retail at 75c., and the "Teutonic," at $1 are the favorites in men's shirts, and the "Altonia," to retail at 50c., is the boys' leader.

Flannelette and working-shirts are special lines with The Brock Company and this season they have secured better value and patterns than ever. F225 and "Loch Lomond," in flannelette, at 50c., and "W.S.D.", F197 and F224, to retail at 50 and 75c. respectively, cannot be excelled for value and good wearing.

The demand for silk-striped outing shirts is as great as ever. Brock's offer the "Umbria," in boys', to retail at 10c., while the "Lucania," at 50c., the "Manitou," at 75c. and the "Campania," at $1 are leaders in men's.

Among Brock's ocean liners in regatta shirts are three or four lines which deserve special mention. "Ultonia," in boys', to retail at 50c. "Pottsdam," "Rotterdam" and "Saxonia," to retail at 75c. and "Teutonic" and "Numidian," to retail at $1.

SWEATERS

Merchants requiring sweaters or jersies should write to The W. R. Brock Company, Toronto, who carry a large range of men's and boys' goods, and have facilities for manufacturing any style or combination of colorings that may be wanted for club or rowing purposes.

OVERALLS, ETC.

The W. R. Brock Company find a growing demand for this class of goods, so much so, that they have been compelled to enlarge their range and consequently can offer better value than ever. Their men's overalls, with or without bibs, to retail at 50, 75c. and $1 are marvelous value, while their boys', in "Brownies" (35 and 50c.), are equally good. Their line of men's tweed pants, to retail from $1 to $2.50 are perfect-fitting, well-made and good material. They make a special endeavor to have good value all along the line in overalls, but particularly so to retail at 50c., 75c. and $1.

BRACES

Never has there been shown such a fine collection of patterns and styles in braces than are now being shown by The Brock Company. Their large 25c. range in white fancies, heavy farmers' and policemen's styles are good value. We give the following 25c. lines' W222 in boys', "Admiral," W245, W230 in men's "Special," "Durable" and W242 in farmers' and policemen's.

UNDERWEAR.

In spite of the advance in balbriggan yarn, The Brock Company can still offer better value than ever. They show the "Dazzler," to retail at 25c, L37, at 35c., F11 and "Satin," at 50c. and "Blave," at 75c.

In natural wool F138, to retail at 75c. and F139 at $1 are better value than ever, while in colored cotton, F113 at 25c., L30 at 35c. and F132 at 50c. are trade attractors and profit-producers. Brock's also show men's balbriggan combination suits at $1.

NECKWEAR AND COLLARS.

The range shown by The Brock Company for Spring will surpass anything ever offered before for variety, style, patterns and values..

In men's linen collars The Brock Company are carrying a large range of most fashionable styles, to retail from 10 to 20c. each.

The Brock Company show all kinds, styles and prices in men's leather belts for sporting and general purposes, to retail at 15, 20, 25, 35 and 50c.

The W. R. Brock Company are showing for Spring a very choice selection of new styles, patterns and designs of neckwear, for which they have adopted a new brand, the "Grizzly," which is a guarantee of value, style and up-to-date qualities.

UMBRELLAS.

In men's umbrellas this house have never shown better value, more nobby handles or more desirable goods. Most are made with patent runners, durable cloth and embracing

various kinds of frames, self-openers and closers. No. C18, to retail at 75c.; "Butterscotch" and "Kingston," at $1, and C35, at $1.50 defy competition.

OVERALLS

The Brock Company have been fortunate in securing for cash a manufacturer's stock of certain lines of overalls. These are offered below cost of production. One heavy line can be retailed at 50c.—made of duck. Another, called "King," made of heavy cottonade, will go at the same price. A third line of heavy miner's sell at $1. The boys' "Brownie," at 35c., is marvelous value.

JOHN MACDONALD & CO.

SOCKS.

John Macdonald & Company are showing several handsome lines of fancy socks in embroidered and lace effects, which can be retailed from 25 to 50c.

Their black cotton socks, with natural wool foot, will retail at 25 and 35c.

In their black, fancy ribbed cashmere hose an excellent line to retail at 50c. is being shown.

They have a full line of plain, black cotton hose, retailable from 10 to 25c.

UNDERWEAR

Plain and fancy balbriggans are being shown, which will retail at 25, 35, 40, 50 and 75c. Their natural wool goods will sell at 75c. and $1.

CAPS

A large range of tweed caps, in checks and plain navy blues are in stock, which retailers can readily dispose of at 25 and 50c.

UMBRELLAS

In umbrellas this house have a special line of paragon-frame, congo-tipped handle goods, which will sell at 75c. (retail.)

BRACES

Fifteen hundred dozen "Imperial" union-make suspenders have just been received. This line can be retailed at 25 and 50 cents.

NECKWEAR.

A special line of narrow reversible derbies, to retail at a quarter of a dollar, is in stock.

THE WYLD-DARLING CO., LIMITED, TORONTO.

UNDERWEAR.

For the January sorting trade The Wyld Darling Company's stock of men's and boys' fleeced underwear is well assorted in all lines. For the Spring trade two travellers are already on the road with a complete stock of the latest goods.

BRACES.

Special attention is directed to their new line of men's and boys' braces, made from the latest designs, in the most popular colors and with cotton, mohair, leather and kid ends. They show fine lisle webs, medium webs and extra heavy webs—the latter suitable for workingmen and boys. They also show a full line of police braces.

UMBRELLAS.

In men's umbrellas they have a complete new range in handles and cloths, with a 20th-century runner and a special new close-fitting frame. Prices range from 50c. to $2.50 (retail.)

COLLARS.

The Wyld Darling Company are giving special attention to this department for Spring. Special note is made of their improved "Vim," "Vic" and "Vide," stand up turn down collars, a decided advance on anything heretofore shown by them. These lines are only shown by this house, and possess many goods. They allow a free movement of the head without any discomfort or misfit. In the new point collar they have a stylish shape called the "Vexil." In evening dress the popular "Kitchener" collar, in various heights, is still in great demand.

SHIRTS

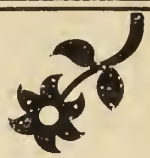
In men's and boys' colored shirts this house is showing an extensive range of starch fronts and of negligees, to retail from 50c. to $1.50. These are shown in light grounds with stripes and fancy designs.

SWEATERS.

For this season of the year The Wyld Darling Company are showing a large range of boys' sweaters in plain navy, cardinals and fancy shades, retailable at 50, 75c. and $1. They also show several lines of men's sweaters in navies, blacks, cardinals and whites.



"SALEM"



Shirts and Waists

WILL BE TO THE FRONT
AS USUAL FOR

SPRING.

Samples will be submitted to the Trade in a few days.
They will be worth waiting for.



Stewart, Allan & LeMaistre

323 St. James Street

MONTREAL

Commercial Men Dine.

IMPORTANT ADDRESSES BY MEN OF IMPORTANCE.

THE annual dinner of the Dominion Commercial Travellers' Association held in the Windsor Hotel, Montreal, on December 22, was largely attended and was a very pleasant affair. A number of distinguished guests were present, among them being Hon. Sidney Fisher, Hon. Chas. Fitzpatrick, Hon. Wm. Paterson, Hon. R. L. Borden and Hon. J. Israel Tarte.

The president of the Association, Mr. James Robinson, presided, and before proposing the toast of "The King," spoke of the growth of the Travellers' Association. It was formed, he said, in 1875, at the end of the first year having 251 members and $151 cash in hand. Up to the present the Association had paid out to relatives or friends of deceased members, $336,000, each claim being paid in full, and promptly. The Association now had a membership of 1,000, with a balance on hand of $200,000.

MINISTER OF AGRICULTURE.

Hon. Sidney Fisher, Minister of Agriculture, was the first of the Ministers present to reply to the toast of "The Dominion Government," which was proposed by Mr. George A. Mann, vice-president of the Association. He spoke of the agricultural growth and prosperity of Canada, and of the export trade in agricultural products. The fiscal year ended June 30 last, showed an export trade of $196,000,000, of which $96,000,000 came from the farmers' land. In the previous year the farmers sent out $80,000,000. And the procession seemed to be keeping up, because in the five months that we had already had of the fiscal year 1902-1903, we had sent out $51,000,000 of agricultural products, as against $43,000,000 in the corresponding period of the preceding year. This was the more remarkable, because the Canadian exports had stood still, and while the whole increase in the five months of the present fiscal year over last was only $6,000,000, the farmers had increased over $7,000,000.

In other words, if it had not been for the agricultural exports, the exports for the five months of this year would have been less than for the corresponding period last year. But this was not wonderful if one thought for a moment of what was being done in the way of adding to our population.

DEVELOP THE WEST.

The development of the Canadian Northwest was the assured future of Canada. He urged his hearers to look to that market and see to it that our competitors from the south of the line were not allowed to make an entry into it to any extent. During the present year of immigration, and the immigration was the calendar year, 80,000 people from abroad had been brought into Canada, and probably by January 1 the number would reach 85,000.

This was a remarkable result, and one that compared most favorably with what occurred a few years ago, when, in a certain year, only 16,000 people came into the country. Of these 85,000, including, perhaps, a slight immigration from the older parts into the Northwest, 70,000 had moved into the country west of Lake Superior, and over 21,000 homesteads had been taken up there. That meant that upwards of 2,000,000 acres of fresh land would be under cultivation next year. And the acreage would continue to increase with the increase in population.

Last year something like 50,000 people went into that part of the country, and 11,000 homesteads were taken up.

It took about two years for a homestead to produce to any extent, but he ventured to predict that, notwithstanding the unprecedented crop of this year, there would be no year in the future that the Northwest would not produce more and more of all kinds of grain for export to other countries.

It, therefore, behooved commercial travellers to look to that market and to see that they kept it for the people of this eastern portion of the country.

MINISTER OF CUSTOMS.

Following Mr. Fisher's remarks, Hon. Wm. Paterson, Minister of Customs, dealt with the increase in our trade, showing that from 1882 to 1892, the country's foreign trade had increased $20,000,000, and in the past ten years it had increased $182,000,000. The exports of products from the farms, the mines, the forests and manufactories had also progressed very rapidly. The exports last year represented $196,000,000, or double what they were ten years ago, and during the past five months they had shown an increase over the figures of the corresponding period last year of $10,000,000. Such a showing was most gratifying. When calculated upon a per capita basis, Canada's exports were nearly double those of any other nation.

Regarding the leading industries, and comparing the ten years of 1881 to 1891, with the ten years of 1891 to 1901, Mr. Paterson said the mines had increased in the first ten years $3,000,000, and in the last ten $29,000,000; the forests did not increase in the first ten years, but there had been an increase of $8,000,000 in the last ten; in farm products the first ten years showed no gain in the exports, but in the last ten years there was an increase of $105,000,000; in manufactures there was a gain of $1,000,000 in the first decade, and of $11,000,000 in the last. This showed that all the great lines from which we were developing our wealth were sharing in the general prosperity.

The Hon. Mr. Fitzpatrick also spoke to the toast, speaking in French.

MR. TARTE.

With "The Dominion Parliament," the names of Hon. Mr. Tarte and Hon. R. L. Borden were coupled. Mr. Tarte spoke first. He said, in part, that a great deal had been said about the export trade of the Dominion by the previous speakers and his former colleagues. Very little had been spoken, however, with respect to the import trade of Canada. He believed that, while it was true that we had exported much, it was also true that we had imported much. And many of the imports could just as well be manufactured in Canada as in, for instance, the country to the south of us. He liked imports when they were not too large, but he did not believe in importing anything that Canada could manufacture herself. He did not believe in building up the trade of other countries at the expense of Canadian trade. He asked the travellers present

20th Century Ball Bearing

Cloak Rack



Made from brass, oxydized finish.

Stands on four castors.

Can't upset. Unbreakable. No Repairs.

Will sustain 700 pounds weight.

Looks well. Works well.

A necessity in a Dry Goods, Millinery, Fur, Tailoring, or Ready-Made Clothing House.

WRITE FOR PARTICULARS.

Manufactured by

R. SCHOFIELD

14 Court Street TORONTO.

OUR TRADE A MARK

AUER LIGHT MANTLES
LONGEST LIFE & BRIGHTEST

OUR TRADE A MARK

A Statement of Facts.



We make the strongest mantles.
Our mantles gives the most light.
We use the purest and most costly chemicals.
We anneal our mantles with pressure gas.
Our mantles won't shrink or fray out.
Our trade mark A is on the best mantles.



We make mantles with any private mark on them, your own name if you desire.

WE MAKE

Coal Gas Mantles.	Coal Oil Mantles.
Oil Gas Mantles.	Gasolene Mantles.
High-Pressure Mantles.	Acetylene Mantles.

In single, double or triple weave.

Lowest prices on Mantles, Shades, Chimneys and Sundries.

Write us if you are interested.

AUER LIGHT CO., - - MONTREAL.

THE PHILLIPS'

ILLUMINATED

Silent Salesman TRADE MARK

CASES



SHOW CASE QUALITY.

Above all else we press the fact that Phillips' Show Cases stand for Quality.

Their phenomenal sale has been the result of Quality.

They satisfy the man who buys a show case to last a lifetime—who looks for the best in materials, finish and expert construction—who wants the assurance of satisfaction back of his purchase.

Not only will our "Silent Salesman Show Cases" satisfy in these respects, they also offer the best in a show case illuminating device, for which we hold the only patents granted in the United States and Canada.

Send for illustrated circular, lithographed in colors, and full particulars.

JOHN PHILLIPS & CO. Limited

DETROIT, MICH.

Canadian Branch:
Windsor, Ont. Established 1864.

L.L.CLINE DETROIT

LEATHER GOODS



Both cuts returned to La Presse Journal Jan 7 20/03



Our line of **LADIES'** and **MEN'S BELTS** is as complete as anything ever shown in Canada. **DON'T FAIL TO SEE THEM**

We are showing this season a full line of Purses, Card Cases, Wallets, Music Cases, Chatelaine and Wrist Bags, and Staple Leather Goods.

You will find our product distinguished by a character and finish that pleases.

Our prices are right and we will appreciate your patronage.

Western Leather Goods Co., 82 Adelaide St. East, **Toronto.**

OUR TRAVELLERS WILL CALL ON YOU.

THE ANCHOR CARPET MILLS.

MANUFACTURERS OF

HIGH GRADE WOOL AND UNION CARPETS

ART SQUARES. WOOL RUGS

FRINGES, ETC.

CAPITAL $63,000.00.



YOUR ATTENTION IS DRAWN TO OUR SPECIALTIES :
Wilton Velvet, Tapestry, Smyrna Mats and Rugs
Window Sash and Chenille Curtainings
Tapestry and Chenille Table Covers
Art Draperies and General House Furnishings

PAISLEY, ONT., Dec. 29th, 1902.

We take this opportunity of thanking our many patrons for their continued favor. Our capacity (although equal to 2,000 yds. daily), is rapidly being filled up for the Spring season. We will guarantee the usual bright, clean, and attractive appearance of all goods shipped from our wareroom.

To those who have not been called upon by our representives for the Spring trade, we would say that we have added many new designs and color effects to our large assortment in the various lines, and feel that we are within the limit of modesty when we say that for genuine high-grade goods we surpass any in the market.

Our representive will call upon you early in the season. We solicit your inspection of our different brands.

THE ANCHOR CARPET MILLS, Paisley, Ont.

RETURNED Jan 21/03

LEATHER GOODS

FOR THE

SPRING TRADE.



WRIST BAGS

In fine bags we are showing the very latest in frames and the newest leathers, such as Fancy Alligator, Genuine Polar Seal, Whale, Walrus and other new leathers.



WRIST BAGS

to sell at popular prices.

We can give the best value to retail from 35c. to $1.50.

Men's Belts.

New lines for 1903 in the latest designs and leathers, retailing from 25c. to $2.50.



CHATELAINE BAGS.

Ladies' Leather Belts.

We still intend showing our "Smart" but with some new improvements. As a good belt this had the largest sale in a leather belt.

Goods we manufacture:

Photograph Frames.
Safety Ink Bottles.
Drinking Glasses.
Collapsing Cups
Flasks.
Playing Card Cases.
Cribbage Sets.
Boxing Gloves.
Striking Bags.
Foot Balls.
Shin Guards.
Ankle Supports.
Ankle Guards.
Razor Strops.
Dog Collars.
Rug Straps.
Bag Tags.
Skate Straps, etc.

Though the sale has slackened on account of the season, and with the popularity of the Wrist Bags, there is no doubt that a stock of Chatelaines will still have to be carried in the medium and low-priced goods for summer wear.

Goods we manufacture:

Wrist Bags.
Pocket Books.
Finger Purses.
Chatelaine Bags.
Reticules.
Bill Books.
Bill Folds.
Letter Cases.
Writing Folios.
Dressing Cases.
Music Holders.
Collar and Cuff Cases.
Card Cases.
Men's Belts.
Ladies' Belts.
Cigar Cases.
Ticket Cases.
Portsea Purses.
Traveling Pockets.

We employ more hands than all the leather goods makers in Canada combined.

THE

Julian Sale

Leather Goods Co., Limited

105 King St. West, TORONTO

Our New Sporting Goods Catalogue will be mailed on request.

We have the largest leather goods factory in Canada.

if they would not prefer to sell Canadian-made articles to Canadian merchants instead of foreign-made articles. (Cries of Yes! Yes!) Well, the only way to secure Canadian markets for Canadian merchandise was to raise the tariff, and foster the establishment of Canadian industries. He did not believe in helping the fellows on the other side of the line to the disadvantage of the Canadian workmen. The time had now come when Canada was quite capable of manufacturing more of her natural wealth than she was doing now. We could manufacture both paper and pulp in larger quantities. It was all very well to export our lumber to the United States, but would it not be better to manufacture more pulp and more paper than we did at present? He rejoiced at the increased immigration into the Northwest, of which he was a sincere friend, and spoke of the importance of the transportation problem.

MR. BORDEN.

Mr. R. L. Borden referred to his recent visit to the Canadian Northwest, a visit, he said, that had made him a better Canadian. It had opened his eyes to the tremendous possibilities that laid before this Dominion. He had seen in the Northwest an empire in itself, a country capable of accomplishing great and mighty things. Canadians, he felt, were to-day the possessors of the greatest undeveloped heritage in the world. Were they going to develop it along legitimate lines? He hoped so. What was needed in order that this might become an accomplished fact was a strong fiscal policy, as well as a better knowledge of the country and a better knowledge of each other on the part of Canadians. He was glad to see that old time prejudices were passing away; that Canadians were forgetting their sectional differences; that they were growing to know one another better. And in a great measure this had been brought about by the commercial travellers. They had succeeded pretty well in acquainting the people of the West with the people of the east, and vice versa, and their intercourse with the people had done much to abolish old-time difference and prejudices. He would be glad to see commercial men of good standing in the House of Commons. Men were wanted there who knew something about this great Dominion, its resources, and its great possibilities. If the public men of Canada would more frequently visit portions of the Dominion with which they were not fully in touch, it would be to the interest not only to themselves, but to the country as a whole, and certainly of the political parties to which they belonged. Indeed, he would carry it a little further, and would say that if some British statesman who had not, perhaps, fully appreciated the Empire as a whole, could be led to make a personal visit to different parts of it, and especially Canada, it might perhaps lead to broader views in Imperial matters than some which had at times prevailed in the past.

Mr. Robert C. Wilkins, one of the directors of the Association, in a spirited address, replete with laughable anecdotes, proposed the toast of "Trade and Commerce," and in the course of his remarks mentioned the so-called American invasion of Canada. This "invasion" by our nearest neighbor was the highest possible appreciation of Canada's worth as the country of the future. "As to their Americanizing Canada, no one need be afraid of that. Let them come with their energy and their capital; a few hundred thousands or even millions of Americans will find such justice and freedom under the flag that protects 150,000,000 British subjects that they, too, will live happily and contentedly with us." Mr. Wilkins coupled with his toast the name of Mr. Duncan M. Stewart, general manager of the Sovereign Bank of Canada. "Mr. Stewart enjoys the distinction of being the youngest general manager of any bank in Montreal. He presides over an infant institution that was born with a good head of hair, a full set of teeth, and able to speak for itself. Mr. Stewart was the first to interest American capital to any extent in a Canadian bank, and the Sovereign Bank is the first to begin business with a surplus, the first with directors both in Toronto and Montreal, and an American resident in the United States as a director."

MR. STEWART'S reply was as follows: Before coming directly to the subject, I wish to pay my tribute to the excellence of your annual report, and more especially your financial statement. Balance sheets are to a banker what a compass is to a mariner—provided they are correct.

Its chief characteristics are clearness and conciseness and reflect credit alike on your treasurer and the excellence of your system of bookkeeping.

There are just two points I wish to dwell upon, but very briefly. The first of these, I am very glad to observe from the published report of your annual meeting, has been taken up by this Association, viz.: "Insolvency Legislation."

It is only within the past month or so that a prominent commercial body in England placed itself publicly on record as stating that trade between England and Canada was retarded by the absence of a proper bankruptcy law in this country. I do not know to what extent this may be the case, but I can easily understand that the existing conditions here might lead to a considerable restriction in trade between the two countries, because in England they have been accustomed to bankruptcy Acts for generations, and even the laws of the commercial world respecting bills and notes trace their origin mainly to bankruptcy Acts.

I think we are agreed that the present system, by which each Province operates under a different insolvency Act is not satisfactory to the commercial interests of Canada, any more than it is to the mercantile community of Great Britain. What is needed is uniformity of practice, and this, I think, can only be secured by having one insolvency Act operative throughout the entire country and passed by the Dominion Parliament.

Without going into the history of insolvency legislation in Canada, I may say that in my judgment, the Bill introduced by Dr. Fortin, member for the Dominion House, two years ago, is, on the whole, the most satisfactory which has been proposed for many years. When the Bill was first introduced, it created a great deal of discussion, and a most unfortunate, as well as unfair, impression became prevalent that the banks were opposed to it. One or two bankers may have opposed it, but bankers are only human, and diff

ences of opinion exist between them, just the same as they do amongst other members of the commercial community.

I think, however, I am safe in saying in a broad sense, that the interests of the banks and the commercial community are so inextricably associated and dependent one upon the other, that any measure that is beneficial to the trade and commerce of the country cannot injuriously affect the chartered banks, and I am sure no good banker would oppose it. The two main points in previous insolvency Acts which the banks generally opposed were: (1) Deprivation of the right to claim against an insolvent for the full amount of paper discounted, whether in the form of direct loans or customers' paper, and (2) The granting of discharge to insolvents who have not paid a reasonable amount on the dollar to creditors.

After Dr. Fortin's Bill was introduced in the House of Commons, the bankers met the representatives of the leading boards of trade, who were acting in the interests of the merchants, and a satisfactory understanding arrived at on the points mentioned. After that nothing more was heard of the Insolvency Act. It has got to come, however, and the sooner the better. Insolvency legislation involves a great deal more than the mere private interests of corporations or individuals, and I consider a question of morals. We should all unite therefore in the interests of the commonwealth in securing an Act which will at least have these two features distinctly prominent, viz.: The discouragement of reckless trading; and the absolute impossibility of a fraudulent insolvent benefiting pecuniarly by his dishonesty.

I have spoken longer than I intended, but with your kind indulgence I will refer for only a moment to my one other point, and I do so because I am impelled to it by a sense of duty, which this opportunity perhaps renders more than ordinarily incumbent. I refer to the subject of stock speculation. Gentlemen, you have no idea of the wide extent of this pernicious evil. It exists in banks, wholesale houses, shipping offices, and even amongst the farming community, and I feel that a word of warning may not be out of place here. For the benefit of the young men of the commercial world, I would say that I have never known a man of ordinary ability who worked hard and attended strictly to his own business, who did not make a success, whereas it is within the experience of most of us to know men of more than average ability and brains who have been swamped in the vortex of the stock market, who might have been princes among merchants had they devoted all their energies and abilities to the business they understood.

GRATIFYING INCREASE.

In your annual report I find that the increase in the membership of the Dominion Travellers' Association is greater than any previous year since 1882, and reflects the great activity and growth of the wholesale trade, consequent upon the increased settlement and development of the resources of our country. I congratulate you upon the increase in your membership, but, as you know, the results of our magnificent harvests and the benefits derived from the general expansion of business have not been confined to any one class or section of the community. The prosperity has been widespread and pretty generally distributed, and what is more, I can see no good reason for believing that in the near future we are going to have a halt in this onward march of progress. Canada holds out inducements to the young man today that cannot be excelled, if, indeed, equalled, by any country in the world. But to be successful he must learn to earn his bread "by the sweat of his brow"; he must learn some one line of business, stick to that and master it, and he must carve his way upward and onward by hard work, which is the only royal road to success. He cannot do this and have his mind on the stock market, but in these days it requires a strong will to resist the temptation to make some of the money for himself which he hears of others making so easily. It is characteristic of men to speak about their profits, but you seldom hear of their losses on the Stock Exchange. During the past two years, however, there has been such an enormous rise in the prices of certain stocks that some men became rich beyond all their expectations, and many a merchant and trader who had worked hard all his life became dumfounded at the apparent ease with which his fellow-citizens accumulated fortunes, besides which the results of his own years of labor and diligence paled into insignificance.

Now, gentlemen, it is only fair to say that I think Montreal has suffered less in this respect than probably any other city in the Dominion, and I attribute this in a large measure to the conservative attitude of our local stock brokers. I know a case in a western city where a broker carried $95,000 worth of a non-dividend paying stock for a man whose salary was less than $2,000 a year on a margin of $1,000.

This is but one illustration of many similar cases which exist, which are bound to lead to the financial ruin of many young men, if the period of depression in stocks is further prolonged. If I do not wish to be misunderstood in this matter. Trading in stocks is just as legitimate as trading in dry goods or boots or shoes. The wholesale merchant buys goods in the expectation of selling them five or six months later and then takes promisory notes which he expects to be paid three or four months after that. He cannot tell whether he will get paid or not and buys his goods wholly on his judgment of the future and with the expectation of selling out at a profit. But he has the advantage of years of experience; he knows his clients, as well as his market, and makes due allowance for emergencies. All that is part of his experience; it is his business, and he is expected to know and understand it. But when he buys stocks and shares, what does he know about them? Does he know the cost of the company's raw material, its expenses, management? Very seldom. Good investments are to be had from time to time and it is not amiss for a merchant to put some of his surplus funds into them. But he should be sure he has the surplus. The young man who waits till his business is in that position will have sufficient experience to guide him in case he wishes to put some spare cash into the stock market. It is to the young traveller, the young clerk and the embryo merchant, particularly, I direct these remarks.

Much of the success of the banquet was due to the following gentlemen, who composed the banquet committee:

Messrs. James Robinson, chairman; S. A. Agnew, W. P. Beauchamp, Fred Birks, F. S. Cote, James Croil, L. O. Demers, J. S. N. Dougall, E. F. Doutre, J. F. L. Dubreuil, J. T. Dwyer, W. H. Evans, A. D. Gall, F. X. D. De Grandpre, D. M. Lefebvre, G. A. Mann, C. M. Mills, P. J. Paradis, John Paterson, Charles Roberts, Gus Tasse, R. C. Wilkins, and H. W. Wadsworth, secretary.



READY FOR SPRING

1903

We take this opportunity of thanking our many friends and customers who have favored us with such generous patronage and made 1902 the most successful year in the history of this business.

FOR SPRING we are ready with the most complete line we have ever been able to show

Notwithstanding the great demands made upon all departments during the largest Fall business we have ever experienced, no detail of Spring wants has been overlooked.

OUR TRAVELLERS start out immediately on their various routes, showing *Spring and Summer Specialties* and the celebrated

Most Suitable For Players — THE Victor — TRADE MARK VICTOR REGISTERED — **Most Profitable To Dealers**

SPORTING GOODS

Baseball Supplies
Lacrosse Goods
Football Sundries
Tennis Requisites
Cricket Outfits
Health Exercisers
Boxing Gloves
Hammocks
Flags
Celebration Goods
Paper Lanterns
Woodenware
Croquet
Air Rifles
Druggists' and Tobacconists' Sundries
Smallwares

The Fancy Goods Company of Canada, Limited,

50 Yonge St., and 6 Wellington St. W. — **Toronto, Canada.**

Are You Buying Smallwares And Notions Right?

Very special attention has been paid to this department, and no dealer can afford to buy these lines in 1903 without examining our

COMPLETE RANGE AND CLOSE PRICES:

New Wrist Bags.	Common Pins.	Key Rings.
New Chatelaines.	Safety Pins.	Elastics.
Purses.	Knitting Pins.	Shoe Laces.
New Pompadour Combs.	Darning Needles.	Curlers.
Side Combs.	Hair Pins.	Shawl Straps.
Neck Combs.	Needles.	Gents' Furnishing Specialties.
Brushes.	Hooks and Eyes.	Hose Supporters.
Combs.	Thimbles.	Dress Shields.
Mirrors.	Crochet Hooks.	Dress Stays.
	Key Chains.	

OUR TRAVELLERS COVER FROM ATLANTIC TO PACIFIC.
ONE PRICE TO ALL.

The Fancy Goods Company of Canada, Limited

50 Yonge Street and 6 Wellington Street West,

TORONTO.

Fancy Goods NOTIONS Small-wares

A SUCCESSFUL flexible pin has been invented. It has come to fill a long-felt want. Nobody up to the present time has realized just to what an amazing lot of uses such a pin could be put, but now that it is an accomplished fact, new uses are springing up constantly. The pin has a highly flexible shank with a perfectly rigid point. This enables it to be pushed through articles and then bent around into any desired form. It is made in various lengths of from 1½ to 4 inches in either silver or black One use to which it can conveniently be put is that of putting up draperies.

• • •

A bracelet that is enjoying much popularity in the United States at present is the Alice Roosevelt bracelet. The original was a handsome piece of jewellery, presented by Emperor William of Germany to the President's daughter. In appearance, it is the same as the chain bracelet, but connected in the links of the chain is a locket, in which a portrait or lock of hair may be placed.

• • •

Neck chains have been popular during the Christmas season. A chain that sold very well was a combination of gold with porcelain ornaments. These ornaments were decorated with floral and fancy patterns. Prices were on a popular level.

• • •

Fine embroidered and lace trimmed handkerchiefs are much in demand for trimmings. They are used largely in the ornamentation of dress waists. For instance, in one waist handkerchiefs are used for yokes, the points being placed in the middle of the front. In another, the handkerchief formed half of a pointed ruffle that fell from a round yoke. A circle was cut out of the centre of the handkerchief, and then an opening was made from one corner to this centre. Another handkerchief was cut in the same way, and the two were joined at the centre of the back.

• • •

Among recent inventions is numbered a safety coat hanger. This device is made of strong silk cord or metal chain, at each end of which is a hook, which catches into the coat and is fastened like a safety pin. The article is strong and adapted to use on any coat. Its great advantage lies in the fact that all sewing is done away with.

• • •

Pouch-ball is the natural successor of ping-pong. In place of a net, a rod is hung across the table, from which are suspended netted pouches. In playing, the server puts the ball across the rod to his opponent. The opponent, instead of returning to him, tries to drop the ball into one of the pouches. The game naturally calls for considerable dexterity, and should prove a favorite.

• • •

Styles in handkerchiefs for Spring show little changes from the standards for last season. Hems and insertions may possibly be a little wider and initials slightly larger and more ornate. The medallion effect in the latter promises to be attractive. A returning demand for printed and woven-patterned goods is evidenced.

A Parisian novelty in the handkerchief line is a white handkerchief, on which, just above the hem in one corner, is printed in colors what pertains to be a seal. Initials are embroidered on this. On other lines, instead of the seal, there is a leaf in green or Autumn tints. Children's handkerchiefs are to be seen with borders composed of reproductions of stamps.

• • •

Silk handkerchiefs are fashionable in the French capital. These have invariably white centres, while the hem is formed of foulard in fancy colors with various designs. In dress handkerchiefs there is a great deal of trimming to be seen.

• • •

A new hose-supporter, called the "Sanitas," is on the market. It has numerous good features. It holds the hose firmly, yet softly. It also possesses sanitary features, distributing the weight or pull about the entire waist circle, and not directing it to one spot. The supporter is so arranged as to be worn with or without corsets The fastening to the hose is made by means of the Crandall wedge. This is a very perfect contrivance of its kind. It consists of a fabric-covered button and a clasp, and cannot rust, rot or tear the hose.

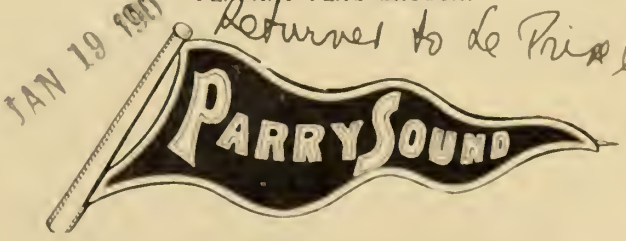
SOME OF THE NEWEST CREATIONS.

SPECIAL attention is directed to the announcement of The Fancy Goods Company of Canada, Limited, of their new line of smallwares, notions, etc., a department which they have made the equal, if not the superior, of any similar line in Canada.

The very newest creations and the most staple things in this important branch of merchandising have been included in their stock, and outside of this salient feature it will be found that the prices at which The Fancy Goods Company have marked these goods would indicate that they certainly are determined to place this part of their business on a basis that will be permanent. The Fancy Goods Company have all along in this and in their other departments lived up to their motto "Large volume on small margins."

The trade will no doubt avail itself of The Fancy Goods Company's enterprise in this important department of smallwares and notions.

PENNANT FLAG BROOCH.



The above cut illustrates a pennant flag brooch with town name. They can be made to order with any name. They are hard enamel, gold plated, and retail for 25 cents. They can be had in either brooches or hat pins. There is a sale for these in almost every town of size in this country. Write Phillips & Wrinch, Toronto.

THE W. R. BROCK CO., LIMITED, MONTREAL.

The W. R. Brock Co., Montreal, are giving 20 skeins of their Shetland floss to retail at 5c. with good profit.

The W. R. Brock Co., Limited, Montreal, are selling a large range of celluloid side combs, hair brushes, etc., at low prices. The latest things in chatelaine bags are also offered at a big reduction, and they are clearing out their fancy-frilled garter elastic at the lowest figures. Cabinet cuff links, from $2.25 up, toilet pins, colored, put up in small fancy cubes, and a special in pearl button cabinets, ranging in size lines from 16 to 24, to retail from 6 to 8c. per dozen, are among the specialties to be had here.

Special brush braid skirt bindings, including the famous "Mimosa," $6.50, and "Satin de Lyon," $8.50, are in stock in the smallwares department of The W. R. Brock Company, Montreal. Another exclusive line is the "Duplex" skirt galloon, a special double belting for the best dresses. It is shown in all shades. They also show a very good single ¾-in. skirt belting.

The W. R. Brock Company, Montreal, report that their line of fabric gloves is now complete; also their range of lace gloves is more complete than ever. Merchants should see their lines of cotton hose, embroidered, and with lace effects. Special attention is drawn to their "Pet," to retail at 10c., a plain cotton stocking, and their "Knicker," a special ribbed cotton, to retail at 20c. in the large sizes. In ladies' cotton vests they are showing a very nice line, margin No. 73, to sell at 20c.; also No. 100, to retail at 10c. In cashmere hosiery, Nos. 603, 604, 605, ribbed, to retail at 40c., are beyond all competition.

The W. R. Brock Company, Limited, Montreal, are now showing a most complete line of ladies' belts of all kinds, leather, silk, and beaded, all the newest designs, postillion effects, etc., at very reasonable prices. They also show a larger line of applique trimmings, in all the newest designs, than they have ever shown before. See theirs before buying elsewhere. A line of ladies' umbrellas is in stock, special B10, at $6.75 per dozen. This is a line that every merchant ought to procure before they are all sold, as they cannot be replaced at anywhere near this price.

MORRALL'S NEEDLES.

C. H. Westwood & Co., Limited, are still to the front with "Morrall's" needles, and from what our representative learned in an interview with Mr. Westwood recently, it seems that Morrall's needles are in the hands of the largest and most representative dry goods trade in Canada, and that this trade is growing by leaps and bounds.

This simply goes to show that goods of merit, like Morrall's needles, properly and judiciously placed before the trade, are bound to reap a harvest of satisfied customers from the Atlantic to the Pacific.

It is only a matter of time when Morrall's needles will be as well known in this market as they are in Great Britain, as every Englishman in the haberdashery trade knows that Morrall's needles are the acme of perfection in needle-making, and that they are sold by all the best trade throughout Great Britain.

This company also state that they have had an exceptionally good year and that their business has increased to a considerable extent during the year, inasmuch as their present premises which they have occupied for the past five years, have become much too small for their large business, and they are now erecting a substantial five-storey building, a few doors above their present premises, which they expect to occupy about June next.

The aim and ambition of this company to supply everything that belongs to the notion counter of the dry-goods store, has certainly won for them a splendid notion business, which extends all over the Dominion of Canada.

STAPLES AND COTTON GOODS.

As far as can be ascertained, the concensus of opinion among wholesalers is that sales of staple lines this season are, up to date, much in excess of those for last year. This makes the big houses very hopeful for the future, and there seems to be every indication that, before the close of the season, sales will have reached larger proportions than ever before. Though profits cannot be considered large in these lines, there are few other leaks, and the prevalence of good times makes the staple trade a very sure quantity.

* * *

The retail trade has been prosperous during the Christmas season, and general merchants are in good shape for an early Spring trade. Stocks all over the country seem to be comparatively clean, and, taken all in all, the staple trade promises to be one of the most successful in the history of Canada.

* * *

Cottons are exceedingly firm, and there is no probability of any downward change for some months, if even then.

* * *

Late reports from Belfast, Ireland, the linen centre, show unmistakable symptoms of hardening up in the flax market. The best sorts of flax are decidedly stiff, with an advancing tendency. In cloth, manufacturers are well employed for some time to come.

* * *

The new Spring patterns in Marseilles and satin quilts, according to The Economist, are of much the same pattern as those shown in high-class lines this season. There is a marked tendency toward medium-sized and large effects of the floral, scroll, rococo and art nouveau order. This is in line with the latest creations in draperies and other housefurnishings. It also sets a pace that cannot be successfully followed by manufacturers of cheap crochets, mitchelines and Marseilles.

These large patterns disclose so much of the ground that the latter must be of close and perfect weave to be at all sightly. The figures in some of the new Marseilles and satin quilts are so heavy and close woven as to appear like Irish hand embroidery or appliques.

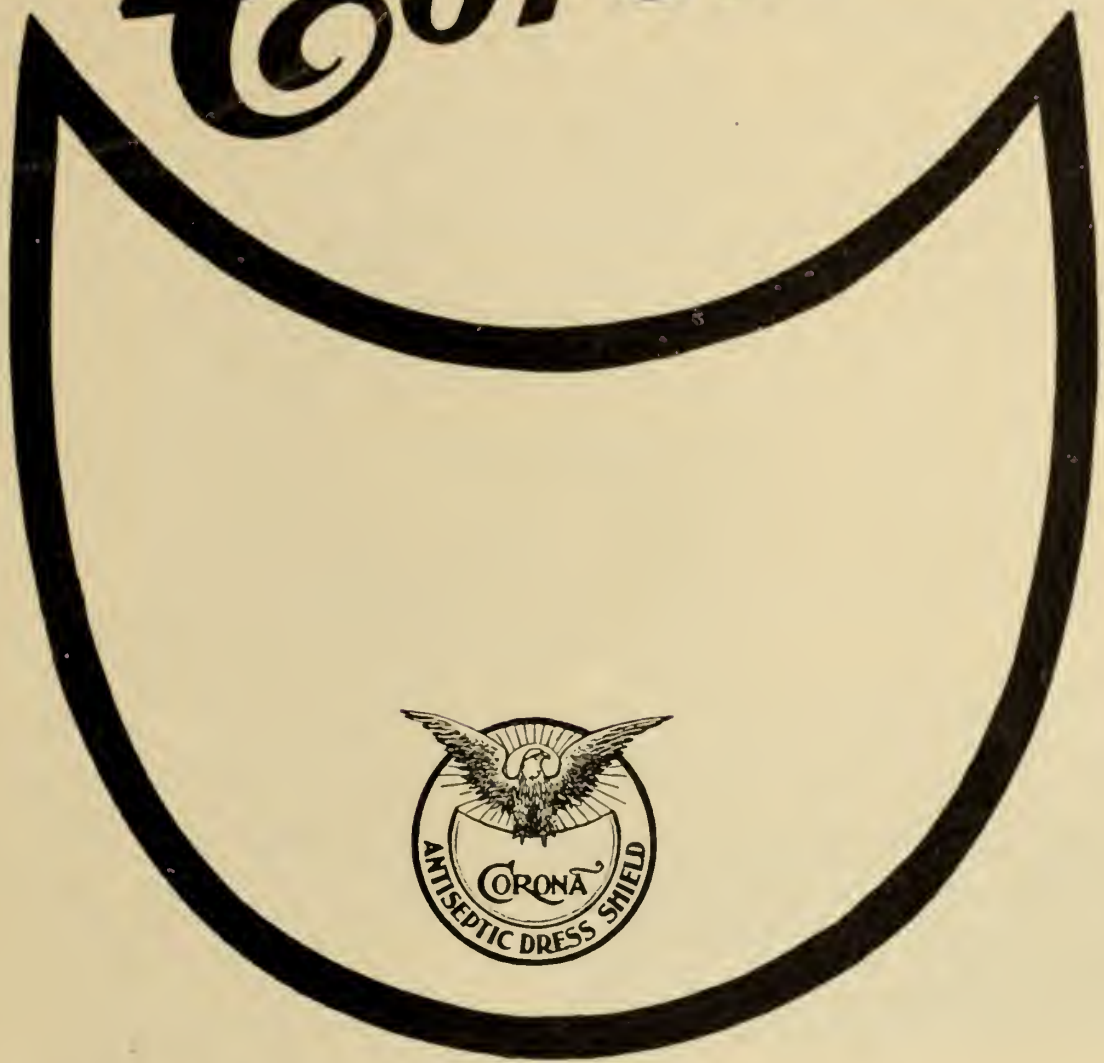
Colors are tabooed in all but a few fine satin or mercerized lines, or in the cheapest crochets. White mercerized goods, however, are shown in medium as well as in high-priced lines, and are certain to sell well.

* * *

The year closes with cotton goods prices in all branches of the trade well maintained, says The Dry Goods Reporter. The few lines that were slightly reduced are now held at value, as the low supply of most staple lines and the position of cotton prevent a long duration of shaded prices. Printed cottons of all kinds are well in hand, and some lines of finer goods are practically out of the first hand market until February 1.

The record of the past year's cotton business from all points of view has been more satisfactory than 1901. During the past twelve months the range of cotton has been comparatively high. This was one of the important factors bearing on stiff prices, and a better retail outlet in all sections of the United States was the other. In staple and cheap-printed cottons during the past year more goods were not made than were needed to supply the general demand.

Corona



No Rubber

PERSPIRATION PROOF

Can Be Washed AND Ironed

ABSOLUTELY GUARANTEED

SEND FOR SAMPLE DOZEN.

THE CORONA DRESS SHIELD commends itself to every user. It is the lightest weight shield on the market, and is manufactured of a newly discovered material which is odorless, antiseptic and perspiration proof. Made of finest fabric without rubber. It can be washed and ironed without injury to the shield.

MANUFACTURERS AND SOLE AGENTS FOR CANADA:

FLETT, LOWNDES & CO., LIMITED. TORONTO

MONTREAL WHOLESALERS ANNUAL MEETING.

THE annual meeting of the Montreal Wholesale Dry Goods Association was held on December 11, the president, A. W. D. Howell, submitting the report of the business done by the Association during the year, which was unanimously adopted. The report was as follows :

Gentlemen :

During the past year our Association has held several important meetings, resulting in valuable work being done. We shall pass over minor details and refer more especially to matters having a general interest.

On assuming office in 1901, our attention was particularly directed to the fact that for several years the Association had been endeavoring, without avail, to secure such amendment to the Marriage Contract Law of the Province of Quebec as would enable the wholesale trade and manufacturers generally to protect themselves against fraud from the unfair use of such contracts which was possible under the existing law. At our regular meeting in January, 1902, a special committee was named and this matter received earnest attention. It is with some satisfaction that I am able to report the measure of success attending these efforts. A draft amendment to Article 1834 of the Civil Code was submitted to the Council of the Board of Trade—the purpose being to oblige all married persons doing business in this Province to register in the Office of the Prothonotary of the Superior Court of the district in which such business



Montreal from the Mountain.

was carried on, a copy of their Marriage Contract, or, if no Marriage Contract existed, a declaration setting forth that fact. The council approved of the suggested amendment and secured its introduction in the Quebec Legislature, where, after some amendment, it was finally passed, becoming law on May 26, as follows :

" Every married person doing business as a trader, whether alone or in partnership with others, shall be bound, under the penalities mentioned in the Civil Code ($200), to register in the Office of the Prothonotary of the Superior Court of the District, wherein such business is carried on, within sixty days from the day on which such trading commenced, or, within sixty days from the date of his marriage, a declaration in writing stating if he is under community or is separate as to property ; in case of a community of property, if by contract or marriage, or by judgment ; if by Marriage Contract, the declaration shall mention the date, the name of the notary before whom the deed was passed, and the domicile of the latter when the contract was made ; and, if by judgment, the declaration shall mention the number of the case, the date of the judgment, and the name of the District in which the judgment was rendered."

The wording of the Act as quoted above is such as to leave room for doubt as to whether, as was intended, it applied to all married persons in business at the time of its passage, or only to those going into business or being married after the Act became law. The Council of the Board of Trade secured legal advice on the matter from Mr. A. W. Atwater, K.C., whose opinion was—that all married persons, whether commencing business before or after the passing of the Act, must carry out its provisions. The Attorney-General, however, in interpreting the Act for the guidance of the law officers decided that it did not apply to those in business at the time of its becoming law, and under this decision the prothonotaries of the various districts have since been refusing to accept declarations from such persons. The Act, as at present enforced, while not all that was expected, is, nevertheless, of great and increasing advantage to the trade, as it enables creditors to ascertain whether traders going into business, or being married after 26th May last, have Marriage contracts which would affect their credit.

Since April, 1902, Montreal has been the terminal point for the special low rate, lake and rail route, by Canadian Pacific Railway from Winnipeg and return, with stop-over privileges. Toronto had previously been the terminal point, full local return fare being charged from Toronto to Montreal and return. The Council of the Board of Trade, at the request of this Association, took the matter up and appointed a committee comprised of three members of the Council, the presidents of the Wholesale Grocers', Metal and Hardware Merchants', and Manufacturers' Associations, Mr. E. B. Greenshields and your president, to interview Mr. Kerr, General Passenger Agent of the Canadian Pacific Railway, with the result mentioned above. The benefit to be derived is that, Montreal being now the terminal point for the special low rate referred to, buyers will be further induced to come to this, the larger market, to make their purchases.

An effort has recently been made by a commission house in Great Britain to induce manufacturers to invoice goods direct to certain retail importers in Canada, for whom they act as purchasing agents. The circular letter issued by the commission house referred to stated that the manufacturers should still look to them (the commission house) for payment of their goods, although invoicing them direct to these retailers. The objection taken to this manner of doing business is that by the carrying out of this request, the commission house would not appear on the invoices and their customers would not be called upon to pay duty on the commission charges. Our Customs law says that " Duty shall be paid on the full cost of the goods, including commission charges," and all wholesale houses do pay duty accordingly. It would therefore be manifestly unfair and contrary to our Customs laws if any commission house were permitted to do business in the way this house proposed. The Customs authorities have been asked to give this matter their attention and they will doubtless do so.

I have to record with regret the loss by death of one of the original members of the Association. I refer to the late Mr. James Slessor, who had only a few months before his death severed his connection with the firm of Messrs. W. R. Brock & Company, Limited, and on that occasion the

Your customers want

RETURNED JAN 15 190

the *"Cushion Grip"* the perfect Hose Supporter.



RETURNED JAN 15 190

Self-locking, adjustable loop, felt button, felt shank.

Will not slip or tear.

Will not cake or become hard like a rubber post.

Made in black and white.

Ladies' size	$2.00
Young Ladies'	$1.90
Misses'	$1.80
Children's	$1.70
Babies'	$1.30

Per dozen pairs.

Let us send you a sample range of "Cushion Grip."

They will bring trade to your Notion and Corset departments.

We will pay charges on sample orders.

PHILLIPS & WRINCH,

SOLE MAKERS,

8 Wellington Street West, - *TORONTO.*

MONTREAL, 207 St. James St. QUEBEC, 74 St. Joseph St.

J. FRANK RIEPERT

60 ST. PETER ST.

Montreal

DIRECT IMPORTER

Oriental and European Silks

ART GOODS, RUGS AND MATTINGS.

SPRING

1903

Our collection of new and exclusive designs in Silks, Rugs, and Mattings will be found correct, well selected, and prices right . . . .

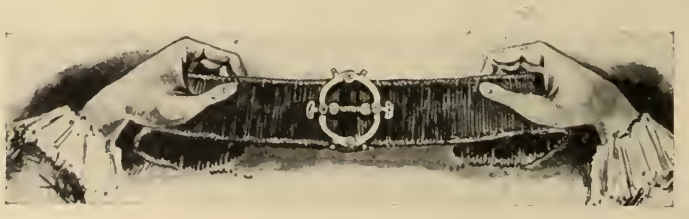
Inspection cordially invited by the trade, either through our representatives, or at our warerooms . .

HERE IT IS

The "PIN-PON," the only Automatic Skirt and Blouse Fastener yet invented.
Just placed on the English market, and selling in thousands.
Upon belt being placed round waist, the Fastener automatically pulls the blouse to the skirt, and unfastens itself upon the belt being taken off.

ABSOLUTELY UNIQUE.

Each article silver plated and enclosed in a small envelope.



BELT LOOSE AND FASTENER OPEN.



BELT TIGHT AND FASTENER CLOSED.

Carded in dozens with these two illustrations on top of card.

Write at once to the Acta Manufacturing Co., 4 BAKER ST., Reading, Eng.

trade presented him with a handsome illuminated address as a token of the esteem in which he was held by his confreres.

At its first meeting after Mr. Slessor's death, the following resolution was adopted :

"That the Montreal Wholesale Dry Goods Association hereby records its deep sense of the loss it has sustained in the death of Mr. James Slessor, who was an active member of the Association since its organization, and its president in 1891.

"That Mr. Slessor, by a long and upright life, and a kindly consideration for others, won and held the respect and esteem of all those with whom he came in contact, while his genialty and good fellowship secured to him a host of warm personal friends, who will long be sensible of the loss suffered in his death.

"That this Association tenders to the family of the deceased its deepest and most heartfelt sympathy in their great sorrow, and hopes that the high esteem in which Mr. Slessor was held will be, to some extent at least, a source of consolation to them."

Copies of the newly-printed constitution and by-laws of the Association were sent to each member. You will have noticed, that they contained, as desired, the names of the original members, past presidents ; also present officers and members.

A little later on we shall be receiving the annual report prepared by the Council of our Board of Trade. I anticipate such a grand, such a glowing report as no previous Board of Trade has ever been able to issue. It will show increased immigration ; magnificent crops ; a large addition to the savings deposits of our people, showing frugality and continuous employment at good wages ; splendid annual reports from our banks ; an increased export trade and a large increase in imports, the steady development and positive knowledge of the enormous value of our mines; the proposed Grand Trunk Pacific; improved harbors and waterways and the fast-line steamships, which we hope will come; the evidence of improvement in British Columbia ; also present and continued prosperity in every other Province. What a glorious report of our country to send broadcast to the world ! We have room for a hundred million more population, but we want the best people.

A report, such as I anticipate, should be sent everywhere to our own people that they may the better understand and appreciate the heritage which is theirs—to the world that they may know what a country we have and what we are doing.

Would I ask the Board to bear all the expense that doing as I propose would necessitate ? Certainly not. Every bank, every railway company, insurance company, manufacturer, every wholesale house would take it upon themselves to mail from 50 to 1,000 copies, and every individual member of our Board of Trade would gladly, I am sure, send abroad to his friends from five to 10 copies.

We are not told to "hide our light under a bushel," and I can think of no better way than the one I now suggest to bring our country, its resources and wonderful possibilities before the nations of the world.

The Council's report will be concise, will contain the truth, the whole truth, and nothing but the truth.

If this suggestion of mine merits your approval, I shall ask Mr. G. B. Fraser, our representative, to kindly see that it reaches the Council of the Board.

You will share with me the pleasure I feel at the greatly increased strength of the Association by reason of the large addition to our membership, as follows :

Mr. John Baillie, The Dominion Oil Cloth Company.
Mr. R. A. Brock, The W. R. Brock Company, Limited.
Mr. Chas. B. Gordon, The Standard Shirt Company.
Mr. Robert Henderson, R. Henderson & Company.
Mr. Ed. Sandreuter, Sandreuter & Waters.
Mr. R. R. Stevenson, Stevenson, Blackader & Company.
Mr. W. H. Wyman, The Corticelli Silk Company.

The whole respectfully submitted,

A. W. D. HOWELL.

The election of officers for the ensuing year resulted as follows :

President—A. W. D. Howell, re-elected.
Vice-President—George Sumner, re-elected.
Treasurer—R. Henderson.
Directors—George B. Fraser, R. W. Macdougall, Alph. Racine and R. M. Smythe.

George B. Fraser was again selected as the representative of the Association on the Council of the Board of Trade. A hearty vote of thanks was accorded to the president for the able manner in which he had conducted the business of the Association during the year.

Gossip of the Dry Goods Trade.

A RUMOR was current in Toronto a few days ago to the effect that Siegel, Cooper & Co., the New York and Chicago department store merchants, were about to establish a branch in that city. This, however, is authoritatively denied.

McFarland, Gray & Southgate, manufacturers of clothing and overalls, Front street west, Toronto, suspended payment early in December.

Smith & Baker, glove manufacturers, Dundas, have moved their plant from the old factory to the building lately occupied by the Canada Can Co.

Fire, caused by a defective furnace, did about $1,500 damage to the dry goods stock of S. G. Little & Co., at 229-231 Spadina Avenue, Toronto, on December 27.

The carpet factory, Galt, has become the property of George D. Forbes, of Hespeler. Mr. Forbes handed in a cheque for $8,988.45 and received the deeds

Recently the sum of $1,245, a bequest left by Mr. Mitchell, late proprietor of the Cobourg matting factory, was distributed among the employes of the firm.

Hyndman & Co., the Winnipeg haberdashers, during Christmas week set aside 5 per cent. of their cash sales for the benefit of the charitable institutions of the city.

Miss Etta Newton and Mr W. McG. Gibson, of the M. M. Gibson Carpet Co., Winnipeg, were married at the home of John Tiegler Millerway on the last day of the old year.

G. Ferguson, Nottingham, England, has laid a proposition before The Canadian Manufacturers' Association that may lead to the establishment of a factory for making lace in Canada.

Semi-ready clothing has invaded the United States. The A. J. Kelling Co., of New York, have opened a branch in that city. Later, branches will be opened in all the leading cities of the Union.

I. Mishkin, a member of the American Silk Waist Co., will hereafter take control of the Lower Provinces district and is expected to be there by January 5, with a full range of ladies' silk garments.

Edgar A. Frankfurter, son of G. Frankfurter, dry goods merchant, Winnipeg, was in Toronto a few days ago on his way to New York via Montreal. "I never saw business better in Winnipeg," he said.

Industrial Canada says that there are nearly 300 woollen factories in Canada giving direct employment to from 10,000 to 12,000 people, and having an aggregate capital of from $12,000,000 to $15,000,000.

Messrs. Robert and Edward Smyth have completed their twenty-five years in business in Berlin, having opened up a dry goods store at the corner of King and Queen streets on the 15th of December, 1877.

Lionel Peacock has severed his connection with the firm of Gordon, MacKay & Co., Limited, Toronto, and will represent the firm of Stobart, Sons & Co., Limited, of Winnipeg, in the Northwest.

H. H. Burrows is installing machinery from the St. Thomas carpet factory in his mill at Paisley. As soon as room can be made they intend to move most of the machinery from their Guelph factory there also.

The Ontario Felt Co., Limited, head office Dundas, share capital $40,000, has been incorporated. The provisional directors are John F. Morley, R. W. Morley, and W. D. Morley.

A fire, supposed to have been caused by the proximity of a drying kiln to a chimney, did $300 worth of damage to the Robert Crean Co.'s hat factory, 12 to 18 Balmuto street, Toronto, on December 19.

C. H. Hatt, financial manager of The Gibson Cotton Mill at Marysville, N.B., and son-in-law of Alexander Gibson, fell down the elevator shaft on December 24, dislocating his shoulder and sustaining other injuries.

Petitcodiac village, N. B., was visited by a bad fire on Friday, December 27, 1902, when the store of McLean & Ryan, tailors, was consumed, together with the stores of J. P. McAfee, Blakney Bros., and King & Church's building.

A fire that did about $40,000 worth of damage, occurred at Brampton the night of December 24, in the large dry goods store of R. G. Anderson & Bros. The supposed cause was a defective flue. Both stock and building were covered by insurance.

The employes of The Eclipse Whitewear Manufacturing Co., Front street west, Toronto, the other day presented their forelady, Miss Sanford, with a pearl ring, and three members of the firm, Messrs. McCarter, Hutchins and Beer, each with an umbrella.

On December 27, at Osgoode Hall, Johnston & Falconbridge, acting for Charles A. Johnson, issued a writ claiming $5,000 damages for alleged breach of contract in connection with services rendered in a proposed consolidation of the various corset companies of the Dominion

James. Croil, of Westmount, Montreal, who has been identified with the wholesale dry goods trade throughout Eastern Ontario, has gone into business as manufacturers' agent, and will represent the leading English, French and German firms. Mr Croil is a prominent member of The Dominion Commercial Travellers' Association.

Fred. Caldecott, who has severed his connection with The Merchants Dyeing and Finishing Co., Toronto, to take the position of European buyer for Debenham, Caldecott & Co., who are opening a warehouse in Montreal, was recently presented on behalf of the employes of The Dyeing and Finishing Co. with a handsome gold chain and locket.

J. Wesley Smith, one of the most successful and respected merchants of Halifax, died at his residence, "Fernbank," 348 Gottingen street, Halifax, on December 27. The deceased gentleman was senior partner in the firm of Smith Bros., dry goods merchants, and for the past forty years has been engaged in business in Halifax. He was widely known throughout Nova Scotia as a successful business man, and in Halifax he was actively identified with many good works.

Anderson & Bro., Brampton, Ont., whose dry goods store was damaged by fire on Christmas Eve, are making preparations to continue business in the same premises. They have already given a contract for the refitting of the store. A great deal of the stock was saved. The greatest damage was done to the millinery department. Carpets and men's furnishing stocks, dry goods, staples, and clothing were very little damaged. They have secured recognition of their claims to insurance, and a settlement of other claims is under way.

"Elmsdale Flannel Mills"

ALMONTE, ONT.

Fine All-Wool Flannels in Grey, Navy and Military. Homespuns, Kerseys, Dress Goods, Grey Blankets.

JAMES H. WYLIE,

Agents: F. P. McIntosh, Toronto. John Gordon & Son, Montreal.

VELVETEENS, CORDUROYS etc.

Representatives wanted in Canada—Manchester Manufacturer want good Agents in Montreal and Toronto for the sale on Commission of goods of this class to the Wholesale Dry Goods Trade. Must be well introduced and have good connection and knowledge of the goods.

Address, "Velvet" CANADIAN DRY GOODS REVIEW, 109, Fleet St. E.C., London, England.

CUT THIS OUT. I will accept this advertisement as 40c. if sent with One Dollar and your order for 1 copy of my Book of Instructions on Sign, Showcard, and Ticket Writing, at $1.00, one set of four numbers, giving full directions, etc., on Raised Letter Work, at 40c. Don't miss this offer, as it will not likely appear again.

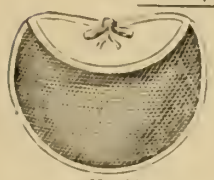
Address, W. EDWARDS, Carleton Place, Ont. Box 315.

"VICTOR" WOVEN BUSTLES AND HIP PADS.

(Trade Mark)

Patented in U. S., England, France and Canada.

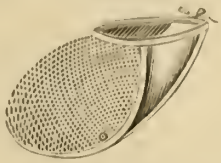
They are the BEST in Style, Material and Workmanship.



No. 56. A Splendid Style.



No. 58. The Latest.



No. 52. Everybody's Friend.



No. 55. Full Bustle Effect.



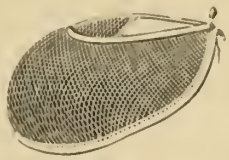
No. 65. Will give a graceful contour to a slender figure.



No. 66. Fits like a Glove.



No. 72. Tip-Top.



No. 69. A Big Seller.



No. 67. Full Hip Effect.



No. 70. The best Hip Bustle on the market. It is our old "Reliable."

Prices from **$2.00** per doz. up. We have also a full line of Hair-filled Bustles. Write for Illustrated Catalogue.

Canada Agency: GEO. H. EVANS, 232 McGill St., Victoria Chambers, MONTREAL.

Manufactured by . . . **A. H. Brinkmann & Co., BALTIMORE, MD., U. S. A**

Canada Veiling Co.

MANUFACTURERS and IMPORTERS.

Complete lines of

NOVELTIES FOR 1903.

RETURNED JAN 19 1903



This cut shows the Chiffon Veil, again to the front. We have them embroidered and applied, plain and spotted, for hat draping and face wear to protect the skin in stormy weather.

See our novelties in Dress Trimmings, Laces and Embroideries.

50 Bay St., · TORONTO.

BY BUYING

Pewny's Kid Gloves

you get the

Latest Styles

Best Colorings

and **Surest Fits**

AND IN ADDITION

EVERY PAIR IS GUARANTEED.

S. GREENSHIELDS, SON & CO.

MONTREAL.

Sole Agents for Canada.

WHOLESALE MILLINERY

You Have

Our best wishes for a Happy and Prosperous New Year.

The D. McCALL CO., Limited.

DEBENHAM & COMPANY
LONDON { City - - St. Paul's, E.C. / West End - Welbeck Street, W.
PARIS - 115 Rue Reaumur
BERLIN - 44 Mohrenstrasse

DEBENHAM, DEBENHAM & CO.
AUSTRALIA { Melbourne - 277 Flinders Lane. / Sydney - - 62 King Street

DEBENHAM, GARDINER & CO.
U.S.A. - New York - 111 Fifth Avenue

DEBENHAM, CALDECOTT & CO.
CANADA { Toronto - 77 York Street / Montreal - 18 St. Helen Street

CABLE: Yongedeb, London

18 St. Helen Street, MONTREAL.

Debenham, Caldecott & Co.

Have the pleasure to announce that they will open on or about the **1st FEBRUARY, 1903,** in the warehouse, **18 St. Helen St , Montreal,** a splendidly-assorted stock of **High-class Millinery** with the **most exclusive and fashionable styles** drawn from Paris, London, New York, and other fashion centres, together with a complete collection of **Novelties** in **Laces, Chiffons, Ribbons, Velvets, etc , etc.** At present their buyers, Messrs. **Fred. Caldecott and F. X. de Grandpre,** are in Europe making arrangements to secure the last things produced in the market, and when they have completed these arrangements will duly announce the opening day to the trade. Our long and large experience in Ribbons, Silks and Millinery will be placed at the service of our friends, and a cordial invitation is extended to the Trade to visit the warehouse, **18 St. Helen St , Montreal.**

The Canadian Millinery Review

GETTING READY FOR SPRING TRADE.

THE wholesale houses are now busily engaged in receiving their stocks of material for the Spring trade and getting things in order for the opening up of the season. In ready-to-wear hats many orders were placed over a month ago, and shipments are beginning to be made, particularly to retailers in British Columbia, Manitoba and the Northwest, who have placed some very large orders for these goods. The shapes in these hats are mostly modifications of those shown in felt late last season, in turbans, tricornes, shepherdess shapes, etc., only in newer designs. The crowns are higher, very few of the large flat crowns being seen, and the bell predominates. A very favorite shape in these hats has the bell crown and the brim rolled high on the left side. A glance at a line of these ready-to-wear hats serves to show that in millinery, as well as in other branches, the trade is by no means tired of the black and white effects, and in most orders received the call is chiefly for black and white or white and black. All white is well taken, but white combined with some color, as white and fawn, white and navy, white and maize, white and light blue, are most in favor. The generally accepted trimming is large flat rosettes made of rounds of the same straws that the hat is shaped from. Rosettes and kiltings of a novelty straw cloth in basket weave is a new and popular trimming for these goods.

* * *

Quills and steel buckles are much in evidence. Many of the turban and rolled brim hats have the brim faced with tucked or pleated chiffon. One particularly effective hat, shaped something after the rolled sailor, only with the brim rolling higher on the left side, of light blue fancy straw, had the brim faced with tucked black chiffon from brim to crown in the highest part of the roll with two fancy black quills thrust through the chiffon bands.

* * *

Tucked chiffon, both in blacks and in colors to match the chief shade of the hat, and also in white, is much used for facing the brims of these hats, and also for strappings and rosettes, and gives a light, airy and Summer-like effect to these goods.

* * *

Although the ready-to-wear hats are now having a large sale, it is thought that the dress hat will be most favored this season, as the style of dress in vogue needs something more elaborate in style than these hats usually are.

* * *

One remarkable feature of the trade this season is the large orders for ladies' sailors received from Manitoba and the Northwest generally, and the opinion is expressed that this Summer will see the return of the sailor to popular favor.

* * *

The thought and attention of the wholesale trade is at present centred on Spring styles and the different houses are actively engaged in making their preparations for the busy season, confidently anticipated by all concerned. The trade is opening up in good shape. Some goods, chiefly untrimmed straws, and low and medium grades, are now being shipped. Flowers in small varieties, particularly small pink roses, are to be worn, silk laces, Chantilly, both white and black, are to be much in favor. Chiffon is another old favorite that is to be with us next season, and tulle is seen on many of the Paris hats.

* * *

An immense variety of fancy braids are being shown and straw cords to take the place of chenille on the Spring hat, and other straw trimmings as well.

* * *

At this early date nothing can be said about shapes, but it is said that the feeling is for a higher crown. Some attempt is being made to again introduce the high jam-pot crown, but it is hardly likely to find any great vogue. After all, it may be that flat effects are so firmly established that they will again carry all before them as in the Fall season just past. Flat applications of lace are promised on some of the hats as well as flat effects in flowers and foliage. Ribbon in plain weaves of taffeta, satin taffeta, moire, liberty, etc., will form a strong feature.

* * *

Fine accordion pleatings in silk, moire, chiffon, tulle, etc., plisses, kiltings and ruchings, are to form a feature in Spring lines, and the new idea is a combination of plaited tulle and Chantilly lappets as a drapery on hats. Black and white effects promise to be as prominent as ever, and white with just a touch of black will be one of the smartest combinations of the season.

* * *

Some of the new Paris patterns are turned up high at the back, and droop over the face in front. Two hats, made by Carlier, to wear in the new play "La Chaleline," may be taken as an indication of the trend of style for Spring. Both are similar in shape, that is, a long oval toque or turban in Spanish style. On both, drapery at the back of the hat was shown; the one of pleated tulle and long lappets of Chantilly lace and the other a scarf with lace ends. The long narrow buckles used to trim the front of both these hats promise to have a wide vogue.

* * *

The new season's colors for ribbons, etc., show very pronouncedly several novelty shades in a light China blue; indeed, light blue promises well for Spring, and the pale pastel shades are likely to be much worn.

* * *

Head dresses, wreaths and sprays of flowers or foliage, or both, combined with chous of tulle, chiffon, pearl buckles and ospreys, are much worn in the hair for dress occasions.

* * *

Roses, lillies, snowballs, violets, etc., made of different widths of ribbon, and knotted bows for the hair and corsage, are the height of style. These are all worthy of the attention of the millinery department, as they can be made in the workroom out of goods in stock, and, if prettily and daintily made, should find a ready sale.

G. GOULDING & SONS

55 BAY STREET, TORONTO.

SPRING 1903.

Ribbons.
Laces.
Nets.
Chiffons.
Silks.
Mourning Goods.
Feathers
Flowers.
Ornaments.
Straw Hats.
Straw Braids.
Millinery Novelties.
Trimmed Millinery.

We are again privileged this Spring in being able to place before the Canadian Millinery Trade for inspection a large and most desirable stock, selected from the fashion centres of the world, with careful thought to the artistic requirements which the retail trade reports ever growing more critical and exacting.

Of the quality, price, and general excellence of our goods we have received flattering notices, and feel assured that no buyer can possibly fail to profit from a careful inspection of our stock.

Especial attention we ask for the lines here mentioned, and desire to draw attention to our exceptionally favorable advantages for the execution of letter orders at all times of the year.

G. Goulding & Sons

55 Bay Street

LONDON: 3 St. Martin House, Gresham Street.
PARIS: 35 Rue Poissonniere.

Toronto

S. F. M'KINNON & CO., LIMITED.

S. F. McKINNON & COMPANY, LIMITED, Toronto, when seen at the close of the year and asked with regard to the past and future of the millinery trade, a member of the company said: "You can congratulate your millinery readers generally on the season's trade, which, without doubt, has been one of the best on record; also, just one month ago, when we were talking over the millinery situation, the weather up to that time had been exceptionally mild, and while it favored millinery, heavy goods were not then moving as freely as many would have liked, but with the advent of colder weather shortly afterwards, heavy weights took a bounce upwards and have been bouncing ever since. So that even at this time, as we are having this chat, stocks, generally, are in good shape.

"It is as yet almost too early to say much about special features for Spring, but in speaking of the goods in a general way, millinery for the coming season, as judged from the samples, will be of a specially high order, showing a distinct newness of character, a feature always acceptable to the trade; also, if the selling strength and merit of the goods can be judged from the number and size of orders coming in from our 18 representatives, our stocks for Spring and Summer must be right beyond question. Perhaps there never was a time in the history of our fair Dominion when the business outlook was more encouraging than at the present moment.

"Our range of Spring jackets, golf capes and rainproof coats; also Spring skirts are meeting with great success. Orders will all be executed and delivered on time; also, will have a good stock in all these classes to bring before the army of buyers due at our establishments in Toronto and Montreal in February and March.

MONTREAL'S NEW MILLINERY HOUSE.

AFTER a careful examination of the millinery situation in Canada, Debenham & Co., of London, Eng., have decided to establish a branch warehouse in the city of Montreal. This determination has been arrived at only after mature deliberation, and when it was found that the condition of the millinery business in Montreal warranted the opening up of a new emporium. Already Debenham & Co. have an important Canadian connection in the firm of Debenham, Caldecott & Co., of Toronto. This, they believe, will give the new branch a direct opening into the Canadian trade and will assure it an immediate success.

The new warehouse, which will be opened this month, is situated at No. 18 St. Helen street. It will be completely equipped in every department of the millinery business, and a stock of silks, ribbons and laces will also be carried. Everything will be in readiness for the Spring trade early in the year.

The firm have been so fortunate as to secure a number of gentlemen to look after the affairs of this branch, who are, from long experience, well acquainted in the trade. They are getting things into shape as rapidly as possible. Fred. Caldecott is now in Europe making continental purchases and Mr. DeGrandpre will soon be in the market arranging for laying in a stock of Canadian and American hats and millinery goods.

A BIG MONTREAL HOUSE.

DURING the year 1903 a feature of the business of Messrs. Caverhill & Kissock, of Montreal, will be the department devoted to white wear and all ready made wear; also rainy day coats. These lines have been carried in the past by the house, but they intend to greatly enlarge the department and give more prominence to the goods.

In their Spring goods they have an unusually large variety of flowers, feathers, laces and other trimmings, which should certainly not be overlooked by the trade. In ribbons, their stock cannot be excelled by any firm in the country, and in straw hats, for the Summer trade, the newest shapes in plain straws and fancies can be procured here.

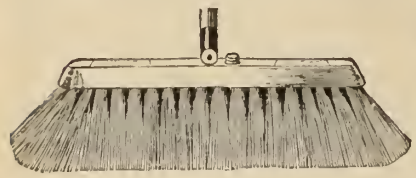
STRACHAN & CO.

STRACHAN & COMPANY, of Wellington street west, Toronto, report that the conditions of trade are very satisfactory and large orders for Spring goods are being daily placed. They are receiving large orders particularly for ready-to-wear hats from Manitoba and the Northwest generally. The trade in these Provinces are taking ladies' sailors freely. Their milliners are busy preparing for the Spring opening, when they will have an extensive line of ready-to-wear hats and also untrimmed straws on view.

THE D. M'CALL CO., LIMITED.

THE D. McCALL COMPANY, LIMITED, Wellington street east, Toronto, have had an extended run of holiday trade in laces, ribbons, etc., and having completed their alterations and improvements, are engaged in active preparations for a busy season, when trade has fully opened up in the millinery branches.

KEEP YOUR STORE CLEAN.



"No More Dust"

How often have you been annoyed by dust, caused by sweeping your store, settling on shelves and goods and doing no end of damage? Sawdust, water sprinkling, and all kindred remedies have faded into insignificance. The "World's Only Dustless Floor Brush" will positively lay the dust and do away with all further annoyance of this sort.

A Reservoir for coal oil in the head of the brush supplies sufficient moisture to lay all the dust, while the oil has a cleansing effect.

Write for Price List and All Particulars.

TORONTO SPECIALTY CO.
29 Colborne St. TORONTO, ONT.

STAG. Dominion Hair Cloth Co.



JAMES PRIOR, Prop.

St. Catharines, Ont.

Manufacturers of all kinds
HAIR CLOTH CRINOLINE
FRENCH BLACK, BLEACHED AND GREY
TAILORS' PADDINGS
FURNITURE SEATING AND COVERING

CARTWRIGHT & WARNERS, Loughborough, ENGLAND.

CELEBRATED

UNDERWEAR and HOSIERY

MANUFACTURERS.

Unshrinkable and perfect fitting. The best goods in the market.

R. FLAWS & SON, Agents, - TORONTO.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces "BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - UNEQUALLED IN QUALITY AND PRICE.

..... Sale Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

1903

FINDS US RIGHT AT THE FRONT IN THE

PAPER BUSINESS.

RETURNED 26 1903

Paper Bags, Twine, Etc.

ALL KINDS.



Our Hobby:

QUALITY AND BEST ATTENTION.

LET US SERVE YOU.

DOUGLAS & RATCLIFF

30 WEST MARKET STREET

TORONTO, ONT.

Warehouse: 85-7-9 COLBORNE STREET.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO

THE AUER GAS LAMP.

"TURNS NIGHT-TIME INTO DAY-TIME."

New Styles. Lower Prices.



No. 21
100 Candle Power.

Do you want a lamp which won't tire your eyes?

Do you want a lamp which makes sewing or reading a pleasure?

Do you want a lamp which gives more light than half a dozen kerosene ones for less money?

Do you want to sell the best lamp on the market?

THEN WRITE FOR OUR CATALOGUE AND DISCOUNTS.

Every Lamp Guaranteed.

AUER LIGHT CO., 1682 NOTRE DAME ST., MONTREAL.

A sure way

to increase your sales of Shetland Floss, Germantown and all fancy wools

50%

is to add to this department the

GLORIA CROCHET MANUAL to retail—25c.

It tells your customers **what wool to use** and how to use it.

F. ROBERTSON & CO.

PUBLISHERS

TORONTO.

THE GREAT WEST

Fashions and Features of Trade.

Office of The Dry Goods Review,
Winnipeg, January 1, 1903.

IT will be in order to wish all readers A Happy New Year, for the year will still be young when this letter reaches them. The sun is shining in a cloudless blue sky, the air is fresh and frosty and the ground covered with a good blanket of the beautiful. In fact, it is a typical Western Winter. Under these conditions, it gives an added zest to the pleasure of looking at the dainty Summer fabrics that are to be worn during the coming season.

CHOICE SUMMER GOODS.

Your correspondent has made the round of the leading houses, and, speaking generally, there was never such a display of choice Summer goods of all kinds. For a month before Christmas travellers had been out with Spring goods, and the placing orders are already well in advance of last year at the same period. The demand for better and still better goods increases with the seasons. One house remarked that in the matter of blouses alone this was very marked. Three seasons ago there was a great demand in the country for a blouse to retail at 50 to 75c. This season the largest selling range has been for blouses retailing at $1.50 to $2. And this is equally true of all classes of ready-to-wear goods. There is very little doubt that the influx of Americans is helping to build up this line of trade, and the influence will be even more marked next year.

A LACE YEAR.

Chatting with Mr. Campbell, of The R. J. Whitla Co., he said: "This is emphatically a lace year. Lace of all kinds will be worn, both on wool, silk, muslins and all classes of cotton goods. Vals. will be as popular as ever, and there will be a great deal of Plauen and Swiss goods. Black laces and black and cream combinations will be very popular. This is a handsome design," said Mr. Campbell, and he held up a very rich pattern, probably 15 inches deep. The design was a festoon effect in black, with centre of cream in the shape of graceful cornicopias dropping flowers. All-over laces, particularly point d'esprit, will be much worn.

FANCY BELTS

will continue to be a feature, and with nearly all of these elastic is inserted, so that they will fit any form. Satin belts, with steel, jet or turquoise buckles, will be in great favor. Nearly all the belts follow the Duchess design, but a number have pointed backs, varying in width from three to six inches.

NECK RIBBONS

are as good as ever, and one of the new effects is the fancy plaid for both sash and neck. These come in very charming designs. Linen and lace effects with taffeta stripes are new and very pretty, and bid fair to find favor with the ladies early in the season.

SEASONABLE VEILINGS.

In veilings this season the new features are the lisse veils with rings of chenille, and in nets the spider web effects. In the latter, green spots on both white and black grounds are shown. These spider web veils have the additional recommendation of being very becoming.

BLOUSES IN VOGUE.

Blouses are just as popular as they ever were, and prettier also. It will be a great season for blacks, whites, black and white and linen effects. Entire embroidered fronts is one of the features of these blouses.

FEATURES IN DRESS GOODS.

In the dress goods department, Mr. A. S. Binns showed your correspondent a splendid range of eolines, erepolines and vigoreux. But the leading line this year will be voiles, and every quality and texture of voile is shown, from the fine, thin fabric, 40 in. wide, that will pull through a finger ring, to the new seaweed voiles. There are all colors in these goods, and the beauty of the texture is unsurpassed.

MUSLINS.

In muslins, French organdies lead, and they are more beautiful than ever. Whites and blacks are especially fine, although many of the colored designs have the effect of hand-painting. Dimities also are good, while among the novelties are cotton grenades with mercerized stripes. Sheer linens with wrought silk spots and satin stripes are also good.

Mr. Gerhardt, representative for Kyle & Cheesebrough, is showing his Spring samples to great advantage in his commodious ground floor showrooms, corner of Bannatyne avenue and King street. The light in these rooms is especially good, and now for the first time Mr. Gerhardt has space to show the fine line of samples carried. One of the first things noted here was the display of

FANCY BELTS.

One very pretty design is in black or white elastic chenille with cut steel clasps. This is a particularly good belt for slight figures. Hand-painted satin belts are both novel and pretty, and another charming conceit is a wide crush of black satin laced up the back and fastened in front with a clasp of gun metal. There was a great variety of enamelled leather and velvet in the Duchess shape. This house make a great specialty of

APPLIQUE COLLARS,

and the range this season is exceptionally good. The colors are cream, Arab, Paris, black and white, and in some of the collars and revers combinations of all three are achieved with a good effect. One of the greatest novelties in the black collars is the finishing of the same with fringes or fancy tassels. Many of the collars show silk medallion effects; others Dresden patterns. One very pretty design was a collar of Arab, the lace and silk cord interwoven with beads of pink coral and cut steel. To go with these collars and boleros are a great variety of silk embroidered galloons and appliques. Some of the wider lines show the festoon effects with bunches of grapes between. As usual, Mr. Gerhardt is showing a full range of

INFANTS' AND CHILDREN'S GOODS,

and ladies' ready-to-wears in the shape of fancy wrappers, kimonos, dressing jackets, and a large range of samples in the newest dress goods.

Stobart, Sons & Co. are getting the plans prepared for their new five-storey solid stone warehouse, of which notice was sent you some time ago. In the meantime, business has developed to such an extent that they find themselves considerably cramped in their present quarters. Mr. Suckling, fancy goods buyer for the house, concurred with Mr. J. M. Campbell that the coming would be one of the greatest



"EXCELDA"—A NEW FABRIC FOR HANDKERCHIEFS.

Points about the "Excelda" Handkfs.

AFTER WASHING LOOKS LIKE NEW

MORE SERVICEABLE THAN SILK

ABSORBENT—JUST WHAT IS WANTED IN A HANDKERCHIEF.

ONCE USED ALWAYS USED

PRODUCED TO SELL AT POPULAR PRICES.

MADE IN A VARIETY OF STYLES, PLAIN AND PRINTED.

EVERY HANDKERCHIEF BEARS A TICKET STAMPED "EXCELDA"

CAN BE HAD FROM ALL THE LEADING WHOLESALE HOUSES.

SEASONS FOR LACE;

in fact, the belief is now verified by the large placing orders for these goods already taken. "Paris shades in lace will predominate," said Mr. Suckling, "and galloon effects and lace flounces. In fact, in all lines of goods, black, white and Paris will be the colors of the season, with combinations of the same.

BUTTONS,

too, are a feature this season, and they are larger than last year. The ball pearls will lead, both in white and colors, and the sizes most called for are the 16 and 22 line. They will be used not only for buttoning garments, but in groups for trimming. Appliques are as popular as ever; indeed, I think even more so. Medallion effects lead with us. We are going more strongly than ever into high-class ready-to-wear goods, and find an ever-growing trade in the same.

The talk of the blouse going out was a

FALSE ALARM.

There has been a return to the "entire costume" for street and reception gowns, but the blouse has found its place and will hold it. There is nothing very strikingly new in the designs, but, so far as colors are concerned, I think black and white will predominate.

CREAM BLOUSE SILKS.

Gault Bros. & Co. are showing a large and well-assorted range of cream blouse silks, both in taffeta and China, with insertions of Swiss embroidery, Persian stripes and galloon lace effects in both Paris and cream. The advantage of these lengths is that there are not more than four blouses in each. A good range of all-over laces is shown in both Plauen and point d'esprit. In veilings, a full line of magpie and jackdaw effects were shown, and have already proved very popular. This house are showing a special line of babies' frocks in silk, the sweetest little garments that can be imagined, all silk embroidered, lace and tucks, and so well made they will wash without coming to pieces, which is too often a failing of ready-to-wear silk goods. A special line offered by this house is a 400-yard box of assorted lengths of muslin embroideries. These are especially arranged for small stores, and, as the average price at which they are offered is low, it gives a good opportunity for the merchant to handle these goods, which are often a loss in small places, at a good profit.

Gaults have gone quite extensively into the importing of sequined gowns for evening wear, and are finding a splendid sale for the same. They are, of course, showing a full range of the newest dress goods

BUYERS EN ROUTE FOR EUROPE.

Next week the buyers will nearly all leave for Europe to purchase for next Fall.

E. C. H.



HINTS TO BUYERS.

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

THE W. R. BROCK CO., LIMITED, TORONTO.

SMALLWARE DEPARTMENT.

The Brock selection in ladies' umbrellas this season is most complete. The new durable cloths in glorias, taffeta, silks, etc., guarantee wearing qualities. This, combined with various frames, nobby handles, and general get-up makes them the leading line for retailers. No. C2, to retail at 75c. C6 at $1 and C9 at $1.50 are eye-openers and profit-producers.

Previous to the recent heavy advance in all cashmere goods. The Brock Company had placed immense contracts for all lines of goods. If you will consult their advertisement in this issue you will see their special lines to retail at the ever-popular price of 25c. in both plain and ribbed goods. In addition to these they have several of their old reliable lines. No. 222 can be retailed at 35 and 40c., and No. 333, with ribbed top, at 40 and 50c. With such a bill of fare The Brock Company should be able to do an immense cashmere hosiery business, as they purpose giving their customers the benefit of all advantages they secured, which means in some cases as much as 10 or 20 per cent.

The success that The W. R. Brock Company had last season with their men's, women's and children's rainproof and waterproof coats has stimulated them to such an extent that this season they have doubled and trebled their purchases. They intend to be in a position to fill all orders promptly. Their selections have been made from the largest manufacturers in the world, including the "Distingue" brand and Currie's Edinburgh makes.

Some of the new styles in ladies' are the "Ashton," "Stella," "Bangor," "Bramley," "Bath," "Marie," and "Maud." In children's the "Darling" is one of the newest shapes. All are good-fitting garments and just the thing for the good figures so plentiful among our Canadian girls.

"Whopper" and "Electric" are the names of two lines of Hermsdorf black-cotton hosiery handled by The W. R. Brock Company this season. Both are leaders and lines that can hold their own for value, make or finish. Former will retail at 12½c. and the latter at 25c. Send for sample dozen. This is Brock's old-time "Whopper."

"Invader" and "Rival" are the names of two of Brock's leaders in cotton hose. Both are seamless and stainless black. Invader retails at 10c. and Rival at 12½ or 15c.

"Cant Tare" and "Steel Nee" represent two lines of stainless black-ribbed hose, most suitable for boys. They retail at 12½ and 15c. per pair and wear like leather.

"Sell Fast" and "Go Quick" are two lines of ribbons in all desirable and fashionable colorings to retail at 1 or 15c.

KK6 and TT7 were tremendous sellers with The Brock Company last Spring. KK6 is 1-1 ribbed-black cotton hose to retail at 20c. and TT7 is a 2-1 ribbed to retail at 25c.

For the millinery openings The Brock Company will be showing a first-class assortment of the latest up-to-date goods in various styles of veiling; also applique, Valenciennes, Plauen, Chantilly, and other fashionable makes.

For the Spring The Brock Company are showing for

Brice, Palmer & Co.

Telegrams "Eminent" London

London, Eng.



BRICE, PALMER & CO.,
LONDON, ENGLAND.
Warehouse: 14 Cannon St., E.C.
Factory: 90-92-94-96 City Road, E.C.

Manufacturers of

THE "EMINENT" RAINCOATS

Ladies', Misses' and Children's

CLOAKS and SUITS

Canadian Representatives—

THE BRITISH IMPORT CO.
OF TORONTO

1 WEST WELLINGTON ST., TORONTO

T. E. CUFFE H. G. POOLER C. O. DOUGLAS W. H. VAUGHAN

THE EASTMAN ELECTRIC CLOTH CUTTING MACHINE produces more work and of a better quality than any other system of garment-cutting. Most aggressive manufacturers use it—that demonstrates the truth of our statement.



It Cuts { Shirts, Shirt Waists, Underwear, Skirts, Cloaks, Suits, Overalls, Fine Clothing.

Write us—

The EASTMAN MACHINE COMPANY, Limited,
247 Yonge St., Toronto, Canada.

ELDER, DEMPSTER & CO. ROYAL MAIL STEAMER LINES.

BEAVER LINE

PROPOSED WINTER SAILINGS. (SUBJECT TO CHANGE.)

From St. John, N.B, to Liverpool.

LAKE ERIE	Dec. 5
LAKE CHAMPLAIN	Dec. 10
LAKE ONTARIO	Jan. 2

From St. John, N.B, to Bristol.

LAKE MEGANTIC	Dec. 11
*MONTEREY	Dec. 26

*Carries First Cabin passengers only.

FIRST CABIN—Single, $45.00 and upwards. Round Trip, $85.50 and upwards.
SECOND CABIN—Single, $35 and upwards. Round Trip $68.88 and upwards.
According to steamer, location and number of persons in room.
STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, $24.50 and upwards, according to steamer.

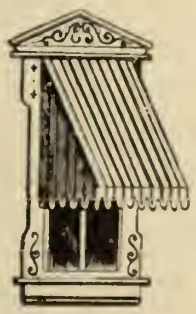
ELDER, DEMPSTER & CO., 6 St. Sacrament St., Montreal.

Large Tents to Rent, for Fall Fairs etc.



AWNINGS

FLAGS



WATERPROOF HORSE AND WAGON COVERS, MEN'S BLACK OILED CLOTHING.

Write for Catalogue, Phone 1383

ROBT. SOPER, · HAMILTON, CAN.

MR. MERCHANT,—

Do you wish the services of an up-to-date, experienced and careful Men's Furnishings, Hat and Cap buyer? Do you require a hustling manager for your department or establishment? Do you feel the need of a first-class stock-keeper, and a window-dresser with latest ideas?



Chas. F. Shields.
Hamilton, Ont.

Will you appreciate and recognize faithful services of a man with wide experience, connected with the best houses in the land? If such is your position, **Chas. F. Shields, Hamilton, Ont.**, is open for an engagement. Write him now for particulars.

ladies' and men's wear the latest styles of belts to be seen in New York markets and other belt centres, to retail from 10 to 75c. each.

The Brock Company have added to their already large assortment of hose-supporters, etc., two new lines, which will prove big sellers, the "Lindsay," with felt-finished button, and the "Priscilla." They also have two new lines of brush binding, "Brunhild" and "Satin de Chine," and a new line of safety pins called "Sensible."

Some of the new lines The Brock Company are showing in fancy neck ribbons are "Marna," "Louise," "Dot," "Niagara," "Chic," and "Lassie"—the latest productions of the looms of Switzerland—to retail at 25c. per yard.

For nice, clean goods in Victoria lawns and Indian linens try Brock's A10, B10, C10, E10, F10, in lawns, and H30, H32, H34, H36 and H38, in linens.

This season's range in embroideries is the largest that The W. R. Brock Company ever showed. It was purchased for cash from the largest manufacturers in Switzerland. They were not bound by any ties and bought where they could get the most value for their money. Coarse and fine goods, edging and insertion, cambric mull or Swiss muslin can be had at all prices and widths, including a choice selection of galloons, medallion effects, which can be used as they are. Of tuck and apron lawns The Brock Company have a strong range to retail from 12½ to 75c.

The 77K is a 32-in. extra heavy Canadian print. This cloth was woven specially for The Brock Company and is the heaviest cloth in the market and one that wears like iron. It comes in 100 different patterns in navy and white, black and white, aniline fancies, lilacs, madders, pinks, buffs, cardinals, scarlets, light fancies, blouse stripes and regatta patterns. As they placed a special contract for 15,000 pieces, they are enabled to offer it to retail at 10c. with a good profit, and, notwithstanding the high price of cotton, it is one of the cheapest cloths they ever offered.

No. 800 is a heavy-weight German print in navy and white only, 20 different designs. It can be retailed at 12½c., though worth 18c. in the regular way. This line is also controlled by The Brock Company.

No. H13, 14, 15 and 16 are ranges of 32-in., silk-finished pongee, which retail at 12½c., worth in the regular way 20c., but Brock's European buyer made a special deal for a large quantity with a British manufacturer, and The Brock Company are selling this line very close to make it a leader both for themselves and their customers. There are over 100 of the very latest designs in lights, mediums and darks. The printings are works of art and the combinations of colorings exquisite, making some of the handsomest designs shown to the trade for some time. They report they have great success with this line to date, having booked many large orders.

GINGHAMS, ETC.

AW 7 and 8 are 28-in. Anderson's Scotch ginghams. These goods have a world-wide reputation both for the good-wearing quality of the cloth, the absolute fastness of the colors, as well as the prettiness of the designs.

The Brock Company are showing a range of about 70 designs in plain Chambrays, narrow, wide and medium stripes, and a large variety of checks in pinks, skies, navies, ox-bloods, linens and new green colorings.

P17 is a 28-in. heavy nicker-effect linen costume cloth, a beautiful fabric for ladies' waists and costumes, being a good weight, with rough nicker-effect. It comes in plain grounds, pink, sky, navy, grey, ox-blood, and green; also with ⅛-in. white stripe at about 1¼-in. interval in the same colorings. This cloth can be retailed at 15c. and, from sales to date, The Brock Company feel confident that it is going to be the correct thing for the coming season.

P33 is a 36-in. silk tussore, which is a sheer fabric made of silk and linen, which gives it a nice sheen and crispness. It comes in linen grounds with colored stripes of pink, royal, gold, green and white. It can be retailed at 10c., but would bring 50c. easily.

FLANNELETTE DEPARTMENT.

The manager of this department has made some advantageous contracts for some special cloths, which have been made to Brock's own standard and confined entirely to that house.

No. 90 is a 28-in. light and dark stripe which can be retailed at 5c. This cloth is at least 4 inches wider than anything that can be bought in the regular way to sell at this price and is fully as heavy a cloth.

No. 155 is a 34-in. light, medium and dark stripe, in 20 designs. This cloth can be retailed at 8c., but would be good value at 10c.

No. 178 is a 30-in. light check in pink, blue, and fawn grounds. These are what are commonly known as gingham checks, with nice printed yarns. These goods are an exact copy of a 32-in. line that retailed for 12½c. Brock offers them to retail at 10c.

No. 195 is a 34-in. dark grey stripe that can be retailed at 10c. This line was got to meet a demand in the trade for a wide-width heavy-weight for men's shirts, underwear, etc., and has proved a big seller.

No. 178 is a 29-in. dark check angola. This is an extra heavy-weight three-yard cloth, just as heavy as the old original Loch Lomond. It will retail at 14c. This line was also got to meet a demand in the trade, and so far the sales have been so large that The Brock Company are out of it half the time.

LINEN SECTION.

No. A1 is a 58-in. cream damask table linen, good, heavy weight; mellow finish, five designs. It can be retailed at 25c.

JB6 is a 60-in. damask table linen, extra fine cloth; a leader to retail at 50c.

No. MS90 is a 72-in. bleached damask table linen. This line can be retailed at 75c., but is good value at 90c.

"San Marco" is a 60-in. turkey and white tabling, absolutely fast color, good heavy weight, soft finish, five floral designs. It can be retailed at 35c., which is 2½c. less than the regular wholesale price.

B8X is a 20 x 42-in. fringed huck towel, nice, fine weave, good handful, and can be retailed at 25c. per pair.

They are also showing four specials in 18-in. dark towelling, to retail at 10c. These goods are worth at least 9c., the regular wholesale price, but in buying a quantity, Brock's secured a concession and are able to give customers a benefit. The brands are "Crepe," "Bath," "Bath-check," and "Plungee."

JB1 is a 14-in. glass towelling. This line can be retailed at 5c. and is acknowledged by every one that sees it to be the best thing they have ever had at that figure.

WANTED

WANTED—Advertiser seeks position to represent good dry goods, clothing, or boot and shoe house, for Manitoba and Northwest Territories, or branch lines in Manitoba. Address "E," care of DRY GOODS REVIEW, 232 McGill Street, Montreal. (1)

WANTED — Umbrella manufacturer, capable of organizing, equipping and managing a factory, a good salary and interest in the business will be given to a thoroughly competent man. Applications strictly confidential. Apply to Mr. Allen, Allen Manufacturing Company, Limited, 105 Simcoe street, Toronto, Ont. (1)

FOR SALE

TWO large Show Cases for centre of store each 2 ft. long, 3 ft. 8 in. wide, Nickle Plated. Bottom contains drawers. Very convenient. For full particulars, call, or write to C. Schlueter The Business Corner, Preston (1)

THE REVIEW'S DIRECTORY OF AGENTS.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO.

Dry Goods Commission Agents.

Representing

STEAD, MILLER & Co., Philapelphia, Pa.,
Tapestry Curtains and Upholstery Coverings,
CARTWRIGHT & WARNERS, Limited, Longhborough, Eng.,
Hosiery and Underwear,
BENTLEY & TEMPEST, Leeds, Eng.,
Casket Cloth, Vicunas, Serges, Cap Cloths,
HOOD, MORTON & Co., Newmills, Scotland,
Lace Curtains.

A. ROLAND WILLIAMS, Commission Agent, Room 8 Manchester Building, 29-33 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hesslans, Collar Canvas, Linens, Pearl Buttons, etc.

WANTED

TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinary Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treeted as confidential.

THE D. F. BROWN PAPER BOX CO., Limited
ST. JOHN, N. B.

An old-established firm in Bradford, England, is seeking an agent for the sale of . . .

Worsteds, Woollens, Linings, and Dress Stuffs

throughout Canada to the Wholesale Trade.

Apply, stating experience, references and conditions to **"Bis."**, care of **T B. Browne, Limited, Advertising Offices, 163 Queen Victoria St., London, England.**

THE C. G. YOUNG CO.

RUBBER STAMPS

AND SUPPLIES

No. 1 Adelaide Street East, · TORONTO

Silver Specialties

We are headquarters for all kinds of specialties in Silverware.

STERLING SILVER NOVELTIES.
IMITATION EBONY GOODS.
TOILET SETS.
SILVER-PLATED NOVELTIES.
MIRRORS, PHOTO FRAMES, ETC.

These are all dainty goods of high quality, at moderate cost

E. W. Gilmore & Bro.,
86 BAY STREET TORONTO.

ESTABLISHED 1855
TAYLOR'S
DOUBLE TONGUE & GROOVE
SAFES
145 & 147 FRONT ST. EAST. TORONTO.

LUXFER PRISMS

The Best Improvement for Business Premises



Makes dark corners light.

Makes good stocks look bright.

Reduces labor in showing and selling goods,

Because the goods show themselves.



CONSULT US. WE MAKE A STUDY OF LIGHTING DARK PLACES.

LUXFER PRISM CO., Limited, TORONTO.

M133 is a 23-in. glass towelling, which can be retailed at 10c., pink and blue checks.

CANVAS, ETC.

The Brock Company are showing six special numbers in French canvas which they claim are at least 15 per cent. below anything that can be bought or laid down in Canada, and in some cases as much as 25 per cent. below.

CY is a heavy-weight natural to retail at 10c.

CM is a heavy-weight natural to retail at 12½c.

No. 54 is an extra fine light-weight natural, to retail at 12½c.

C150 is a heavy-weight black natural, to retail at 11½c.

C200 is a heavy-weight black natural, to retail at 12½c.

No. 33 is a 40-in. black mercerized sateen, of which they closed out a mill-stock. It can be retailed at 20c., the regular wholesale price.

STAPLE DEPARTMENT.

The W. R. Brock Company are showing some nice ranges in shirtings, from 6 to 15c. They also have one or two lines confined to themselves of printed drills that are meeting with a ready sale. Merchants that once have them repeat their orders before long.

They have also some special values in bleached and unbleached sheetings, plain and twilled.

Two lines of white cottons to retail at popular prices are features of this department.

They also have what they claim to be the best carpet warp in the trade, white, and all colors at close prices.

This house are always willing to send customers samples and quotations when applied for.

CARPETS FOR THE SPRING TRADE.

In their carpet and house-furnishing department The W. R. Brock Company, Limited, Toronto, have been particularly busy opening up new Spring goods. They report almost complete deliveries of early purchases and hope to be able to make prompt shipments to all customers desiring immediate execution of their orders.

This department has so developed since its inception that it is now a most important factor in their business, and already promises to excel all previous seasons to such an extent as to more than justify the expansion of its premises, which was found necessary. Without going into details we merely allude to certain special lines which have already proved desirable and worthy to be noted by those retailers who have not already availed themselves of the opportunity of placing orders. D14, D17, S57, S58, S61, S62, S38, D20, S63 and D21 are all special values in lace curtains, to retail at popular prices, from 25c. per pair up to $1.75.

They offer a special extra heavy Chinese matting in a large variety of colors, to retail at 15c., usually sold at 25c.

Having made an exceptionally advantageous contract for their celebrated W R 11-4 bleached crochet quilt, they are in a position to take orders for it at the old price.

In every make of carpet they have some special inducement to offer, either in the way of cut prices or confined patterns. This applies to hemps, unions, wools, tapestries, Brussels, velvets, Axminsters and Wiltons.

WOOLLENS.

In the woollen department of The W. R. Brock Company a large range of Scotch and Canadian suitings, in tweeds and worsteds, are being shown. These goods come in checks and stripes. The Brock Company are also showing a special line of black and blue twill worsteds, "Zetland," "Premier" and "Colonel," at prices away below their regular value. They also have in stock a large range of shower-proof coatings in greys, greens, and fawns, as well as a complete range of "Saltaire" serges, coatings and cheviots, the colors of which are absolutely fast dye.

DRESS GOODS DEPARTMENT.

The W. R. Brock Company are showing a complete line of suitings for early Spring wear, comprising a full range in the wanted small checks and knicker effects, in black and white and navy and white; also in stripes; tweed effects in grey, brown, olive greens, castors, with small invisible checks, light-weight camels' hair, light-colored snowflakes, basket weaves, pebble cheviots, in grey, olive green, navy, tans, etc.

They are also showing a large line of waterproof materials for raincoats, etc., in plain Venetians, with fancy backs, cravenettes, and worsteds in greys, fawns and greenish browns. They have a variety of lines for dressy dresses, the chief of which are crepe-de-chine, in a range of numbers to sell from 50c. up, to the silk and wool varieties at $2, in cream, tans, reseda, pearl, slate, nut-brown, Imperial blue, navy, etc.; etamines, in all the above colors; two-toned etamines, in brown and white, reseda and white and china blue and white; special lines in voiles, eolines, creponettes, silk sublimes, cream Bedford cords, and cream and colored lustres. They also show a line of fancy lustres, navy ground with small white flakes, and a nice line of colored murellos.

Prominent in black materials are open-lace striped grenadines, mousseline de soie, with woven sprays in small neat effects; crepe-de-chine, eolines, satin cloths, poplins, armures, etc. Smooth-finished boxcloths and Venetians, mill cheviots, camels' hair, pebble cheviots, etc. They also show a line of special close-finished cheviot, unrivalled for useful wear, to sell at 75c. to $1.

A large range of blouseings, in fancy stripes, is shown, comprising voiles with satin stripes—a special line in all cream; printed cashmere, J199, in a big variety of patterns, in stripes, figures, and fancy lace spots; GR11, printed satin cloth, in Dresden and lace stripes and small scrolls and spots, in navy and white, pale blue and white, black and white, cardinal and white, etc.

In colored cashmeres, so much wanted, The W. R. Brock Company were fortunate in completing large purchases before the advance in prices, and as these goods could not be duplicated at the present time at an advance of 20 per cent., this firm are in a position to make the prices right for their customers. The W. R. Brock Company are showing a complete line in printed muslins, in stripes and scrolls, on a sheer cloth; also black and white muslins and all black. They have in stock a line of dimities in white, cream, tans, sky and reseda.

Fancy silks in soft, clinging weaves are strong sellers for Spring wear, and The W. R. Brock Company are showing novelties in printed Japs, printed pannes, printed foulards, etc. Crystal cords in all plain shades, and a line of taffetas, in gll shades, to retail from 50c. to $1. They also have lines in colored louisines, tamolines and satins. In blacks, they show a line of taffetas and Bonnet's peau-de-soie, to retail at $1 to $1.25 that can't be beat.

Brock's are fortunate in getting a large stock of all-wool serges to retail at 25c.; full value, 40c.

HOUSE FURNISHING DEPARTMENT.

A visit to the housefurnishing department of The W. R. Brock Company, Limited, Toronto, found the floors stacked with the new carpets which had just arrived, and the manager, in his shirt sleeves, was trying to reduce the great pile to order. All their stock of wools, tapestries, Brussels, Axminsters, Wiltons, etc., hemps, mats and rugs has reached them, and some very handsome colors and patterns are shown. In curtains, too, they are well stocked and some special lines to retail at 75c. and $1 are attracting particular attention.

THE TIME TO INSURE IS

NOW

While you are WELL, STRONG and INSURABLE.

THE

Confederation Life

ASSOCIATION issues policies on all approved plans of Insurance, and is a prosperous and progressive Canadian Company.

PROTECTION FOR YOUR FAMILY.
PROFITABLE INVESTMENT FOR YOURSELF.

Pamphlets and full information sent on application.

W. H. Beatty, Esq., PRESIDENT.

W. D. Matthews, Esq., Frederick Wyld, Esq., VICE-PRESIDENTS.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO.

J. Y. SHANTZ. The D. B. SHANTZ.

Jacob Y. Shantz & Son Co.

Limited

BERLIN - ONTARIO.



RETURNED Jan 16/03

Manufacturers of

Fine Lines of Buttons

IVORY, HORN, PEARL, PEARLETTE.

All leading Wholesale Houses handle our goods in Canada, and leading Button Houses in the U.S., who recognize our goods as of the best manufactured on the continent.

FACTORIES: BERLIN, ONT., BUFFALO, N.Y. WAREHOUSE: CHICAGO, ILL.

Linen Threads - THE BEST.

BARBOUR'S FINLAYSON'S
KNOX'S DUNBAR'S

Boot AND Shoe Laces—THE BEST.

NORTH BRITISH BOOT LACE CO'S.

FRANK & BRYCE, Limited

Toronto MONTREAL Quebec

M. Mitchell, the head of the housefurnishing department, takes his semi-annual trip abroad about January 1 for the purpose of buying curtains, carpets and rugs. Their new venture in Indian and other Oriental rugs has proved so successful that they are now buying direct from looms in India and Persia.

NEW CURTAINS FOR SPRING.

The W. R. Brock Company, Limited, Montreal, are now out with their new curtains for Spring, 1903, and the values are exceptionally good.

BLACK SILK GRENADINES.

The W. R. Brock Company, Limited, Montreal, have just passed into stock an extensive range of black silk grenadines. In the silk departments of the wholesale trade there is the usual stir in fancy Christmas novelties. The Brock Company have a large table completely taken up showing their special novelties for the holiday season. Their buyers, being early in the European markets for Spring, secured many stock-lots of French goods, which have just been opened up and are causing quite an interest among customers on the chance of seeing them.

JOHN MACDONALD & CO.

SMALLWARES.

This house are carrying a large range of silk belts to retail from 25c. to $1.50 each, and also a large range of leather belts at popular prices.

Among their other special lines may be noted silk appliques, in blacks and cream, for dress trimmings, pearl buttons in all sizes, ball pearl buttons of extra value, and all colors of Shetland floss.

They have a large range of chatelaine and wrist bags, in leather and steel, to retail at popular prices.

WOOLLENS.

In men's suitings, fancy worsteds, both in stripes and over-checks, will be good sellers and profitable goods to handle.

Scotch tweeds will undoubtedly have the call for the better class of trade. They possess an individuality which is all their own and inimitable. They are shown in an immense variety of designs and colorings, boer's blood, soft browns, olives, steel mixtures in stripes and over-checks.

In "Made-in-Canada" goods much credit is due the manufacturers for their productions for the coming season. For the medium class of trade they are infinitely superior in value to any imported goods.

In trouserings the prevailing styles are, of course, stripes. Wide designs will be better sellers.

Fancy vestings are still good property. The demand for them seems to increase.

In overcoatings, coverts and Venetians in waterproof will be very good sellers. They are being shown in a variety of makes and colorings, especially suitable for the early-Spring trade. They have almost entirely displaced rubber clothing.

LADIES' SUITINGS.

In ladies' suitings the demand for homespuns dies very hard and in all probability the demand for them this Spring will be as strong as ever. The Macdonald Company are showing some very smart things in stripes, narrow, medium and broad, which have taken very well with early buyers.

Another catchy line which has also taken well is an Irish cloth, which, while not expensive, possesses an exclusive appearance, while its wearing qualities are unsurpassed.

In "Belwarp" serges several new numbers have been added to their range, some of which are especially suited to ladies' wear. The increase of the demand each season for this make of goods has been most remarkable. Notwithstanding that many imported suitings have been put on the market, they will not "down." Without the well known stamp of the lion and the bell, they have not the maker's guarantee as to permanency of color.

PRINT DEPARTMENT.

In their print section The John Macdonald Company have now in stock a complete range of their well-known "Crum's" prints. This year's shipments have been very large and the range of designs and colorings extensive. Everything is in readiness to fill orders promptly.

CANVAS.

The John Macdonald Company announce that they are prepared to fill all orders for French canvas at the old rates. The market value is at present up and retailers are advised to take advantage of this offer. The goods are shown in both blacks and naturals.

LINENS AND TOWELS.

All numbers of table linens are now in stock and exceptional values in linen towels, and bath towels for this season are reported. They are also showing a large range of Scotch crashes.

SATEENS AND MUSLINS.

Undoubtedly the line of art muslins and cretonnes being carried by The Macdonald Company number some of the prettiest and best values they have ever had. Among their range of sateens, a special line of blacks and colors, at 10c., is worthy of attention.

DRESS GOODS DEPARTMENT.

John Macdonald & Co, report that business in Spring dress goods is opening up in good form, and promises in most branches to be considerably in excess of last year. This firm are showing a large range of lines in all fashionable dress goods, particularly in voile taffetas, eolines, poplins, boxcloths, etc., in black and all leading colors. They also show a full range in the new matte cloths, No. 879, to retail for 50c.

Mohairs will be one of the leading materials in dress goods for this season, and this company have all the wanted colors in a fine line, to retail at 50c. In blacks, also, they have a very large range in special values at popular prices.

John Macdonald & Co. are showing a large line of novelties in waist cloths in linen effects, with silk stripes, in light blue, pink and navys, to retail at popular prices. Their range of blouse materials, in cotton and wool mixtures, in stripes, at popular prices, is very extensive.

In the white goods their stock for the coming season is very large, particularly in organdies, India linonr, Victoria lawns, Swiss dot muslins, coin spots, satin checks and stripes. In blacks, they show three special lines in striped muslins.

CARPET DEPARTMENT.

In this department John Macdonald & Company are showing a magnificent range of mats and rugs in various makes and sizes, from the door mat up to squares large enough to cover a room, and consisting of wool, union, tapestry, Wilton, Axminster, and the real hand-made Indian rugs imported direct from Kashmir. In linoleums and oilcloths they are showing a magnificent range, having no less than 35 patterns to select from in their special line of linoleum, to retail at 50c. per square yard, and nearly every pattern you can have four yards wide to match.

Their Spring stock of curtain nets, curtain muslins and fancy belts is now complete, and orders are being got out as rapidly as possible. Spring carpets are now coming in and shipping of early orders will commence with the new year.

BROPHY, CAINS & CO.

There are a number of exclusive lines in ladies' Summer dress goods in the staple department of Brophy, Cains & Company, which, besides being among the latest materials on the market, are among the most attractive designs to be seen this year. They include knicker chambrays, striped knicker linen, flake chambrays, flaked linen, striped and linen canvas chambrays. The designs are all exclusive to this house.

Zibeline effects in dress goods for Winter and Spring suits should be perfectly safe, and flocked tweed in black, white, grey and colors make up well and give the wearer every appearance of comfort. Brophy, Cains & Company have the goods.

It is not necessary to pay the highest prices to get the latest novelties, and a careful inspection of the samples from the dress goods department of Brophy, Cains & Company will establish that fact beyond a question.

Brophy, Cains & Company's lines of black grenadines should have a place in all retailers' dress departments, and dealers will find that selling them is the easiest part of it.

Spring orders for mohairs, lustres, Sicilians and paradigms strongly indicate a demand for lines that dealers may require later in the season and find them hard to get. Brophy, Cains & Company advise if they cannot see samples with their travellers to write for them early.

The best and safest way to keep the dress-goods department in touch with the times is to buy dress goods from people that show and carry the stock, and it will save the trade lots of trouble, and then they can repeat the lines if necessary. Brophy, Cains & Company help you out.

Light clinging dress fabrics are more in demand than ever for Spring and Summer gowns, and no doubt will be scarce goods later in the season. Don't miss seeing the ranges Brophy, Cains & Company are showing, and one thing better to do is to buy them early.

GREENSHIELDS, SON & CO.

S. Greenshields, Son & Company's dress department is well prepared to supply all demands. The movement in their Spring lines has been exceedingly heavy, and no wonder, when one looks over the immense assortment of handsome designs in the light dress materials which are to be the feature of next Spring. This house is famous for many big purchases of clearing lots, which are offered to their customers at exceedingly low prices. Of these job lines the dress goods department at present has its share. Among them are some lines in silks which they are selling at 37½c., the regular price being 50c. These are of the latest patterns for Spring, and are most beautiful designs. In cream lustres, black lustres, voiles, canvas cloths and snowflakes the demand for their goods has been immense. There are several good bargains in this department which the trade should not overlook. Their well-known range of Shangtung or tussore silks is again complete for the Spring trade.

COTTONS AND STAPLES.

S. Greenshields, Son & Company, Montreal, have just secured 30,000 pieces of flannelettes, including plain colors, woven and printed, and they are offering the entire lot at extra low prices. This firm have secured control of a 28-in. Scotch gingham in a very large variety of patterns and colorings, and they are enabled to offer the lot at a price much below the regular figures. They are clearing a lot of 50,000 pieces of apron ginghams, 32, 36 and 40 in. widths, giving their friends the benefit of this special bargain in very desirable goods.

BLACK AND COLORED SATEENS

S. Greenshields, Son & Company report having secured a number of clearing lines in black and colored sateens, also the newest makes in the latest shades of dress linings.

WASH GOODS.

S. Greenshields, Son & Company's wash goods department this season will be one of the attractive features of their business. Mr. Cook has recently returned from visiting the Old Country markets, where he secured a very large assortment of the newest things in muslins, prints, sateens, dimities, piques, and other new makes in white goods.

SWISS SPOT MUSLINS.

S. Greenshields, Son & Company report having bought a clearing line of these goods, some 5,000 pieces. They are offering the entire lot to the trade at one third less than the regular prices. The sale of Crum's prints this season has beaten all previous records. This can also be said of BBB extra heavy special prints, which is a registered brand.

PLAIN AND RIBBED CASHMERE HOSE.

S. Greenshields, Son & Company are again to the front with the best possible values in plain and ribbed cashmere hose, having made special contracts before the recent advance in price, and are in a position to give good values at the lowest prices to be had. In the cotton hosiery section there are many novelties, including drop stitches and lace effects, in both ladies' and misses' hose. There is a great demand for these, and the trade are buying early, as a shortage is probable.

SPRING UNDERWEAR.

S. Greenshields, Son & Co., are out with a large range of ladies' and children's underwear for Spring, comprising cotton, wool, and silk and wool. Their trade in this line has increased immensely during the past few seasons, and this year they have prepared to meet all possible requirements with unexcelled values.

SPECIAL COLLECTION OF SILK GLOVES.

S. Greenshields, Son & Co. are offering to the trade a special collection of lisle, taffeta and pure silk gloves, dome fasteners. These can't be beaten anywhere for popular priced goods. A big assortment of short and long silk gloves and lace mitts is shown, which are likely to be much in demand.

SPRING TRIMMINGS

S. Greenshields, Son & Co. have been opening up their Spring importations of laces, embroideries and veilings, and they consider that they have never shown so fine a range. The prices are among the lowest on the market. They have also received a full line of ribbons, comprising taffetas, corded, satin and duchess, in fancies and plain. The ribbon section is now being given special attention. It will be worked up to great proportions, and the firm intend to sell at prices that will defy all competition.

FOUR ENTRY ROOMS

S. Greenshields, Son & Company have found it necessary, owing to the enormous increase in their business in the past year, to add another entry room. This will make four rooms, fully equipped to handle their sales, and enable them to give prompt shipment to their numerous customers.

KYLE, CHEESEBROUGH & CO., MONTREAL.

LACE GOODS FROM EUROPE

James Kyle, of the lace firm of Kyle, Cheesbrough & Company, Montreal, has lately returned from the European market, bringing with him one of the finest assortments of laces, silks, and dress goods to be seen in this country. Among the vast assortment of dress materials there are included alabatross, taffetaline, le voile reigente, which is a

voile with the trimming on the goods answering the purpose of other trimming. Eoliennes are shown in big variety. They are again handling the "K.C" cashmere, to retail at 50c., one of the best values to be had in costumes. Crepoline bonton and voile bonton, goods with small knobs like buttons, which are new and popular; silk and wool blousings, real French organdies in white and colors; plain, fancy, and printed silkolines; white and colored merlawns are among their range of materials. In trimmings the assortment usually carried by this house is well known for the high-class goods included in it. This year the firm have not fallen from their high standard. They are showing soutache and embroidered chiffon trimmings, as high as $3 per yard. Galloons and allover laces are also much in evidence. The firm's success with the separable medallions has induced them to give more attention than ever to them this year, and the range is large. Silk and satin strappings are shown in some handsome floral designs which will certainly be appreciated by the trade. In silk veilings there are a number of plaid designs shown in plaids from ½ to 1½ inches. Persian and Russian galloons are in light assortment. The firm's range of belts cannot be excelled anywhere in this country. Novelties in velvet and beaded belts are included.

LADIES' LACE AND BAND COLLARS.

Kyle, Cheesbrough & Co. are, as usual, well prepared for the finest trade in ladies' lace and band collars, scarves, ruffs, etc. They are handling a band collar, in embroidered and hemstitched, for which the demand has been so great that already they have had to cable a repeat order for 500 dozens. It is an entirely new design and can be retailed at a popular price with very good profit. In lace collars there is no house in the country which makes a greater specialty of these goods. The markets of Great Britain and Europe are scoured for novelties, and a range from the low grades to the most expensive in Canada has been secured. This house have been supplying necklets, lace collars and lace trimmings to the finest trade for years and are always relied upon for good taste and right prices in the most fashionable goods.

TOOKE BROS., LIMITED.

FIT AND QUALITY IN SHIRTS.

In the Canadian garment trade for men the name of Tooke to-day stands undoubtedly for pre-eminence in shirts. As everywhere else, so in the vast sea of competition of late years among makers of shirts the fittest wins; the firm whose aim at the very outset is after the best and highest is pretty sure with care and method to forge ahead, get to the front rank and manage to stay there. Tooke Bros., Limited, began their present enterprise many years ago. From the very commencement the goods enjoyed a reputation for fit and general excellence of make which gained for them the patronage of the most discriminating buyers all over Canada. To-day Tooke is the synonym for satisfaction.

GOODS AT OLD PRICES.

The scarcity of wool has had the effect of sending prices skyward in those lines in the manufacture of which wool is the chief factor. The advance in fine cashmere hosiery, underwear, sweaters, etc., is fully 15 per cent., and in some instances even more. This places the jobber in a difficult position, as repeat orders will be filled by manufacturers at advanced prices only. In many cases the article will be oversold with the jobber, consequently he must procure the goods at any price to fill orders. Tooke Bros., Limited, placed extensive orders early in the season for all staple lines of underwear, half-hose, sweaters, etc., for Spring delivery, and will therefore continue to submit samples to the trade at old prices; some excellent values and many novelties in the above are to be found in their samples.

NO COMPETITION.

There are two ways to get away from competition. One is to make an ill-fitting and poorly-finished article to sell at a low figure, thus underselling the other fellow. The other, is to make a better article than the other fellow, does or can. The public are not slow to recognize genuine merit, and have always been willing to award Tooke's shirts first place in the trade.

ABOUT HOLIDAY TRADE.

The insurance man, of course, gives his prospective policy holder all kinds of attention, makes him feel like a millionaire, and an all-round good fellow. But when the deal is closed he seeks a new customer, the one of yesterday is labelled "Finished." But the manufacturer, he's different. He has to give the best value and fair treatment to hold his customer. This is the secret of Tooke Bros.' success. Their goods bring dollars to the merchant's till, and the purchaser is never labelled "Finished."

GEO. H. HEES, SON & CO.

LACE CURTAINS A SPECIALTY.

Geo. H. Hees, Son & Company are making a specialty of lace curtains, and have placed orders with European manufacturers for the coming season for over 150,000 pairs of these artistic goods. Probably no goods that dealers stock are safer to handle or more profitable than lace curtains. Hees, Son & Company report that their new stock of lace curtains is now arriving, and the trade can get their supplies for early Spring demands.

UPHOLSTERY GOODS.

New goods in this line are arriving almost daily for Geo. H. Hees, Son & Company. Their stock of couch covers includes all the latest things in this line, and some are, notwithstanding the general advance in fabrics of all kinds, lower in price than such goods have been. They have a beautiful stock of tapestries, silk and cotton plushes, wall coverings, in silk and cotton burlaps for walls, lace curtains, from 20c. per pair to $15 per pair, portieres and draperies, and upholsterers' supplies. Hees, Son & Company's quarters are 71 Bay street, Toronto, but for the convenience of those living in the vicinity of Montreal they have a warehouse at No. 20 St. Helen street.

WINDOW SHADES.

While Geo. H. Hees, Son & Company, Toronto, only recently have gone into new lines of upholstery goods, lace curtains, etc., they have by no means neglected their old-established line of window shades and all their accessories. Hees, Son & Company manufacture anything in the line of window shades, curtain poles, etc., and sell them at a price that affords the retailer large profits.

ROBERT SCATES & CO., LONDON.

SPRING STYLES IN WATERPROOF COATS.

The firm of Robert Scates & Company, of London, Ont., are showing a complete line of ladies' and men's waterproof and raincoats. The success of this concern in this particular line is attributed to the fact that they fully realize the latest styles a season ahead, and these styles named by them can be depended on as the latest and most fashionable. In ladies' waterproof and raincloth coats mention may be made of the "Princess," "Queen Alexandra" and "Empress." A particularly stylish coat which will be the rage for this Spring is the "American Lady" silk waterproof. This coat has the appearance of a heavy taff-

eta silk. Robert Scates & Co. have already received orders from several leading houses in the United States for these particular coats. Their enterprise is not extended alone to this continent, as they have just fitted out a range of samples for the leading dry goods house in Japan, made in the native style for the people of that country.

THE ELEVATED SALESMAN

"The Elevated Salesman" (a fixture that we have mentioned before in these columns) is meeting among the trade with great success, so much so, that the stores not yet fitted with this useful device for showing lace curtains are not looked upon as up-to-date by the buying public. This fixture, which is widely known throughout Canada and the United States, is the leading and standard device for the purpose, consisting of a frame, which is suspended from the ceiling, containing 30 track wires, on each of which carriers run containing curtains. By this arrangement 30 samples can be shown in the space of a few minutes. The frame is the invention of a well-known drygoodsman, Mr. W. A. McDougall, of the firm of Robert Scates & Co., London, Canada, and is manufactured there for the Dominion, and at Port Huron, Mich., for the United States trade, where its sale has already run into thousands.

GARNEAU, FILS & CIE, QUEBEC.

P. Garneau, Fils & Cie, Quebec, report having met with remarkable success in taking advance orders for Spring. Customers seem to appreciate the efforts this firm are making in order to give them the advantage of buying at rock-bottom prices. In view of an advancing market P. Garneau, Fils & Cie had their samples on the road much earlier than usual, thus enabling customers to save money in placing their orders early. All markets are rapidly rising, and next season may see much higher prices all round.

Their travellers are again on the road with all late samples. The lines are now complete in every department. We draw attention to the dress-goods section, in which will be found some of the best-selling novelties for the Spring season.

DRESS GOODS DEPARTMENT

Among the plain lustres, melange lustres and mohairs, we note a 42-in. colored lustre to retail at 50c. In this range will be found all the light shades: pinks, sky, greys, reseda, drabs, besides brown, dark green and navy. Two numbers of 54-in. black Sicilian, to retail at 49 and 69c., will be found popular.

For the early Summer trade canvas cloths, canvas voiles, wool mattings and hopsacks are recommended. In this class they are showing well-assorted lines at popular prices.

A line which is very stylish is black mohair knops, to retail at $1.49.

In black canvas voile, three lines to retail at 75c., $1 and $1.25; also, black silk grenadines, black mohair grenadines, black cotton grenadines, which will again be staple lines for next season.

Among the regular lines will be found Lino checks, Russell cords, mohair crapes, fancy poplins, cord figures, cream and white lustres, black wool soleils, mohair melange Sicilian (54-in.), etc.

In fancies some good sellers are pompadour prints (to retail at 35c.), melange melrose (to retail at 49c.), fancy covert repp, white-spot figures. One of the most desirable lines is an imitation covert, 40-in. wide, which can be retailed with profit at 45c.

Knop lustre, in black and white and navy and white, is being bought by early buyers. Black botany diagonal, retailing at $1.25, is correct for ladies' skirts.

Grandrell cords, 42-in., to retail at 75c., and all-wool granite, 40-in., in a wide range of shades, to retail at 35c., are in stock, and all-wool armures, in blacks and colors; Bedford cords, in cream and black; black colienne, grey vigoureux, crepoline, in Summer shades, etc.

LINEN DEPARTMENT.

Bleached damasks, grey damasks, napkins, towels, plain linen, diapers, linen tents, interlining, doylies, tray cloths, runners, crashings, towellings are being shown in the linen department.

CANADIAN STAPLES DEPARTMENT

In this department will be found all the best-selling lines in greys, whites, prints, linings, ginghams and fancy cottons.

WOOLLEN DEPARTMENT

In this department is a well-assorted stock of imported coating and domestic serges, pantings, tweeds, Italians, etc. The "Stadacona" (stamped every yard), double twilled black coating is the best value in the market, and is stocked in two weights, 16-oz. and 20-oz.

SMALLWARES AND HOSIERY DEPARTMENT.

Besides the general lines of smallwares, which have received special attention in buying, attention is drawn to their remarkable values in ladies and children's hosiery. These lines speak for themselves and have to be seen to be appreciated.

SILK AND VELVETEEN DEPARTMENT.

Among the many lines of silk in this department we note remarkable success with an open-striped effect to retail at 50c. This is a very desirable line for blouses, and the prices put it within the reach of all. In velveteens full lines in colors and blacks are found in popular prices.

CARPET AND OILCLOTH DEPARTMENT.

This department is more than usually well assorted in tapestries, Brussels, tapestry squares, velvet squares, rugs, doormats, English and Canadian floor oilcloths in all widths.

THE WYLD-DARLING CO LIMITED, TORONTO.

WOOLLEN DEPARTMENT.

In the woollen goods section of The Wyld Darling Company the bulk of the Spring shipments have been received. These include an immense variety of the latest novelties.

One of the special features in their list of Spring goods is their fine line of serges, which are catalogued under the names "Meteor," "Atlantic," "Pacific" and "Trilby." The placing of orders for these serges has been far in excess of that for previous seasons. Owing to the fact that contracts were let at the old prices, The Wyld-Darling Company are in a position to dispose of these goods at rates considerably below the prevailing high prices.

In their trimming department they have in stock three special lines of 40-in. fancy striped silesias. These also have been secured below present market quotations.

In black Beatrice twills their well-known lines of "Celtic," "Britannic," "Germanic," "Teutonic," "Oceanic," and "Majestic" are being placed at the old prices.

SMALLWARES.

The Wyld-Darling Company are showing a very choice collection of novelties in cambric and muslin embroideries for immediate delivery. The line includes edgings, insertions, all-overs, beadings, galloons and medallions. Blind work embroidery is being much used this season and this company are very strong on these goods. Their special carton assortments to retail at 5, 8, 10 and 12½c. are excellent values. Ask to see lot "E," 50 choice patterns, all of which may be retailed at 5c. per yard.

Their new stock of laces is now to hand in Valenciennes, Torchon, Plauen and silk Chantilly goods, all new designs. Sample books may be seen with their travellers and selec-

tions made before assortment becomes broken.

Veilings are in strong demand in black, white, and magpie in fancy nets or chiffon.

Collarettes and muslin collar tops are having a large sale. Wyld-Darling & Company show these goods in the two-piece or single-piece collar, assorted patterns to the dozen, to retail from 10 to 25c. each.

Dress trimmings, new designs in black or white silk applique are being shown. These are very effective styles and may be sold from 15 to 50c. per yard, yielding a good profit.

In belts this season patent-leather goods continue strong for low and medium-price selling. Better belts are shown in moire and silk taffeta, postillion style, to retail from 50 to 75c. each.

In satin liberty ribbons they will offer two special lines of wide neck widths, "Royal," to retail at 20c., and "Liberty," to sell at 25c. Black velvet ribbons, linen or satin back, all widths, are constantly in stock.

The hosiery department is stronger than ever. Their now well-known numbers of special lines of ribbed cashmere, spliced knees, Nos. 35, 37, 72 and 92, for children's wear, their stock is fully assorted. In cotton hosiery for this season they offer an immense variety of staple and fancy lines, including polka dots, silk embroidered and open lace work to retail from 25 to 50c.

For whitewear sales, special values in nightdresses, undershirts, drawers and corset covers are all popular-price lines.

Ladies' waterproof coats in rubber-lined or showerproof goods to sell from $3 to $8 each, navy, fawn, or grey, the latest shapes, three-quarter or full length goods, complete range of sizes from 52 to 60 in.

Kid gloves, quality guaranted, all colorings; "Zettie," to retail at $1 and "Gracioso," to sell at $1.25, give satisfaction. Fabric gloves, lisle, taffeta and pure silk Jersey or two domes in white, black or grey, all prices; also 18-in. silk evening gloves in plain or fancy net.

STAPLES.

The Wyld-Darling Company's stock of "D. W." prints is now complete in all colorings, pinks, lilacs, navies, etc. These prints will retail at 10c.

This house have opened all their new Spring patterns in their own cloth, branded "Our Own." These goods are specially imported by them and are guaranteed to give satisfaction.

A range of art muslins now in stock, which can be retailed from 5 to 25c., is worthy of attention. It includes some special new designs. There is also a stock of some special congleton drapery on hand which retailers will find no difficulty in disposing of at 10c.

The Wyld-Darling Company draw attention to their DI imported Oxford shirtings as well as their 36 and 40-in. imported apron ginghams, that will retail at 10 and 12½c.

In white cotton their Nos. 50 and 100 deserve notice. These goods retail at 8 and 10c. In greys, they are showing special values right through in all numbers.

Their Nos. 2 and 3 piques are at present being offered at prices below the current mill cost. Any buyer is open to the advantages of this offer.

The Wyld-Darling Company claim to have the best mercerized sateen (M3) in the trade. This line will retail at 25 cents.

DRESS GOODS

In this department The Wyld Darling Company show all the leading lines for Spring, comprising their special lines of cheviots in Nos. D17 to 25, to retail from 75c. to $2 per yard in blacks, navies, royals, browns, greens, greys and other colors. These goods are dust proof and guaranteed not to spot or cockle. In black goods they have all the sellers, crepe de chine, matting, eoliennes, canvas weaves, satins, Venetians, broadcloths, etc. Snowflake mixtures and knicker effects are sure to be popular, and The Wyld-Darling Company are showing a nice range of these lines in black and white and colors and white to sell at popular prices.

Their special G70 44-in. colored cashmere, to sell at 50c., is a great leader. They have this cloth in any shade wanted. Lustres in black and white at all prices. Delaines are to be favored for light Summer garments.

The Wyld-Darling Company have some choice lines in plain and open-work stripes, to sell at 50c. per yard. Dress muslins is a feature with this firm. They have a collection in printed goods, to retail from 10 to 50c., in excellent values and styles; also, black grenadine effects, fast colors, to sell from 10 to 50c.

In silks their stock is complete in all lines of black and colored taffetas, black and colored tamolines, satins, japs, peau-de-soie, etc., all at the right price. In velveteens, their special "Empress" brand, in black and all colors, is reported the best cloth in the trade to sell at 50c. per yard.

A PROSPEROUS CONCERN.

The accompanying cut is one of The New York Skirt Manfg. Company's garments, made of zibeline, with nine gores, tassels and slot seams. This firm is a lively one. In trade circles their success and progress during the short time they have been in business is considered no less than remarkable. Having offices in New York they are able to get the styles from first hands. Lack of room is their only drawback at present, and they have been obliged to annex the building adjoining their factory on Lemoine street, Montreal, to make room for their offices and sample room. The new premises are well fitted up and lighted by arc lights, and their facilities for attending to their growing business are also increased. In spite of this, they still require more room and greater facilities in the heart of the dry goods centre of the city. When they can secure them they will let their present premises, on which they hold a lease for a number of years.



THE BRUSH THAT CONQUERS DUST.

A long-felt want of the dry goods merchant is being filled by the appearance on the market of a new invention in the shape of a dustless floor brush. Those merchants who have suffered by reason of dust from sweeping settling on counters, shelves and goods, and doing untold damage, to say nothing of the dirtiness and grimyness everywhere, will readily appreciate something that will do away with the primitive watering can or damp-sawdust methods of allaying the dust. The secret of this new invention, known as the "World's Only Dustless Floor Brush," lies in the construction of a reservoir in the head of the brush, which is kept supplied with ordinary kerosine oil. The oil works down through the bristles of the brush, so keeping up a constant moisture sufficient to prevent dust. The brush can be used alike on any kind of floor or carpet, coal oil being a well-known substance for cleaning carpets. The brush is not only valuable for sweeping the store, but drygoodsmen could make a good thing by taking hold of them and pushing their sale to customers, as they are equally useful in the home. The Toronto Specialty Company, 29 Colborne street, Toronto, are agents for this useful invention.

LET THEM SEE YOUR STOCK.

The manager of The New York Silk Waist Manufacturing Company has just returned from an "observation trip" to New York on the lookout for new styles. "I was very much impressed," he told "The Dry Goods Review," "with the attention given by the big New York firms to the display of waists and other ready made garments in the windows and stores. The sales of ready-made garments have been increasing very rapidly of late years, and these pushing New York merchants have apparently come to the conclusion that the importance of that branch of the trade is second to none. With this idea many of them give to their ready to wear clothing the most important display positions about their establishments.

"I think there is a lesson in this for our own retailers in Canada. In many of the stores here—not the large city concerns, who push these garments as well as the New Yorkers, but the average dealer in cities, towns and country places—there is a tendency to keep the goods boxed up on the shelves or under the counter until asked for, which must be detrimental to the trade in this line. It seems to me that every dealer would experience much better results if a good variety of garments were placed on view where all customers could see them."

ADDING NEW LINES.

The New York Silk Waist Manufacturing Company's travellers now on the road have been turning in large orders for the firm's Spring garments. Having established firmly their reputation for high grade goods they experience no difficulty in selling them. They are still using exclusively for Spring the one-piece sleeve and flat double French seam throughout in their garments, which was so much appreciated by the trade last season. The company's new line of silk coats, top skirts and underskirts is now complete, and the success they have met with among the trade is very gratifying to the firm. Although this is their first season with this line, indications are that it will be as well received as their waists have, and the company accordingly anticipate enlarging their plant for the purpose of manufacturing these garments.

COLLAR FOUNDATIONS.

Now that soft collars of silk, chiffon, lace, etc., are so much worn, and also so many varieties of neck ribbons, there is a demand for something to keep the collar in shape, or for something to keep the ribbon trim and tidy around the neck. Various devices have been resorted to, but many of these, because of their cumbersome stiffening and frames, were soon thrown aside. It remained for The Canada Featherbone Company, of 16 Richmond street west, Toronto, and 11, 15 and 16 Birk's Building, Montreal, to evolve something practical, and the collar foundations, made by them of Featherbone, covered in muslin, net and silk tissue, are both light and comfortable. They come in both the pointed front and round shapes. These foundations can be used as a basis for an endless variety in pretty neckwear by trimming them with lace, silk, ribbons, medallions, etc.

Besides these foundations The Canada Featherbone Company make the most exclusive lines in ladies' neckwear, both in silk and washable materials, and also original styles in silk and fabric belts. This company say that it is their experience that the Canadian merchants and consumers appreciate a good article, neatly and stylishly made, and will sell and buy Canadian goods as readily as foreign, provided the style and workmanship is as good.

A new departure for Canada is a pleating plant which this company have opened up both in Toronto and Montreal. Their trade is growing largely in these lines, not only in the cities, but in the out of town districts, owing to the fact that the Canadian people are becoming more anxious to look better and be better gowned.

The wise merchant should not fail to take a look through The Featherbone Company's sample rooms in either Toronto or Montreal and inspect their Spring display, which they assure us will excel any they have formerly made.

This company are sole patentees and makers of all grades of Featherbone for the Dominion.

SILK WAISTS FOR THE SPRING.

The American Silk Waist Company are showing the largest variety in high-class fashionable ladies' silk garments, and are undoubtedly back to their old standard. Everything possible has been done so as to be early in showing samples for the Spring season and therefore enabling their clients to be on time for the Spring openings.

They are carrying a special line of Tussore silk suits, China silk and Louisine waists for Summer wear.

Their taffeta waists are all made in dressy and soft finish, adorned with fancy hand worked trimmings.

A NEW CUT PILE FABRIC.

The Dominion Carpet Company, Limited, of Sherbrooke, Que., have introduced a new cut pile fabric, made from Saxony yarn, which they have named "Saraband." It makes an effective wearing carpet and costs but little more than a medium-quality Brussels.

They have also improved and enlarged their Brussels plant by the introduction of new machinery, and are now turning out goods which will compete with those imported.

Their Spring line includes all the latest designs and colorings and is now on the road, and any firm which has not yet purchased will do well to look through their samples before buying elsewhere.

DELFOSSE & CO., MONTREAL.

The business of Delfosse & Company, Montreal, has expanded wonderfully during the past year and they look forward with great expectations for the Spring of 1903. Mr. J. A. E. Delfosse will leave Montreal about January 15 and intends visiting all the principal towns and cities in the west, carrying nothing but the best quality of samples with him, and intending purchasers and merchants requiring nickel and display goods for Spring would do well to hold their orders till they see this firm's samples.

THE BELT LINE.

According to Biblical history fig leaves was the first article of apparel Eve wore in the Garden. That was all right for the time and place and climate. The Eves of our day are simply delighted to wear those beautiful curb, tassel and postillion belts made by the celebrated belt makers, Samstag & Hilder Bros., Broadway, New York.

AN ENLARGED CLOAK FACTORY.

One of Montreal's clothing manufacturing firms which owes its success to nothing but the quality of the garments turned out is The Imperial Cloak Company, which started four years ago with a small capital, being about the first of their line in the city, and have now reached large proportions, employing 120 hands and operating a great number of the most improved machines. Recently they have found it necessary to enlarge their factory, and in consequence took in the adjoining building, the whole now giving them seven large flats.

The cloak business has greatly increased in Canada of late, wholesalers here having found that they can get garments from our own manufacturers of as good make, quality and fit and more suitable to the trade than to import

them from the Old Country, and The Imperial Cloak Company aim to supply the jobbers with the very best. Besides the mantles and cloaks they also make blouses, petticoats, top skirts, children's clothing, etc., following closely the American fashions. Both Ab. Cohen and I. Haltman, the proprietors, have had life-long experience in the business, having learned the trade from childhood, and they can be depended upon to put on the market the most desirable lines to be had. They sell to the wholesale trade only.

NEW UNDERSKIRT FIRM.

The Canadian Underskirt Company is the name of a new firm which has started business at 42 Adelaide street west, Toronto. The company manufacture all kinds of underskirts, silk, moire, sateen, etc.

TO EXHIBIT CARPET SWEEPERS.

The National Sweeper Company, of Marion, Ind., will display its line of sweepers at the Grand Rapids January Exhibition on the main floor of the Sheppard Block as heretofore. It is understood that the display will be unusually attractive.

MOVING TO THEIR NEW FACTORY.

A. R. Burrows & Co., Guelph, Ont., are moving into their new large factory, where they will be able to carry on more extensively the manufacture of rug and carriage fringes. They have also put in a new plant for the manufacturing of carriage dusters. They have a fine range of patterns and colorings and expect to do a large trade this coming Spring.

NEW MATERIAL FOR DRESS SHIELDS.

A new material has been discovered for the manufacture of dress shields which dispenses altogether with the use of rubber, and is only about one-half the weight. It is odorless and can be washed and ironed without injury to the shield. Every merchant will recognize the necessity of having this shield on his smallware counter, as if properly shown it will attract the dressmaker, who has for many years been in quest of a perfect dress shield and up to the present has found it impossible to obtain any article which does not contain the offensive odor of rubber.

The "Corona" dress shield, in addition to its many qualifications, has, with each pair of shields, a printed guarantee from the responsible firm who have obtained the agency and sole right to manufacture for Canada, i.e., Flett, Lowndes & Company, Limited, Toronto. They will be pleased to forward sample dozens for inspection.

THE PUGH MANUFACTURING CO.

The attention of merchants is called to the advertisement on page 000 of The Pugh Manufacturing Company, of Toronto. The "Simplex" overall is certainly the product of an ingenious mind, combining as it does simplicity, comfort and utility. The overall has only been on the market for a few months, but so well has it caught on with the trade that already The Pugh Manufacturing Company are keeping their factory "on the hump" to get out orders. Merchants are advised to examine samples in travellers' hands or to write for same, because when introductd the wearer once is a wearer always.

THE AUCTION BUSINESS.

The trade are again reminded that Benning & Barsalou, 86 and 88 St. Peter street, Montreal, the oldest auction house in Canada, are having regular semi-weekly sales of dry goods, clothing, boots and shoes, and general merchandise. This is one of the best openings in Canada for manufacturers and merchants wishing to dispose of surplus stock. They allow a liberal advance on all kinds of merchandise consigned to their care.

THE MENZIE MANUFACTURING CO'S NEW QUARTERS.

The Menzie Manufacturing Company, Toronto, have at last succeeded in getting settled after their fire. They have completed their new offices at their factory at the King street subway, and for a showroom have acquired the rooms above The Canada Cycle and Motor Company, at 34 King street west.

The new rooms are most convenient and handsome and better lighted than those they have had on Front street, and the large number of customers who deal with that firm will find when they visit Toronto an up-to-date stock in an up-to-date showroom.

The firm report business as exceptionally brisk and beg to inform their customers that they are now prepared to handle all orders, large or small, with greater despatch than ever.

THE FUR TRADE.

Hiram Johnson, wholesale manufacturer, 494 St. Paul street, Montreal, is doing one of the largest trades in furs in that city. The firm make a specialty of exporting furs and pay the best market price for all kinds of raw furs. They also pay highest prices for beeswax and genseng. Prompt attention and satisfaction will be given to every order handed to this firm to execute.

FANCY LEATHER GOODS

It is not often that a new Canadian firm gets such a grip on its field as has been secured in less than a year by The Western Leather Goods Company, Toronto. The manager of this company, D. S. McLaren, has had 16 years' practical experience in the manufacture of leather goods in Canada, and is well acquainted with the needs of the trade. The staple lines made by the firm are purses, pocketbooks, music cases, card cases, chatelaine and wrist bags, and ladies' and men's belts.

At present the feature of the fancy-leather goods trade is the demand for wrist bags, so The Western Leather Goods Company are making a specialty of this line just now, which they expect will "catch on" with the trade all over the country.

By paying strict attention to the quality of their productions and by being prompt and accurate in their deliveries this firm have already obtained a wide connection. They are now, however, putting new travellers on the road, who will cover the field more closely than heretofore.

CANADIAN-MADE CLOAKS.

The Merchants' Mantle Manufacturing Company, 36 Wellington street east, Toronto, report business as having been exceptionally brisk throughout the whole Fall season, they having been kept busy up to a few days before Christmas. They claim that this is partly due to the fact that Canadian-made cloaks are meeting the requirements of the trade in a fuller measure than the imported garment. They also say that as they did not make their Fall models for Fall trade until the New York styles had been shown and tested, a large proportion of their styles prove to be, as the season advanced, just what the people required, and orders came their way, on their regular lines, which could be executed in a very short time. They are following the same plan for Spring and have just now completed the Spring samples—making models for Spring, 1903, when other people are making Fall models for 1903.

HEADWEAR MERCHANTS.

A change will be noticed in the style of Rathbone, McNeil & Co. They are now called "Headwear Merchants," and they are the only ones in Canada. The success that has attended this firm in the men's, women's and children's

hats a good deal for the lines they handle. On another page will be found a circular which they have issued to the trade, from which it will be seen that they have adopted the very sensible and businesslike plan of waiting until their lines were complete in the newest styles before placing them on the market. This insures their customers in obtaining the very latest, instead of buying some style, to have its place taken by a newer one before there has been any chance of a sale.

CARSON NONPAREIL GLOVES.

A. R. Clarke & Co., glove manufacturers, Toronto, have purchased the exclusive right for Canada to manufacture the Carson "Nonpareil" gloves. This glove has had such remarkable success in the United States that it is but a matter of placing it before the public to secure the same recognition in Canada. The company's travellers are now on the road with a full line of samples of these gloves, which have to be seen to be appreciated.

A TORONTO BRANCH.

"Advance" is the watchword of the firm of M. Markus, late of Montreal only, now of Montreal and Toronto. Their ever-increasing trade in Toronto and the west has forced them to open a branch at 69 Bay street, where they are now carrying a full stock of tailors' trimmings and small wares, linings; in fact, everything required by the largest manufacturers or wholesalers. Mr. S. Thompson, who is well and favorably known to the trade, is in charge, and will no doubt build up a large business. Mr. Markus spent a week in Toronto introducing him to the trade, and, if good wishes go for anything, he will do an ever-increasing business at this, their first branch office.

A NEW WHOLESALE HOUSE.

Toronto's list of wholesale merchants has been added to recently in the firm of Charles M. Home, jobber in tailors' trimmings, Bay street. Mr. Home has a thorough knowledge of the requirements of the trade, having spent several years with some of the large jobbing houses in this line. The stock of the new firm has the advantage of being all new and bought in the best markets of the world for this class of goods, at close prices. Mr. Home is, therefore, in a position to give the merchant tailor and buyers of trimmings for the ordered clothing trade a selection from the best manufactures in the latest goods at the lowest possible prices. Buyers will be interested in the advertisement of this firm which appears on page

A NEW CANADIAN ENTERPRISE.

A concern recently organized in Montreal under the style of The Canada Tape and Ribbon Printing Company, Limited, is the first of its kind in this country. There are several prosperous establishments of this kind in the United States and other countries, and many of them have received good business from Canadians. This company is well equipped to do as good printing on labels, cigar wrappers, and tips for cravats, clothing, etc., as can be done by foreign concerns, and can save Canadian customers 25 per cent. and more, in the bargain. They solicit samples of the labels (woven or printed) that prospective customers are now using, with some statement as to the quantity usually required, when they will quote prices that are bound to satisfy the trade. Their address is 16 Cote street, Montreal.

"PREMIER" BRAND COATS.

The manufacturers of the "Premier" brand waterproof and showerproof coats, established in 1873, are turning out a high class gentleman's coat from cloth proofed in England. They also carry a full line of ladies', misses' and boys' waterproof coats. Every garment sent out from the firm is fully guaranteed. They are catering to a high class trade and with very satisfactory results. The trade is supplied through the wholesale houses throughout Canada. For further information we refer you to their advertisement on page 000

CATALOGUES AND CALENDARS.

CURTAIN GOODS.

Prime & Rankin, Limited, have issued a new illustrated catalogue of curtains and curtain goods. Every curtain buyer should have one. A post card will bring it to you.

HANDY DESK DIARY.

A most convenient desk diary is being sent out with the compliments of O. B. Stanton & Co., Limited, commercial stationers and printers, Toronto. It is about 5 by 8 in in size, with a good space for each day of 1903. A week's business days are included on each sheet. Our readers

HANDSOME ART CALENDAR.

Matthews, Towers & Co., importers and manufacturers of men's furnishing goods, Montreal, send out a decidedly handsome art calendar for 1903. There is a pretty picture of a child and a dog done in a delicate brown tint, which harmonizes well with the mount, also brown in color. The general effect is soft and artistic and a great improvement on the multi colored and glaring calendars with which we are familiar to day.

A CATALOGUE FOR A CARD.

The Beaver Rubber Company has issued a new catalogue for 1903, showing the many different styles of their waterproof and rainproof garments, which are up to their usual standard. A handsome new calendar has also been published by this firm. Readers of this paper, wishing either the catalogue or calendar, or both, will receive it by dropping a card to The Beaver Rubber Company.

A VIEW OF MONTREAL.

McKenna, Thomson & Company, wholesale clothiers, of Montreal, are out with their 1903 calendar, and our readers who want a good one should send for this. The months are printed in large, plain figures. A photograph of the firm's building on St. James street sets off the top, while a large half tone, representing the city of Montreal, from the St. Lawrence River, occupies the chief place. The various buildings, docks, etc., show up very well, and the picture will be of interest, especially to those acquainted with the city.

HAPPY THOUGHT.

Fortunate are they who have received one of the Christmas boxes of The Colonial Bleaching and Printing Company. Last year the company gave to all the Canadian dry goods travellers a pocketbook, leather bound and gilt edged, on the inside cover of which was attached a railway accident insurance coupon, good for $1,000 in case of death from a railway accident between December 31, 1901 and January 1, 1902, and for $500 in case of serious injury. This year the gift takes the same form—since it can certainly not be changed for anything more suitable—the policy being good every day in the year 1903. The book this year is more richly bound than the other. It is a gift which all recipients will appreciate.

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S. GREENSHIELDS, SON & CO.

MONTREAL.

You cannot get a BETTER ASSORTMENT of Dry Goods than we can offer you to-day. THE PRICES ARE RIGHT.

We have the lines that will bring you

BUSINESS and PROFITS.

"PINTO SHELL"

CORDOVAN

MITTS

and

GLOVES

Water proof—wind proof—scorch proof — boil proof — great qualities for a mitt and glove leather, eh?

But they are all in "Pinto Shell."

Not a particle of oil in "Pinto Shell" Cordovan to draw the cold—only pure vegetable tan—

Tough—pliable—good looking. This is the crackerjack mitt and glove leather of America.

Get it into your Fall orders.

Made and used exclusively by the Hudson Bay Knitting Company.

Hudson Bay Knitting Company,

30 George Street, MONTREAL.

RYLANDS & SONS

LIMITED

MANCHESTER, ENG.

Cotton Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

Capital, $14,500,000. Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign
Fancy Dress Goods, British and Foreign
Silks and Velvets
Velveteens
Irish and Scotch Linens
Table Damasks, Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves



Ladies' and Misses' Garments Bear this Label.

HIGHEST GRADE

BRITISH-MAKE

(Guaranteed)

FOR

LADIES, GENTS, MISSES AND BOYS

"Premier" Waterproofs are guaranteed not to harden, and to be thoroughly waterproof. Showerproofs are suitable for Spring and Fall wear.

"PREMIER" WATERPROOFS and SHOWERPROOFS

STANDARD OF THE WORLD.

ESTABLISHED 1873.

(Guaranteed)

The Trade Supplied Through Wholesale Houses Throughout Canada.



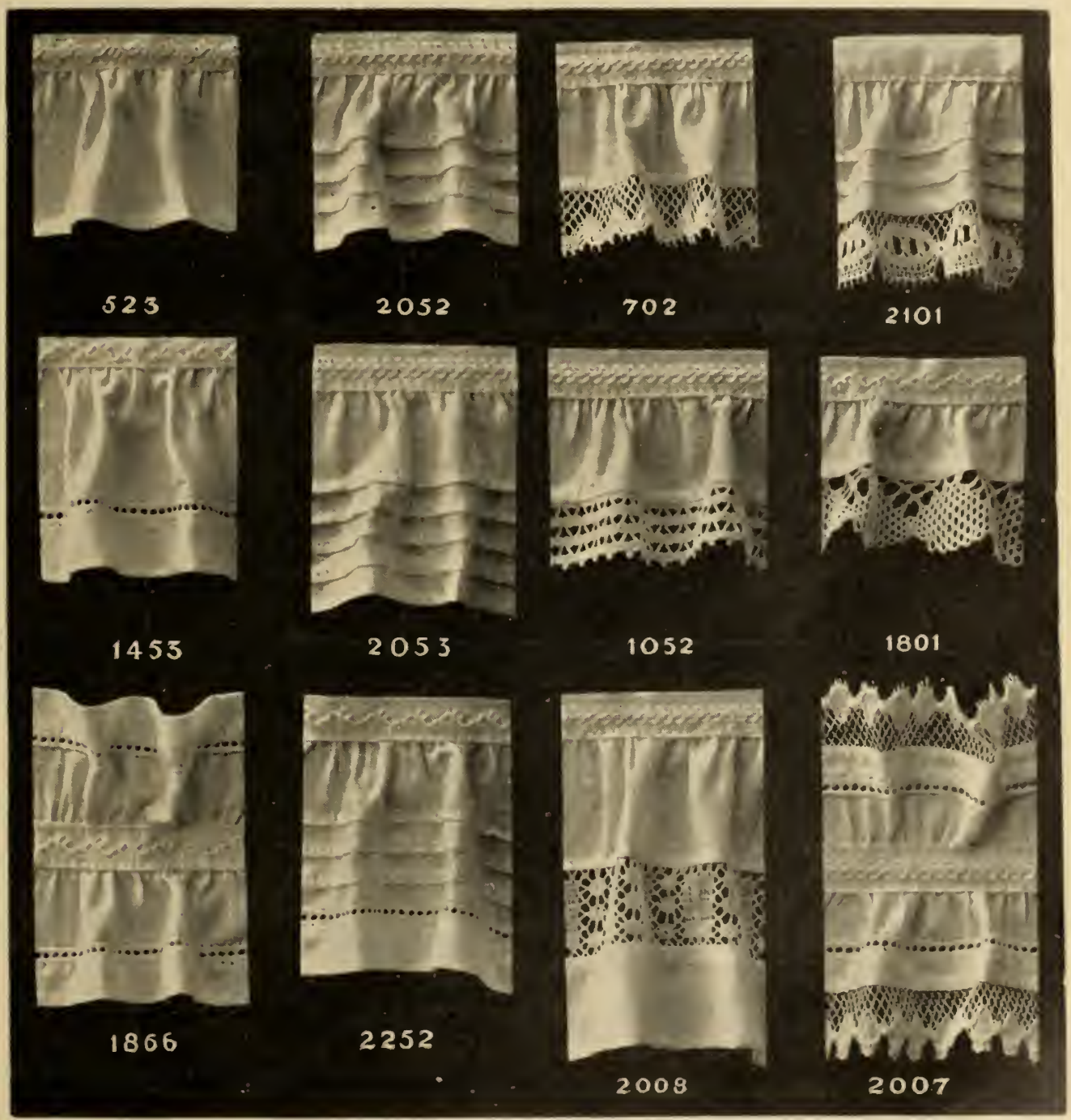
Gentlemen's and Boys' Coats Bear this Label.

THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET"
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

BED QUILTS.

Made in Canada.

"Puritas" Brand Cotton Quilts.

"Lanatus" Brand Lambs-Wool Quilts.

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Our range of styles for 1903 is now complete and surpasses in value and richness of design anything previously offered the trade. . . .

Place Your Order Early And Secure Prompt Delivery. . .

THE ALASKA FEATHER & DOWN CO.

LIMITED

Bedding Manufacturers.

OPERATING

THE CANADA FIBRE CO., Limited,

Bed Quilt Manufacturers

MONTREAL.

"Too Full For Utterance"

We are again literally filled to the roof with new goods, and every department is full of orders. This is "no merry jest," as both our purchases and sales for Spring 1903, exceed anything in our history, and our reputation as the **Leading Fancy Dry Goods House of Canada** is fully sustained by the appreciation shown throughout the entire trade, of our elegant line of stuff.

The Lace Warehouse of Canada.

KYLE, CHEESBROUGH & CO., 16 St. Helen St., MONTREAL

SHOE TOP FACINGS

PULL STRAPS AND SHOE LABELS

DRESS & WAIST BELTS

SHIRT AND UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

SUPPLIED AT SHORT NOTICE.
Artistic Designs Furnished.
WRITE FOR SAMPLES TO

FOR SUITS
Quickest Delivery
FOR FURS

GERMAN ARTISTIC WEAVING CO.,

Factories: Crefeld, Germany, and Pompton Lakes, N.J.
274 & 276 CHURCH ST., NEW YORK.
Canadian Office: TORONTO, 14 Melinda St.

The W. R. Brock Company, (Limited)

TORONTO

Special Attractions

for the

Millinery and General Dry Goods Trade

		To retail at	Regular
V13	—36-in. Victorian Toile (Black and Colors), - - -	.35	.45
FE19	—41½-in. " Etamine " " - - -	.50	.75
AB34	—43-in. " " " " - - -	.75	$1.00
V24	—44-in. " " " " - - -	$1.00	1.25
V19	—43/44-in. " Crepe de Chine (Black and Colors), -	1.25	1.50
V21	—47-in. " Silk Mixture Etamine," " -	1.25	1.65
JA22	—43-in. " Velours, " " - -	.50	.75
G557	—44-in. " Cream Cheviot, " " -	1.00	1.25

3 Lines in Taffeta Silks (extra value) to match any shades in the above goods, to retail at 50c., 75c., and $1.00.

		To retail at	Regular
0133	—Black Peau de Soie (made by C. J. Bonnet & Co.), -	$1.00	$1.25
053	— " " " " " " -	1.25	1.50
	Both of the above qualities are warranted to wear.		
0151	—Silk Crystal Bengaline (Black and Colors), - - -	.75	1.00
0152	— " " Poplins, " " - -	.75	1.00
	27-in. Japanese Silks, " " - - -	.50	.65
BG6	—48-in. Black and White Silk Organdies, - -	.50	.65
BG7	—42-in. Silk and Linen Tussores, - - - - -	.40	.55

THE CANADIAN DRY GOODS REVIEW

VOL. XIII. MONTREAL AND TORONTO, FEBRUARY, 1903. No. 2.

COMMENT ON CURRENT TOPICS.

THE Alaska boundry question is 78 years old, and it is time Great Britain and the United States had sense enough to settle it. The one is older than Methuselah and the other has seen a century and a quarter.

* * *

Blunders on the part of railway officials there always will be. And what is wanted more than anything else, as a guarantee for the safety of the travelling public, is a mechanical device that will put an effectual check on these blunders.

* * *

It is now claimed that sugar can be made from sawdust. This will encourage us to "saw wood and say nothing."

* * *

Regrettable unpleasantries are surrounding the attempt of Great Britain and Germany to compel reluctant Venezuela to pay her debts. And Germany, with both the press of Great Britain and the United States slinging mud at her, seems particularly to be having a bad quarter of an hour. But a policeman's lot never was a happy one, particularly when duty assigned him to the collection of debts.

* * *

Quite a little energy is being developed in Ontario over the question of electric power. But then the development of the energy is one of the offices of the electric current.

* * *

Canada is developing so rapidly these days that it is possible she may eventually enclose within her borders that part of the United States known as Alaska as well as that part lying south of the 49th parallel.

* * *

Complaints are still coming from the Northwest regarding the grain blockade. By and bye we shall be having a blockade of complaints. And what then?

* * *

If railway accidents keep multiplying during the next few months as they have during the past few weeks, nervous travellers will either take to dirigible balloons or stage coaches.

* * *

The opinion obtains that while a good many of us are going short on coal the pockets of the dealers are getting long.

* * *

The petition and cross-petition in the North York election case has been dismissed, neither party having any evidence to offer, as, of course, per arrangement. And thus again has the public got what is known in sporting circles as the "double cross."

* * *

Canada does not appear to be at all perturbed over the fact that she is at war with Venezuela. And as long as Jack Frost is on guard there is no danger of the enemy's gunboats ascending the St. Lawrence and entering the great lakes, bombarding the chief cities en route.

* * *

Three large locomotive companies in Scotland have amalgamated with a capital of $10,000,000. They will now be able to get up steam and go ahead, while it is no doubt intended that competitors shall be forced off the track.

* * *

The chief danger about the bombardment of the Venezuelan fort by the German gunboats is that damage might be done to the sacred Monroe Doctrine. It is a valuable national asset; and, if it were cracked, Uncle Sam would feel as bad as would an old maid over the smashing of a piece of antique china.

* * *

Strong measures for meting out adequate punishment for all sorts of political corruption will be found when public opinion is strong enough to demand the desideratum.

* * *

When the bar congratulates a lawyer on his elevation to the bench it does not follow that drinks are taken over the bar.

* * *

The Alaska boundary question got beyond the bounds of common sense some time ago.

* * *

The manufacturers of rubber goods are trying to get increased protection. In other words, they want the tariff stretched. It is only natural that the tariff on rubber should be elastic.

* * *

It beats everything the way ambitious towns in Ontario are scrambling after beet-sugar factories.

* * *

The Toronto Street Railway Company have hit upon a new fuel-economizing scheme on their cars. The chimney on each car is fixed so that the draft goes down instead of up. At the same time improper language is drawn from

the shivering passengers. But that does not bother the company, for corporations have no souls, and consequently will have no account to render in the next world.

* * *

Doctors in Toronto are prescribing anthracite coal for some of their patients, claiming that bituminous is injurious to their health. This is surely a new departure in medical practice.

* * *

Coal is King and millions of people on this democratic continent are elbowing each other to make obeisance to him.

* * *

The public have not yet been enticed back to the speculative stock market. It is fortunate. He who ventures into the speculative market is always in danger of being tossed by the "bulls" or squeezed by the "bears."

* * *

At the recent annual banquet of the Brantford Board of Trade Hon. J. I. Tarte declared that Canada had reached a solem stage in her history. She has, and Mr. Tarte is a living example. The Premier took his speeches seriously and compelled him to resign his portfolio in the Cabinet.

* * *

Hon. Joseph Chamberlain, whose presence in South Africa is creating so much interest, was once in the screw-manufacturing business, which possibly accounts for the fact that he is able to "screw up" so much courage.

* * *

Marconi would save a great deal of time in crossing and recrossing the Atlantic if he could realize his wireless system for transportation purposes.

* * *

The physical health of Alfred Beit, the South-African millionaire, appears to be the very antithesis of his financial condition. Possibly he would be glad to exchange with those of us with whom the conditions are the reverse.

* * *

Another Conservative Senator has passed away. Five years ago the Government supporters in the Senate were in what appeared to be a hopeless minority; now they have a substantial "working majority." Death seems to be more partial to the Liberal Government at Ottawa than the electors are to the Conservative Opposition in Ontario.

* * *

With coal extraordinarily high in price, and with the temperature unpleasantly low, one has good reason for believing that King Coal and Jack Frost are working in harmony to the discomfort of consumers.

* * *

The Monroe Doctrine, interest in which is again being revived on account of the Venezuelan difficulty, was 79 years old last month. Like nearly all doctrines, political as well as religious, it has undergone some fundamental changes as a result of the machinations of heterodox politicians. "With the existing colonies or dependencies of any European Power, we have not interferred and shall not interfere," declared one of the clauses in President Monroe's message enunciating the Doctrine. The clauses which were designed to restrain the United States are no longer allowed to do duty; it is only those clauses that were designed to keep a restraint on the nations of Europe that are now considered orthodox.

* * *

Canning's name has often been associated with the Monroe Doctrine. It is true that he suggested to the United States Ambassador the principles which were afterwards laid down in the famous message of President Monroe. But this expressed idea was that Great Britain and the United States should jointly promulgate the Doctrine that any attempt of the four European continental Powers, composing the "Holy Alliance," to destroy the independence of the new South-American Republics, would be considered a cause for united action on the part of the two countries. In President Monroe's Cabinet there was at first a decided disposition to fall in with the views of Canning. The views of Jefferson and Madison, both of whom had previously occupied the presidential chair, were equally favorable. But John Quiney Adams, Secretary of State in Monroe's Cabinet, was strongly opposed to co-operation with Great Britain, and finally persuaded a majority of his confreres to adopt his view. And the the message, which Monroe afterwards submitted to Congress, was actually drawn up by Mr. Adams.

* * *

Mr. A. L. Sifton has been appointed Chief Justice of the Supreme Court of the Northwest Territories. Prior to his appointment he was Commissioner of Public Works and Treasurer of the Territories, appears to be a man of ability, and carries after his name the "terminal initials" of M.A. and LL.B. But it is to be regretted that he is the brother of Hon. Clifford Sifton, Minister of the Interior in the Dominion Cabinet. Not that there is anything to be said against the latter as a man or a Minister. On the contraey, there is a great deal more to be said in his favor than his political opponents are prepared to concede. But the appointment savors of nepotism, although, of course, the appointment comes through the Department of Justice and not that of the Interior. Even the suspicion of nepotism is unpleasant, and it would be better if both political parties avoided its very appearance.

* * *

The lumber mills in the Ottawa district have advanced their prices 10 per cent. Lumber has been getting dearer for some time, which may account for the scarcity of planks in the paltforms of the political parties.

* * *

Sir Wilfrid Laurier has returned to Ottawa from his sojourn at Hot Springs. Although he is looking better, and evidently is better, gossip's tongue is still wagging about his possible retirement. Sir Wilfrid himself laughs at the idea. But men in similar positions have laughed before and retired. His retirement would be a loss to the country as well as to the party of which he is chief. And good men we cannot afford to lose whatever their political stripes may be. At any rate, political stripes are not the man.

* * *

The Powers have notified China that she must pay her indemnity in gold. And it looks as if she will have as much difficulty in finding the yellow metal as most of us have in finding money to pay our coal bills.

* * *

Great Britain's foreign trade during the past year increased by £6,870,086 in imports and £3,517,604 in exports. John Bull is evidently still doing business at the old stand.

* * *

The Bank of Montreal has decided to raise its capital stock to $14,000,000. This is an increase of $2,000,000. It is a growing time with the Bank of Montreal as well as everything else in Canada except the bankruptcy list.

* * *

Toronto is to have an all-Canadian exhibition, and it is to be hoped all Canada will take an interest in it.

* * *

The mercury and the price of coal evidently do not desire to keep company these days. As the one goes down the other goes up.

PROGRESSIVE RETAILING

A Department
of Helps
and Aids.

FEBRUARY RETAILING.

By L. D.

TO keep February sales up to the mark, the merchant must push business persistently and not look for any period when he may be permitted to lag. While this is easier to accomplish in the big cities, much can be done in the smaller centres, if the method of keeping everlastingly at it, is followed, and never allowing a day to go by without making some special effort to attract trade.

The end of the year stock-taking is over, and for most retailers at any rate this year, the balance is on the right side. The next question is, what is there that

OUGHT TO BE CLEARED OUT?

However carefully a stock is bought and the store managed, there will always be some lines of goods that from some cause or other sell slowly—they have not caught the popular taste, or the color is not the right one, or, as in some cases, the reason is difficult to find, and the first step after stock-taking is to get rid of these goods. Now, it requires some courage to mark goods half a dollar that have cost you a whole dollar, but the first loss is the cheapest one, and you should clear your shelves and counters of slow-selling and undesirable goods, so as to make room for the bright new saleable stuff that is beginning to come into your store against the spring opening sales.

SLOW-MOVING GOODS.

Good merchants nowadays do not hoard slow-moving goods, but as soon as they are seen to be so, they get them out on to the counters and tables, so that the people may see them, and put a price on them that will make them go. Such are the methods employed to-day by all advanced stores, and if they did not do so, they would have neither room nor money for goods that would sell, and sell at a regular profit.

We are advocating offering of goods at a reduced rate, but rather emphasizing the importance of not wholly ignoring the methods which the great retailers of merchandise pursue with success.

It is true that conditions in the big cities are somewhat different from those in small towns and trade centres. The difference is not so great but that the counnry retailer can find great profit in studying the methods of his bigger brothers.

A CLEARING SALE

to be effective should be short, particularly in February, when Spring goods are beginning to come in. Make a price at the beginning of your sale that will move the stuff that should be moved, and endeavor to interest your customers in a few lines of Spring goods as early as possible.

There should also be a distinction made in the prices of goods closed out. Very staple lines need never be sacrificed unless to serve as a bait to sell other goods, and even this would be unwise considering the present state of the market. A better plan would be a little sorting up with short lengths of desirable goods or broken lines, such as the jobbers are glad to close out at reduced prices. These will

FRESHEN UP YOUR STOCK

and help to sell the goods you want to get rid of. If you carry a housefurnishing and carpet department, now is the time to exploit them.

Curtains and short lengths of carpet are best sold now. If you can buy out a mill's production, or samples of lace curtains, or a jobber's remaining stock, do so, but always remembering that it is unwise at any time to plunge. Do not buy a larger quantity of any particular line than your trade can easily absorb, no matter what the price inducement. Rather pay a small percentage and buy a smaller quantity; it is safer, and the quicker return of your money will enable you to take advantage of some other good thing that will give you something fresh to talk about and to push.

Never let up in your efforts in the dull season. In this you will be following in the footsteps of the successful members of the trade, who advertise most and push trade hardest in the dull months. Remember what this policy has made of Friday, once the dullest day in the week.

NEW LINES.

In these days of expanding trade don't be afraid of introducing new lines, and of buying more expenseve goods. Remember the tendency in prosperous times is towards a better style of living, and this means the retailing of higher-priced goods, a sprinkling of which will give a tone and a name to your store that will help to keep customers from straying to larger centres. If you do not have the goods they want they will soon find a way of getting them elsewhere. If you can once get that difficult thing to attain a steady stream of trade to your store, and you display your goods in such a manner that they can be seen and the prices easily noted, you are making goods sell themselses. It is just this steady selling that runs up the totals. Keep your stock as varied and complete as possible. The more lines a merchant carries the greater are his possible chances of making a large and profitable showing at the end of the year. In keeping stock assorted every possible opportunity should be taken advantage of to visit the markets, as many bargains and profitable lines may be picked up, and special sales organized at a fair profit which will give you the added advantage of giving

SOMETHING TO MAKE A NOISE ABOUT.

After all, the reputation of selling good seasonable goods at the right price is one of the best advertisements that a store can have, and in no way is it so easily obtained as by keeping in personal touch with the market.

To the merchant advertising is the breath of life, and an advertisement is an investment rather than an expense, although the cost is invariably charged to the expense account.

Proper facilities for advertising cut a tremendous figure in pushing sales. One successful merchant in a small country store runs as an advertisement a counter devoted to children's toys, candy, etc. Believing that interesting the children and getting them to talk about the place forms one of the best available means of advertising his store. Every man who understands his neighborhood will have some special scheme, but whatever you adopt do it well, and as perfectly as it can be done.

WINDOW-DRESSING.

Next in importance comes window-dressing and store trims, both of which should be made as attractive and as individual as possible.

A customer gets a favorable or the reverse opinion of a store from the outside and from the appearance presented

when entering. Always remember that perfect neatness goes a long way towards producing an attractive appearance. Change your trims often, however effective they may be; change while the blooom is on them; what pleases at first becomes wearisome by constant repitition.

Business for the Spring season is opening up early this year, and an early opening out of some advance lines of Spring goods will do much to liven up your store.

This season it will not be so much a matter of price as of style that will count. Lower prices are probably a less potent attraction now than at any other time in the history of the Dominion, and this will considerably lighten the task of the merchant who is wise enough to make quality and desirability his strongest requirements.

HOW TO QUICKLY ESTIMATE PROFITS.

A QUICK way to estimate the price an article is to be sold at to make a certain per cent., when bought by the dozen, is as follows:—

To make 20 per cent. profit, take the dozen price and remove the decimal point one place to the left. For example, an article costing $12 per dozen, selling at $1.20 each, gives you 20 per cent. profit.

To make 25 per cent. profit, remove decimal point one place to left and add 5c. if cost is $12 per dozen, 10c. if cost is $24 per dozen, etc.

To make 33⅓ per cent. profit, divide the dozen price by 9. For example, $12 divided by 9 equals $1.33⅓—the selling price.

To make 40 per cent., add 1 6 to the cost per dozen and remove the decimal point one place to the left. For example, $12 plus 1 6 equals $14—selling price $1.40.

To make 50 per cent., divide cost of dozen by 8. For example, $12 divided by 8 equals $1.50—the selling price.

Having the cost price per gross, to find selling price per piece to make 40 per cent., remove the decimal point two places to the left. For example, an article costs $40 per gross. Remove the decimal point two places to the left, which gives 40c.—the selling price per piece. This will always give a fraction better than 40 per cent, but is near enough for all practical purposes.

THE ASSET OF POLITENESS.

THE purpose of publicity—of making things known—is to direct the public to a store, or to an article or to services that are worth the public's patronage, remarks an exchange. This statement, of course, refers wholly to business that is not concocted for fraudulent ends, but which is helpful and legitimate. But it is a singular fact that there are business firms who pay and tolerate employes whose coarse manners and sullen replies to questions asked by patrons who are drawn by advertising, drive away the very best customers that advertising can produce. There are very few people who trade much who do not, now and then, meet with a clerk, or perhaps a partner in a firm, whose boorish manners and coarse treatment of them suppresses their custom, The head of the establishment may not know at once that what his advertising has produced for him is nullified by the customer's rough reception at the store—for the abused customer suddenly retreats, and presents no complaint. It may be that customers of a certain kind are annoying, or even exasperating in their whims and ways; but they have money, and should be humored to the extreme end of their inclination. You can tell them not to hurry in their purchases; to take ample time, to come again the next day, or the next week. In fact, anything may be said that assures them that you have not advertised them into the store to do them a wrong, or to take their money without a fair or an attractive return. To sell things is an art, and, in some cases, a stroke of genious as great in its way as that of the artist in words or in colors. Let the customer get wrathy and abusive if he will; let him say what his temper prompts, but listen to him just the same. The business the advertising seller has in hand is to sell—not to quarrel, and to remember that a soft answer turneth away wrath. The most highly-organized businesses, such as the banks and insurance companies, are almost always notable examples of the exercise of politeness in business affairs. An employe in one of these institutions whose politeness and urbanity were in any way at fault would soon receive a polite hint that his services were not much longer desired—so necessary is it that the patrons of these institutions shall be assured of pleasant experiences in visiting them. Almost anyone who has lived to maturity can point out or remember country or city stores where the merchant and his clerks were models of politeness. People patronized them because it was a pleasure as well as a necessity. They were sure of having every possible attention—of having special favors even—and of having any purchase that they made—which was not finally satisfactory—either cancelled or in some way made right. The truth is that business of all sorts is made successful largely by the way in which it is presented. The nations of the world do their business with other nations by diplomacy, and their success in it comes from the skill and urbanity of the diplomats. A gruff and rough personality would never be selected to a ministerial office, or to an ambassadorship, nor should he be to a business office where he comes in contact with patrons. A clerk behind the counter may not be able to initiate large transactions; he may not have a great brain power; and he may be one of Abraham Lincoln's so-called "common folks" whom the Lord must like because he made so many of them—but whatever he is, he must possess *savoir faire*; he must know either by instinct or instruction that the people he has to deal with must be pleased and must exemplify the fact (whether he realizes it or not), that politeness is a very important business asset.

GET IN TOUCH WITH THE WORLD.

THE man who gets "out of the swim," so to speak, who loses his touch with the great pulsing world about him, who secludes himself in his study or laboratory, and deals only with books and theories instead of with men and things, will soon find himself going down grade.

It is not living in the world of yesterday, nor in the world of to-morrow, but in to-day's world that counts. We must know the world and the day we are living in, and keep in responsive touch with the great movements of civilization

A great many men have lived in the past, and have been educated in mediæval methods instead of modern ones. They have lived in history, spending much time in buried cities, in exhausted theories, until they are dried up. They have gathered all their nourishment from the past, They are as much out of place in the present as a Bird of Paradise would be at the North Pole. Their physical sustenance is the only thing that ties them to the actual world of to-day. Their mental food, their reflections, are all in the past, and yet they wonder why the world does not appreciate them, why they are not in touch with it, when, in fact, they are really strangers in a strange land. They have no sympathy with the struggles of the present, with the tendency of the age, or with the great movements going on all about them.

ADVERTISING TO THE DEALER.

DURING the past few years manufacturers and wholesalers, particularly in clothing and allied industries, have been waging an efficient and profitable advertising campaign upon the consumer.

Makers of clothes, hats, shoes, shirts, collars, neckwear and pretty nearly everything else worn by the human family,

have advertised their goods and their trade mark to the consumer with good results This sort of advertising is good advertising, and we certainly have nothing to say against it.

It is a fact, however, remarks a New York Trade Review, that many concerns are relying too much upon advertising to the consumer, and forgetting the retailer.

If only one man in any given line were advertising to the consumer, no advertising to the retailer would be necessary, but such is not the case. A half dozen different manufacturers of collars, for example, are advertising to the consumer, and earnestly advising and urging him to ask his dealer for their brands of collars, and to insist upon having them. Consequently, the demand comes upon the retailer from half a dozen different directions. The retailer naturally does not wish to and cannot afford to carry a full line of all the collars that are advertised. Consequently, he carries that line which is most saleable, most desirable and most profitable to him. How is he going to find out which line that is? Here is where advertising to the retailer comes in.

Creating a public demand through advertising to the consumer is all very well in its way, but the manufacturer who gets the most business is the one who, through the proper channels, convinces the retailer that his particular line of all advertised lines is the one most in public demand and most profitable to carry. The demand for several lines of clothing, or anything else for that matter, may be about the same. The retailer naturally wants to know which line it will be most profitable for him to carry. The manufacturer who convinces him on this point is the one who gets the business.

Advertise to the consumer by all means. That is an excellent way to familiarize the public with the trade mark and merits of your goods. But don't forget that the retailer is the indispensable middleman between you and the public, and that if you ignore him he is going to carry somebody else's goods instead of yours.

A PROGRESSIVE FIRM.

There is in the town of Georgetown a store that every citizen, both of the town and its vicinity may well be proud of. This is J. H. Jackson's large departmental store

This business has been growing steadily for the past 18 years, additions having been made from time to time, till now the selling space in the various departments totals 9,000 square feet of floor.

The interior of the store is well lighted, cheerful and attractive. The fixtures are up to date, enabling a good display of the stock.

The store is arranged in systematic and orderly departments, making shopping easy for the many customers.

The lines of merchandise carried include dry goods, millinery, ladies' furnishings, men's furnishings, books, stationery, sporting and fancy goods, boots and shoes, furniture, pictures, carpets, curtains, wall papers, crockery, stoves and tinware.

The exterior of Mr. Jackson's store is in golden quartered oak finish.

Mr. Jackson has the central station at Georgetown of The Bell Telephone Co., and an agency for the Toronto daily papers and all popular magazines and periodicals. He takes a keen interest in every detail of his large business, and subscribes for and reads carefully nearly a dozen trade journals covering the many lines in which he is interested.

WHITE GOODS

and FANCY COTTON FABRICS will certainly be POPULAR THIS SPRING.

WE SHOW attractive values and a **LARGE RANGE** of:

Organdies, Linen Lawns,
Swiss and Scotch Spots, Figured Muslins,
Fancy Stripes, Checks, Brocades,
Mercerized Stripes, in White and Black,
Open Lace Effects,
also Black and Linen Shades in above.

WHITE MATERIALS will hold first place this season. *KEEP YOUR STOCK WELL ASSORTED.*

WE INVITE INSPECTION of our splendid collection of Latest Novelties.

Knox, Morgan & Co.

Wholesale Dry Goods . . . . HAMILTON, ONT.

WHITEWEAR

Features of the Season.

WE have every reason to believe that not only in Toronto, Montreal, and the other large cities, but throughout the country generally, white-goods sales are being held. But there is not the same interest manifested in them that there was when first introduced.

The state of trade makes them a comparative success, for in these prosperous times, if goods are only suitable in style and material, they will meet with a ready sale.

The buying of better-class goods is one gratifying feature of these sales. This is the usual development of prosperity. Sellers are finding less difficulty in making sales, if the quality is satisfactory, than formerly, when price was a question that entered more largely into all transactions. This is the result of the increased purchasing power of the community.

Conditions of the labor market are largely the same as in the market for staple goods. As it is in the case of buyers, who are now more willing than formerly to pay a higher price for fine grades of goods because they are able to do so, the difficulty with the employer of labor is not in paying better wages than formerly, but in securing the necessary skilled labor at almost any price.

These conditions have largely combined with the increased development of the natural resources of the country, to bring about the present state of prosperity. The increased sale of better-class goods, not only in white goods, but in all branches of the trade, is due to the better conditions of the labor markets throughout the Dominion, to the increased number of settlers who have come into this country in the past few years, and to the bountiful harvests with which Providence has blessed this Canada of ours.

Many of the stores are holding general January sales in connection with their white-goods sale, and some very tasty and seasonable store trims are to be seen. Perhaps the most elaborate, as well as the most taking, is displayed by one of the large Toronto stores. Each pillar is draped in green bunting, and around the head is a double fringe of icicles, made of stiff white calico, and shaded with green. At each entrance, and at a convenient distance, to be easily read, is a large cotton transparency on which is the rising sun of 1903. The rays from the sun are made of strips of red cloth, and the whole is lighted up by electric lights placed behind.

In a stroll through the departments where whitewear proper is on sale, the thing that first impresses one is the lavish use of trimmings on all the garments shown, but particularly on corset covers. These are chiefly in flat effects, and the ruffles that form a necessary finish at the neck and sleeves, have just enough fullness to make them set well, and nothing superfluous to interfere with the smooth fit of the waist.

Embroidery, particularly on the more expensive goods, is taking the place of lace, and on some of the skirts lace and embroidery is combined with good effect. One particularly pretty skirt had, as a trimming for the double flounces that edged it, a ruffle of six rows of 1½-in. Valenciennes lace sewn together.

By saying that embroidery predominates is not meant that lace is by any means neglected, for both Valenciennes and torchon are very much used.

All whitewear comes in much finer grades of materials and trimmings. The heavy cottons, once used, are a back number, and fine lawns, cambrics and nainsooks are taking their place. All this means that the embroideries and laces used for trimmings must correspond in fineness.

Each year sees an advance in both workmanship and design in the embroideries shown. This year, on all high-class goods, hand embroideries have a great vogue. Of course, the popular trade copies as closely as it can, and there are some beautiful machine-made imitations of the hand-made goods at a popular price. These are greatly used on all fine whitewear.

Grape patterns, shamrock, the fleur de lis, and kindred designs are all in use, or, indeed, any pattern that will lend itself gracefully to this style of work are seen.

Right here let me give you a pointer. White washing skirts are going to be the favorite style for next Summer. Fashionable New York people are wearing them even in this weather, as may be easily seen any day in that city.

These skirts are mostly trimmed with lovely hand-worked patterns, and sell for from $50, $60, or $75 each, and even more in the stores that do the high-class trade.

These embroideries, both real and imitation, wear and wash well; indeed, all garments, however expensive, are made nowadays with an eye to their tubbing qualities.

In gowns, the chemise style that has no fastening and slips over the head, is one of the most popular, and elbow sleeves are in decided favor.

On gowns and corset covers, particularly, many beadings are seen, and the little bows of baby ribbon form quite a feature in the scheme of ornamentation.

Many merchants, along with other whitewear dealers, are showing advance lines of white lawn and muslin blouses. These new waists are particularly rich in adornment—even more so than those of last Summer. Laces, insertions and embroideries are used side by side.

The very latest wants are collarless and short-sleeved. These waists are finished about the neck with one or more rows of insertion—sometimes V shaped, or sometimes square or round, and often there are rows of beading tied with baby ribbon. The elbow sleeves on these waists are somewhat longer than those shown last year and end in a full flounce, narrow in front but very wide at the back. These sleeves are trimmed very much, often having a cap of tucking, insertion or lace, to match the other trimming used on the waist. The sleeve flounce itself is not finished if it does not carry one or two rows of insertion, besides the edging.

This style of blouse has been very carefully handled by Canadian retailers. The cold weather of last Summer is having its influence, but should the Summer prove favorable this year, they will no doubt meet with great favor,

WE admit that we spend more time and give more thought and care to the selection of our goods than is usual. We study to have the newest, the best. We do more, we spare no effort to insure a profit for our customers as well as ourselves.

When writing our Special Dress Goods ad. in December for "The Review," we felt that by what we then stated we were going to help our friends and increase our Spring sales. So far, the result has been most gratifying, our Dress Goods, Blousings, Muslin, and Trimming business has been larger than ever and every day is adding to it. As usual, our **goods** open up **better** than our samples, some of which are made in hand looms and cannot be finished so perfect as the goods. The sale of **Lustres, Mohairs, Sicilians, and Paradigms,** has been unprecedented.

The proper goods for Misses' Athletic Costumes are our **Melange Lustres and Mohairs,** they are in stock in six different ranges.

We make particular mention of our **Silk Transparent Grenadines, Silk Warp Crepolines, and Eoliennes, Black Wool Voile, Black "Bouton" Voile, "Benta," "Kopa," "Sirdar," Alexandra** and **Twine Cloth.**

We are having a splendid trade in **Blousings,** it could not be otherwise owing to their variety, style and effectiveness. The goods must be seen to be appreciated. Samples sent on request.

BROPHY, CAINS & CO.

MONTREAL.

as they are right in line with the styles shown in other garments.

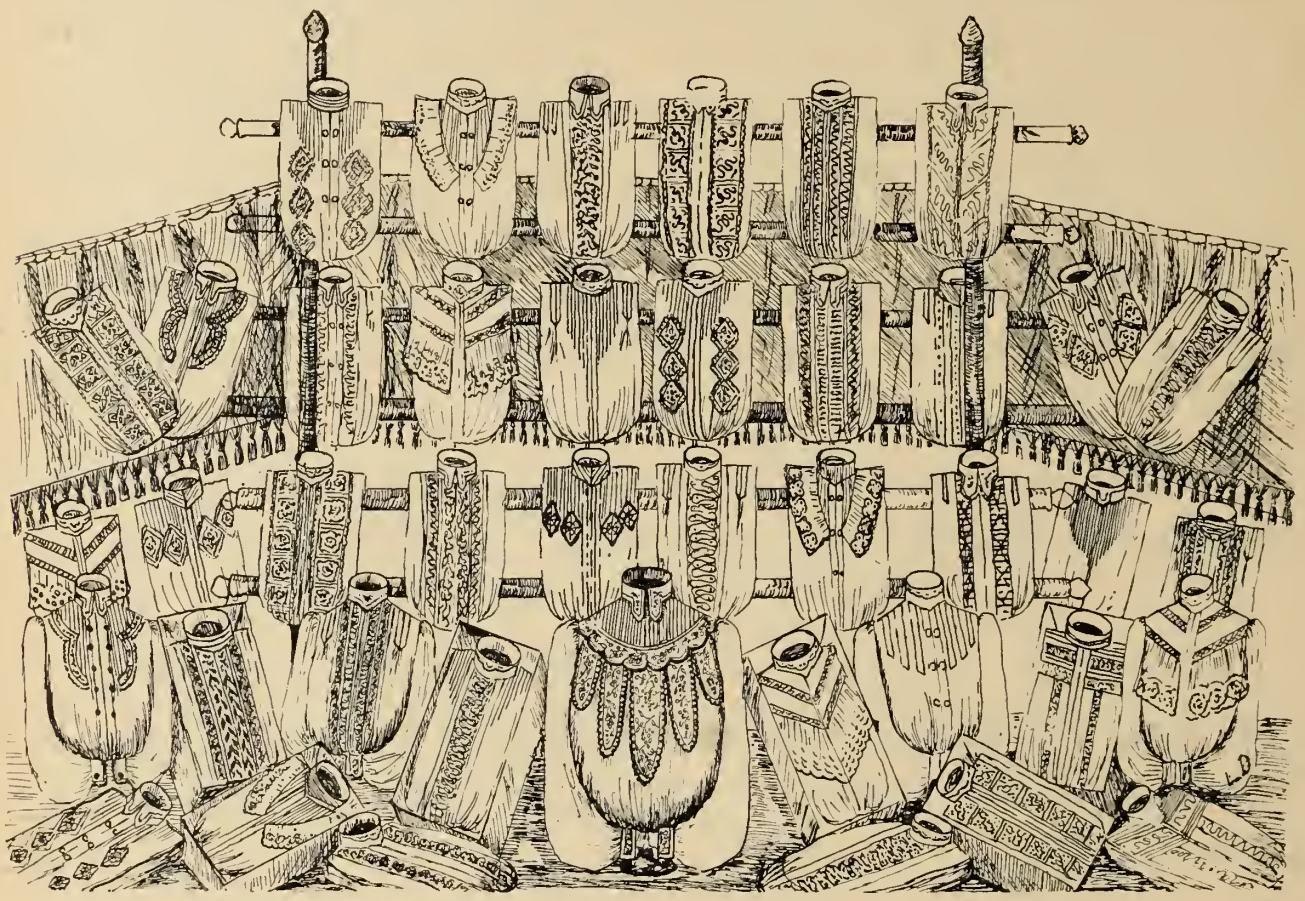
Monte Carlos, boleros, and other fancy fronts are stimulated by the use of insertions and flounced laces.

The Duchess closing, or the closing hidden under a group of tucks or an insertion, forms the favorite method of fastening these waists.

The illustration shows a display of new lawn short waists. The centre one is beautifully embroidered in a grape pattern in black and white.

MADE TO FIT THE FEMININE FANCY.

WE hear a great deal of the emancipation of women, but the greatest occurred when ready-made muslin underwear came in vogue, remarks Dry Goods Guide. Almost all women were once slaves to the needle and thread. Not only has Hood's "Song of the Shirt" long been a thing of the past, but electric power has taken the place of human muscles and nerves. More underwear has been manufactured and sold in view of the January sales this year than ever before, and Spring deliveries will be made much earlier and in greater quantities. Cotton goods of all kinds are higher in cost, but prices remain about the same. There is very little change to note in the styles, but a better class of goods is sold in all lines. Embroidery is more frequently used, and laces, which are still great favorites, come in better qualities. The latest style in nightgowns, for the coming Spring and Summer, is the chemise gown. It is long and full, and principally made of nainsook or the sofest cambric. The finest embroideries and laces are freely used on all garments, and never have prettier trimmings been seen. Drawers are wide and full, and made with the new French yoke at the top. Skirts are a trifle tighter-fitting at the hips, with more flare at the bottom, and as lavishly trimmed as usual with tuckings, ruffles, insertions and edgings of lace and embroidery. Corset covers are the most artistic of all the underwear lines, great taste being exhibited in their construction. Full fronts, gathered at the waist and back, are most popular with low, round necks, and the tight-fitting ones ending at the waist-line are still in demand. The newest style, however, is full in front and has a short bias shirt attached to the waist-line that comes over the hips. Corset covers are capable of being very elaborately trimmed, and some of the finest kinds are covered with medallions and insertions of embroidery and lace in great profusion, and when delicately-colored ribbons are added they are really "a thing of beauty" if "not a joy forever."



A Display of New Lawn Shirt-Waists.

In the larger sizes of children's and misses' underwear some of the manufacturers pay special attention to the styles, following the lines of women's models to a greater extent than formerly.

Lister & Co., Limited.

Manningham Mills, Bradford, England.

Silk Velvets, improved finish, black and colors.

Couche Velvets, Panne and Mirror Velvets,

Millinery Plushes, short and long pile.

Dress Plushes and Velvets.

Millinery Plushes will be the correct Millinery trimmings for Fall, 1903. Early orders are desired, as demand will be great.

KNOCKING THE SPOTS



out of Dry Goods Dead Stock.

We offer the most practical answer to the question of the disposal of goods, that have become dusty, soiled, shelf-worn, or out-of-date in pattern, and are, therefore, unsaleable. We dye and finish these goods so that they cannot readily be distinguished from new.

We have the largest and best equipped plant for this purpose in the Dominion, and have been dyeing and finishing goods for merchants and milliners for over a quarter of a century.

Write for Information and Price List.

R. PARKER & CO.

Dyers and Finishers

Montreal Branch: 1958 Notre Dame Street. Head Office and Works: 787-791 Yonge Street, TORONTO, ONT.

THE TARIFF ON WOOLLENS AND COTTONS

A Symposium by the Trade

AT the next session of the Dominion Parliament the tariff on cottons and woollens promises to come in for some share of attention. In order to ascertain the views of the trade in regard to the matter, THE DRY GOODS REVIEW addressed a circular letter to a number of merchants in various parts of the country. Up to the time of going to press several have sent in replies. The following are most of the replies. The subject is an important one, and should be thoroughly ventilated. Those engaged in the trade are best qualified to do this, and the columns of THE REVIEW are open for the discussion of the question. It is the opinions of business men that should prevail, not those of the politicians. If business men keep silent, it is only natural the politicians should run and rule the tariff :

PROTECTION WITHOUT MONOPOLY.

Regarding the agitation for higher duties on cottons and woollens, we believe the time has come when these questions should be discussed and finally settled on a business basis instead of a political one. While the writer has always been and is now a Reformer, and in theory a free trader, we recognize that for this country, in our opinion, free trade or anything approaching it is out of the question. Our tariff should be framed with but one object: To help build up this young country, her industries to have a fair, legitimate protection, high enough to give them our home market without creating monopolies.

We believe that terms applied to this matter years ago are now out of place, as the large percentage of the electorate —particularly the business portion of it—want a fair, substantial protection given our manufacturers.

Peterboro', Ont. MERCHANT.

INCREASE IN THE TARIFF DETRIMENTAL.

I am opposed to any increase in duties on cottons and woollens. I consider that raising the tariff on these lines would be detrimental to the country, and that manufacturers who cannot compete with foreign makers should turn their energies in some other direction.

Virden, Man. W. J. WILCOX.

LET WELL ENOUGH ALONE.

In reply to yours of November 19, asking my views as to the advisability of increasing the duty on woollens and cottons —would say—No.

The present duty of 35 per cent. on woollens and dyed or printed cottons, and 25 per cent. on white and unbleached cottons, in my humble opinion is enough. The preference affects our manufacturers, but they have 23⅓ per cent. protection on most of the goods brought in under the tariff, and have also the privilege of bringing in their raw materials almost free.

An increase of duty would affect such goods as the poor man must have, viz., flannels, homespuns, underwear, hosiery, flannelettes, ginghams, prints, etc., and, therefore should not be increased, without urgent need.

Judging from reports, most of our mills have been fully occupied, and in some cases unable to meet the demand. Why not then let well enough alone ?

With the good times prevailing, and the high merit of our Canadian manufactured goods, we have very little to fear from outside competition.

J. F. CLARK.

Port Hope, Ont.

PROSPERITY AND PROTECTION.

With present prosperity, from ocean to ocean, throughout all Canada; in fact the world over, and no depression in trade anywhere, Canada is not likely to be a "dumping ground" even at slaughter prices for American or English goods, either woollens or cottons.

While Canada should be for the Canadians, still we really think legitimate competition in manufacturing these goods is most desirable, as the consumers' side has to be considered as well. Therefore we think manufacturers are protected enough at present, and should be in the "swim of present prosperous times." if not, there is something required more than increased duties to make the looms hum in this great Dominion of ours.

We hear on all sides: "Goods scarce, cannot get better delivery." With existing conditions of trade, why should the Parliament of Canada for one moment consider any increase just now ? We remain,

THE GEORGE CRAIG CO., LIMITED.

Winnipeg, Man.

DO NOT FAVOR AN INCREASE.

We do not favor an increase in the duties on woollens and cottons. In our opinion, it is a tax on the many to enrich the few. And we believe our manufacturers have now all the protection they need to profitably conduct their businesses.

REID & CO.

Cranbrook, B.C.

INCREASE IS HERE NECESSARY.

I think that it is very necessary and proper to give the woollen and cotton industries sufficient protection to successfully operate and extend their business. I understand that it is not necessary to increase the duty on all lines of these goods, but, wherever necessary, I favor increasing promptly.

THE BINNING BROTHERS COMPANY,

Per W. J. Binning, Mgr.

Calgary, N.W.T.

TARIFF SHOULD BE REVISED.

We are of opinion that the tariff should be revised. It is some years since a thorough revision was made, and feel that some of our industries require more protection.

As merchants, we get better profits on imported goods than on Canadian manufactures. If, however, many of our manufacturers cannot exist without some further protection, it should be given them after careful research and after ascertaining that it is necessary to do so to enable them to continue in their business.

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP.

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.

We believe in adequate protection to enable our manufacturers that have fairly good facilities to continue manufacturing, but do not believe in sufficient protection to enable incapable men without facilities to compete.

When manufacturers are driven out of business, and their employes are without work, the business of the place in which they are situate is almost brought to a stand-still, and the goods usually sold there have to be sold elsewhere, causing an overplus of goods that are often sold at a cut price. This and the bad debts made through the decrease in volume of business in manufacturing points more than covers any extra profit that we get on imported goods over Canadian manufactures.

John M. Garland, Son & Co.

Ottawa, Ont.

STONGLY AGAINST INCREASE IN DUTIES.

We are strongly against any increase in the cotton and woollen duties. A little stronger competition for the manufacturers will promote more vigorous efforts towards producing higher class textiles, for which we have still to look to foreign markets; an increase in the protection would, from past experience, have the opposite effect.

During the last few years woollen manufacturers have made rapid strides in improving the *quality* of their productions, and have secured a large part of the trade that went to foreign makers. This was not acquired by increased protection, but by keener competition among makers to produce better goods. Competition promotes this; protection hinders it. Any legislation that will promote this competition is, in our opinion, the best for Canada's interests.

St. Marys, Ont. Subscriber.

A TARIFF FOR THE MANY, NOT FOR THE FEW.

While we are in favor of protection by the judicious stimulation of particular industries, and believe that money spent in our own country will for obvious reasons do us more good than if spent in other countries, yet we believe that as government is for the many and not for the few, any change in the Customs tariff should be made in such a manner as to benefit the greater number. We believe that increasing the present duties on woollens and cottons would be in the interests of the few and not of the many. We are of opinion that it would not meet with general favor in the West, nor would it be to the best interests of the settlers.

For many years back the Government has been endeavoring to people our Northwest, where there is room for millions. The resources and capabilties of the West are at last becoming known and are attracting widespread attention among all classes—the men of means and the men without.

In the opening up and development of a new country the early settlers' burdens should be made as light as possible, and the necessaries for living as well as the necessaries for working should not be increased in cost by taxation. As a rule the early settlers start operations on a small scale, and to succeed have to be industrious and economical. All their work and savings go to develop the natural resources of the soil, and thus increase the productive power of the country, thereby increasing the wealth of the community. They are wealth producers—not wealth distributors. Their surplus money for many years to come, spent as it will be to increase their earnings, will be of far greater benefit to the country as a whole than the increased profits of the woollen and cotton manufacturers would be.

Taxes should be productive. It is not good policy to harass any interest for the sake of a small gain; the sacrifice demanded from the individual should be proportionate to his means. As the country becames older, population denser and wealth increases, then duties can be increased if need be without being felt as a burden.

McDougall & Secord.

Edmonton, N W.T.

RESPONSIBILITIES OF THE LARGE AND THE SMALL BUSINESS

By HENRY E. STRECK.

TO the spectator standing by the side of the track when the Empire Express sweeps by at a mile a minute the power indicated by the rushing train is almost overwhelmingly impressive. And yet it is completely under the control of the engineer, who, with his hand on the throttle, can, by the pressure of a single finger, regulate the speed of the express or bring it to a standstill.

The position of the engineer with reference to the train is very much like that of the man who stands at the head of a great mercantile establishment. As he sits in his office he can, by touching a button, summon to his presence the members of his executive staff, who are directly in charge of the several departments, and give them his orders. It is their duty individually to see that they are carried out. The manager's responsibility is large, but, as it is shared by his chief assistants, his duties are not extremely wearing.

His attitude towards his staff is that of counsellor, commander and a deviser of plans. The work of direction is not of so exacting a character that he cannot spare an hour or two during the day to entertain a friend at his club, or, if in Summer time, to take a run down to a neighboring resort.

Relatively speaking, the man who owns and directs a small business has a much harder task. In most cases he has no one with whom to divide the responsibility or to relieve him of the burden of detail work. If he is conducting a dry goods store, he must buy the goods, see that they are properly displayed, write the advertisements, look after the finances, make collections, hire the clerks and perform the work of a salesman himself.

His hours are long, his duties exacting and his periods of pleasure extremely limited. When he goes home at night, it is not to sit down and chat with his wife and children, but to write business letters, to make out bills, or to draw up plans for the future.

The small merchant thus has much to contend with in making a success in life. Usually his capital is small, and he must have decided ability as a financier to be able to raise a sufficient amount of money to tide him over the dull Summer months. Maturing bills must be paid, new goods for Fall delivery must be ordered, and his family must be provided for.

While the responsibility resting upon the shoulders of the manager of a big establishment is great, it is not to be compared with that of the conductor of a small one. The latter is individually compelled to bear all the vexations of his business. No one shares them with him. Things "get onto his nerves," and unless he learns to be philosophical, and to meet the difficulties as they arise with a firm and patient spirit, he soon goes to pieces under the pressure.

I am not prepared to assert that it takes a smarter man to make a success of a small business than of a large one, but I will say that he who can, in the midst of sharp competition, establish and satisfactorily develop a business of his own must be possessed of a hatful of brains and know how to use them.



BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Makers of

All Kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD.

Scotch Fingering	Berlin Fingering	Vest & Silk Vest Wools	Cocoon and Eider Wools
Wheeling	Balmoral Fingering	Lady Betty	Pyrenees
Petticoat Fingering	Merino Fingering	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden
			Mending

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering

Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

New Qualities: BEEHIVE Cocoon and Eider Wools.

Wholesale Only. **Send for Samples.**

Agent . . .

Duncan Bell

MONTREAL and TORONTO

Linen Threads —THE BEST.

BARBOUR'S FINLAYSON'S
KNOX'S DUNBAR'S

Boot AND Shoe Laces—THE BEST.

NORTH BRITISH BOOT LACE CO'S.

FRANK & BRYCE, Limited

Toronto MONTREAL Quebec

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO

Natural Japanese Washing Silks



WE MAKE A SPECIALITY OF

NATURAL JAP. WASHING SILKS.

And carry a large stock in the following widths : 20-in., 23-in., 27-in., 32-in., 36-in and 48-in. Any quality and width canbe dyed any shade in a week.

All Widths and prices in twill Japs. in 50-yard lengths.

SHANTUNGS in different widths. Various qualities of **TUSSORE** by the piece or yard.

DYED JAPS., all shades, in 21-in., 23-in., 27-in., and 36-in.

PRINTED, FIGURED AND STRIPED JAPS.

All shades in two qualities of **GLACE** and three qualities of Colored **LOUISINE,** and **ORIENTAL SATINS** and Foreign and **ENGLISH MERVES.**

All up-to-date makes of **BLACK AND COLORED SILKS.** Canadian buyers are invited to give us a call while in London and inspect our latest novelties.

T. RICKARD & CO.

DIRECT IMPORTERS OF JAPANESE SILKS

20 Cheapside, London, England.

OUR SPECIALITY IS ALL DESCRIPTIONS OF JAPANESE SILKS.

CABLE CODE: "CLERKSHIP"—A.B.C. CODE USED.

How to Develop Canada's Export Trade.

The Views of Mr. C. E. Sontum, the Canadian Commercial Agent in Norway, on the Subject.

CANADA'S export trade is daily becoming a matter of more vital importance to the country. As the number of acres under cultivation increases and our manufacturing facilities become larger, the production must in time be greater than the domestic demand, and, unless we can find a ready market for the surplus of our home-grown and manufactured goods, disaster is sure to follow.

This is a question which has been agitating the minds of members of the Government, the Manufacturers' Association, Boards of Trade, etc., for some time past, and various arguments have been advanced pro and con.

Mr. C. E. Sontum, Commercial Agent for the Canadian Government at Christiana, Norway, a gentleman noted for his foresight and business ability, writing to the Minister of Trade and Commerce, Ottawa, on July 3, 1902, in an able letter discussing this subject, said:

I notice by the Canadian trade papers that a discussion is going on as to what the Government could possibly do in order to increase the Canadian export. A similar discussion has been going on here for some time, and has resulted in the Government establishing an information office, where the trade can get all kinds of information regarding the export. It is too early yet to express anything about how this office is fulfilling its place; but it seems as if the trade expects it to do wonders at once, and some dissatisfaction has already been noted. Some people hold that the jealousy among the trade in the same lines will make it difficult to satisfy all. I, for my part, believe that one of the best ways of increasing trade is through trade papers. Throughout the whole world English is in a remarkable way becoming the commercial language, so it is understood by almost all of the educated classes, besides nearly all of the schools here teach English. Several trade papers in the Scandinavian countries are now being printed part in English and part in Scandinavian, i. e., The Fermand, which is the largest trade paper in Norway, and The Danish Export Review (Denmark) is printed exclusively in English. If, through a reduced postage, Canadian trade newspapers could be more extensively mailed to all of the exchanges in Europe, I believe this would be one of the best pushes the Canadian export could get

In order to learn more fully Mr. Sontum's views with regard to the value of trade papers in the extension of our export trade, Lieut.-Col. J. B. MacLean, President of The MacLean Publishing Co., on October 3 last, wrote him asking to be favored with particulars, at the same time directing him to the work of the Canadian Manufacturers' Association here.

The following interesting and comprehensive reply was received under date of October 28:

In possession of yours of October 3. I am obliged to you for your kind remarks in regard to my reports as Canadian Commercial Agent. I am also obliged to you for calling my attention to the Canadian Manufacturers' Association, and I might state, at the same time, that I have read with considerable interest in your valuable paper the debates there have been in regard to the promotion of Canadian trade, and this is of so much more interest to me, as, during the last few years, the question has been very actual also in this country, and much agitation has been going on among our manufacturers and export-houses. The demand for official assistance and pressure on the Storthing (Parliament) finally resulted in the establishing of an information bureau, where the trade can get every information in connection with the export.

In my opinion, what a Government can especially do for its manufacturers and exporters is to facilitate communications, and, if possible, use its influence to obtain the lowest freight rates both on land and sea, besides reducing the postage on all magazines and trade papers, as well as circulars, to a minimum.

To send speakers to Europe holding lectures about Canadian products, as I noticed a member of the Canadian Manufacturers' Association suggested, would, in my opinion, not result in much. On the other hand, a trade paper which is received by an importer will always interest him if he is a live man, as it will teach him something. He will there get news and ideas, both suggested editorially and from the advertisements, and the paper will lay on his desk awaiting him to pick it up when he has a moment to spare.

Now, right here, I will say something about advertising which I believe will interest you. It is very common, of course, that the papers advise people to advertise, and statements and figures are given about such and such well-known houses, who are known to do a great deal of business, that they spend so much for advertising, etc., during the year. It is, without doubt, true it pays to advertise, but I believe it often looks to merchants and exporters like the paper is keeping on hammering at this in their own interest about the same as a commercial traveller talking for his goods, which to a certain extent it does; but, nevertheless, it is a nailed-down fact that advertising pays.

A United States manufacturer would hardly think of getting business in Europe by advertising in Canada. I can, from actual experience, tell you such things happen, and I believe very often. Here is an example, which happened me. I noticed some years ago in THE CANADIAN GROCER time and time again a small advertisement for "Tanglefoot" sticky fly paper, something I had then never heard of before. Finally, one day I said to myself, if that firm can keep on advertising that article there must be something in it, and if a United States firm can sell it in Canada we might be able to sell it in the Scandinavian countries. We wrote them asking for samples and quotations, offered it to the trade, it took, and proved to be a good article. We now buy it every year and have done so for seven years, not by the box or by hundred boxes, but by the carload and when we have a warm summer it seems as if we cannot get enough of it. Even up to this moment The O. & W. Thum Co., manufacturers of the fly-paper, have no idea that they got their Scandinavian trade through advertising in a Canadian trade paper, as I will confess I forgot to mention your paper when I first wrote to them.

There are other firms from whom I have bought considerable goods through the advertisements in your Canadian trade papers. I can mention, for instance, The Tillson Company. When Canada is on the right side of the market, so they can compete against the United States exporters, I have no difficulty in placing orders for carloads with this firm, as the goods we have had from them have been of the very best quality—second to none.

I had also recently a shipment of corn flour from St Lawrence Starch Co. From this firm I buy regularly what I can sell of their goods and have never had any complaints. In fact, I must say, this is to the praise of Canadian exporters, that with the exception of apples, I have never had any trouble with Canadian goods, and the merchants here are getting to look with increasing confidence on goods of Canadian manufacture. You have in Canada some firms who have in their different lines been the standard-bearers, so to speak, for Canadian trade allover the world. I will only mention a few such firms; for instance, Messrs. Hiram Walker & Sons, distillers of "Canadian Club" whisky; The Dominion Radiator Co., Limited, manufacturers of "Safford" radiators; Ogilivies, and Lake of the Woods Flour Mills, and Massey-Harris, etc. Walkers' "Canadian Club" whisky can be had in all the best restaurants in every corner of Europe. I think that Walkers have done for the Canadian liquor trade what a couple of Havana manufacturers of cigars have done for the tobacco trade of Cuba, because of the excellent quality of their cigars. The "Havana" cigars, regardless of who is the manufacturer, have got a reputation all over the world, although not all of the cigars from Havana are particularly better than the best of other cigars. The same way, I think, it is happening with Walkers' "Canadian Club" whisky. Canadian whiskies, in general, are getting the reputation of being the best whiskies made in America, because people get to know "Canadian Club." The merchants of Canada, of course, know this firm so well that it would be unnecessary to mention the style this firm does everything in. Their bottles, labels, capsules, show-cards, in fact, everything in connection with Walkers, of Walkerville, give the foreigner to understand that this firm belongs to the very first and is conducted with great ability. I have nothing to do with the sale of "Canadian Club," but I have often heard remarks about it.

A Canadian article I have been working very much with is radiators from The Dominion Radiator Co., of Toronto, whose advertisements are in your Hardware and Metal. Their radiators are here considered the very best, as their "Safford" patent prevents the possibility of any leak. My firm has furnished these radiators to a number of both official and private buildings during the last six years. Of Government buildings which are heated with Dominion radiators, I will only mention the Insane Asylum of Christiana, the Government Hospital at Christiana, the Government Agricultural Schools, the Technical Schools at Drontheim, the Stavanger Prison at Stavanger, the Reserve Prison at Christiana, the Government Manufactory of Arms at Kongsberg, the Artillery Barracks at Christiana and many others. We have also sold their radiators in Sweden, Finland and Denmark.

Lately there has, as you know, been very hard times in Northern Europe, and everything is about at a standstill. Now, let me say something which, if I am right, might be of use to some of your readers, and which, I being at a distance, maybe have a better chance to notice than they have. Of late years, on account of the very good times in the United States, their manufacturers have had a good and steadily increasing business, as the home consumption has been large, and on account of the large dividends there have been started an enormous lot of new factories. The overproduction is now commencing. We receive almost by every mail more and more offers for different kinds of goods at lower prices than before. This is bad, and I believe that inside of two years there will be an enormous crash in the United States and goods will be offered at almost anything. How this will affect Canada you know yourself.

No doubt there ought to be some carefulness in starting new factories just now. In fact, if I was in America to-day, I would sell what I had of stocks of every kind, as I believe the top prices have now been reached. I would, instead, invest in land in the Canadian West. Now, this is my individual opinion, and I believe I am right. What may delay the knock a little is the excellent harvest they have had in the United States, but it is sure to come. When I, eight or nine years ago, was in Canada and the United States as Norwegian Commissioner in the interest of Norwegian export, the times here were flourishing and the merchants were over-estimating everything, as people are liable to do in good times. Old factories were enlarged and new ones built and everything increased so rapidly, but when the crash came, a few years later, one institution after the other was closed and wound up, including half a dozen banks.

Now the just are suffering with the unjust, and I am afraid the same might happen in Canada if there came a crash in the United States, so the American manufacturers would have to offer their goods at less than cost price.

Yours, respectfully,

C. E. SONTUM.

These remarks, coming as they do from a gentleman holding as important a position in foreign trade as Mr. Sontum does, cannot but have their effect upon Canadian business men who are interested in export.

Debenham, Caldecott & Co.

SILKS | SPRING 1903 | SILKS

Start the New Year right. Get our prices and place an opening order now. Our stock is very complete. Order by mail or from our representatives who are now on the road with full range of samples for Spring 1903.

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Latest Styles
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EVERY PAIR IS GUARANTEED.

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A sure way

to increase your sales of Shetland Floss, Germantown and all fancy wools

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is to add to this department the

GLORIA CROCHET MANUAL to retail—**25c.**

It tells your customers **what wool to use** and how to use it.

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WASH DRESS GOODS IN VOGUE

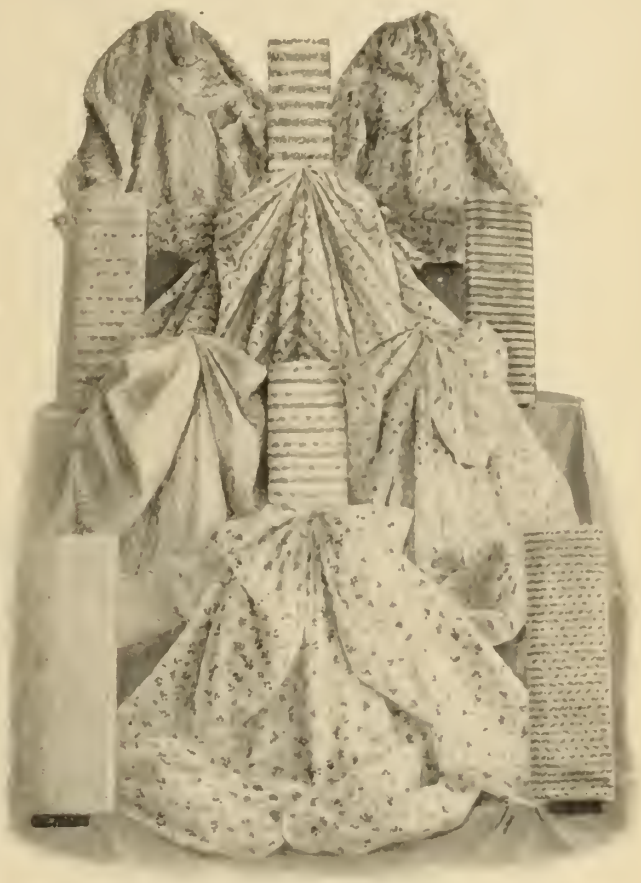
SPRING business in wash goods is well under way, and the firm tone of the markets for cotton goods has led the country merchants to purchase freely. In this important branch of the trade the patterns, styles and materials are exceedingly fine. Indeed, one might say that they are greatly in advance of those shown in any previous season. This is chiefly due to the process of mercerization, which figures so largely in almost all the Spring lines. The effects that manufacturers are now able to get and the imitations of wool and silk weaves are little short of marvellous. In both white and colored wash goods the mercerized effects will be very strong, and in novelty cotton dress goods they cover nearly every design brought out in high-class silk and woollen materials.

The unusual character of the weather last Summer was greatly against the sale of light cotton fabrics, and yet a large business was done. It is hardly likely that two such seasons should come together, and the trade generally is looking forward to a largely-increased business for the coming Spring and Summer seasons. For wear as waists in the early



An Attractive Display of Mercerized Chambrays.

Spring and for separate skirts, and wash suits later on, the heavy mercerized cotton goods in Oxfords, canvas and matted weaves, both plain and in striped effects, or small patterns in Jacquard figures in very bright mercerized yarns, business promises to be particularly good. The widths run from 27 to 48 inches, and the colorings and weave combinations are endless. The Oxfords and matted weaves and reps are quite a feature of the trade.



A Pretty Grouping of "Maybelle" Batiste.

Linen crashes, not only in the cheap makes, but in higher-priced goods, are being used by many houses who make a feature of stylish separate skirts and shirt-waist suits.

In looking through the lines of goods shown by a large house the most striking feature was the free use of the process of mercerization, both as applied to the yarns and to the finished cloth, and also the immense improvement that this finish makes, both in the character and appearance of the goods. A price is asked and paid for these goods that a few years ago only wool and silk goods could command. Their beauty and excellent quality amply justify the price asked.

The only failure in mercerized goods is in the low grades, and merchants should be very cautious about these.

In the line of goods before mentioned the heavy waisting cloths were, as expected, very prominent. An excellent range of piques was also shown. In the whole range of materials for tub suits there is, perhaps, no better wearing fabric than pique, and its long record affords ample proof of its excellencies. This season it is very popular for the early Spring waists, and later on it will be much used for tub suits and

separate skirts. The Oxfords and basket weaves in this line made a strong showing, both in the plain cloths and with the luminous Jacquard effects in stripes, figures and spots on a mingled or chambray ground in different colorings. Plain matte cloths, of a highly silky texture in cream, ecru, champagne, resеda and the new blues, formed a very prominent feature.

In close imitation of the wool fabrics are the mercerized cotton etamines and voiles that possess all the pronounced traits and the texture of those graceful, clinging goods, and, of course, at a much smaller price.

In an up-to-date line, goods specially made to wear when taking part in the various outdoor sports should not be absent, and a cloth adapted for wear on the golf links, both in brilliant and quiet colorings, and uniting a silky dressiness with great strength and utility, was shown. For yachting and boating there was another special cloth, which had a very silky appearance, being mercerized in the yarn, while the wearing qualities were exceptional. No line of these heavy goods would be complete without a showing of the "Galatea" cloth for rough and tumble wear in boys' suits and children's useful dresses.

The medium-weight goods—ginghams—have the call, not only in plain cloths, but in a great wealth of designs and combinations, chiefly in striped effects, lace stripes and stripes of plain material, with floral or Dresden stripes in alternation. Sometimes the ground will have groups of corded or a novelty weaves in the stripe designs that are so prominent among this season's patterns. Besides, these are the staple lines in checks and modest stripes.

The demand for a light-weight zephyr in black and white for mourning wear is well met by large and choice selections of patterns of a very high order of a beautiful cloth.

Everything of the pongee character enjoyed great popularity in the past season, and promises to rank for a long period among the favorites in wash dress textures. A fabric that combines the qualities of both zephyr and pongee is sure of success. This material is patterned with small figure effects. A plain chambray which is highly mercerized is also shown, and a novelty zephyr in which the stripe closely imitates hand-worked applique is a new development this season.

In the thinner materials for hot-weather wear there is a profusion of novel productions, one of the best of which is an elegant dress novelty with a lacy woven stripe, closely resembling an overlay of lace, and a Dresden floral stripe in artistic colorings. A decided novelty is a cloth which is a combination of silk and cotton with a lace-like leno stripe.

Organdies have occupied a high place in Summer goods for some seasons past, and a novelty so decided in these goods as an organdie that shows a silky, band-like stripe with an undulating corded edge, which forms a background for dainty floral effects that blend harmoniously with the soft delicate colors of the foundation of the texture, is sure of a good reception.

In fine Swiss Jacquards the novelty is in the style of the pattern. The tendency is towards smaller, neater effects, and particularly in white on black. These goods make a most effective showing. Many of these cotton fabrics are interwoven with silk, and so skilfully is this accomplished that it is difficult to detect the admixture of the inferior yarn, but these goods would easily pass all but the closest inspection as all-silk goods.

In silk gauze, in plain colors, there are four qualities, and in half silk, though all silk in appearance, it is appropriate for all occasions when a brilliant, gauzy material is demanded.

Pompadour gauze is, as the name denotes, an almost transparent gauze with a rich pompadour design in warp printing, and is especially adapted for a full dress costume for formal occasions. Embroidered Swiss dots in white, ecru, colors and black, but more particularly on white and ecru, are selling freely.

A grenadine that is a close imitation of the costly French fabrics is a very popular production of the loom, in fast black only.

The cuts given show some of the new and attractive methods for draping and displaying these Spring wash goods.

THE GOODWILL AND ITS MEANING.

A KNOWLEDGE of law, however slight, is invaluable to the merchant in transacting his business. He is thus enabled to avoid many liabilities of losing money or prestige and can often drive a bargain to his better advantage. Goodwill is a term in connection with business which to the merchant is sometimes indefinite. That there are laws on this subject is a fact known to a few. The following from an exchange is interesting in this connection:

When the expression "goodwill" is used in connection with the sale of a business simply, and by itself, it means nothing more than the advantage which is possessed by occupying the premises tenanted by the predecessors in the business, and the chance which is thereby given of the customers continuing to be attracted to those premises. Goodwill, however, is not confined to that. It embraces every commercial advantage which the seller himself possessed of carrying on the concern—that is to say, everything connected with the premises or the name of the firm, and everything connected with or carrying with it the benefit of the business beyond the mere value of the capital, stock, funds, or property employed in such business.

Apart from any agreement whatever the property in goodwill passes with the possession of the business premises and of the stock. The assignee (or purchaser) of these has a right to carry on the old business, and to represent that it is the old business which he is carrying on. The right to the old business includes the exclusive right to the trade-name, to the trade-mark or trade-marks (if any), and to any covenants entered into by the assignor (or seller) for the protection of the business. In a word, the assignee (or purchaser) of the business and goodwill becomes possessed of all rights other than the personal rights of the assignor (or seller); such personal rights embracing, of course, business capacity and skill.

Unless there is a stipulation to the contrary, the seller may set up a similar business next door to the one which he has sold, and may advertise to the effect that he was a member of the old firm; but he must not use any colorable imitation of the old firm's name; or use the trade-mark (if any), or solicit the customers.

There should always be an express covenant in the contract of sale conveying the business and goodwill, restraining the seller from in any way dealing with the old customers.

As soon as a person has acquired the right to use the old firm's name, such person must not represent that he is the same person as his predecessor. He only acquires the right to represent that he is his legitimate successor. The purchaser may restrain by injunction the seller of the business which he has purchased, if he attempts to infringe his rights.

It is not absolutely necessary that there should be an agreement in writing in order to convey the goodwill of the business, but it is very desirable that there should be one, and where one has been prepared all necessary restrictions should be inserted in it. It should be particularly noted that the word "goodwill" should always be inserted in such agreement, as by using it, it conveys the entire interest, including the property and effects of the business.

Flannelette.

If purchasers of this useful material for under-wear all the year round would buy the

BEST ENGLISH MAKE

they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

Horrockses' Flannelettes,

Made by the Manufacturers of the celebrated Longcloths, Twills and Sheetings,

ARE THE BEST.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

FOREST CITY GOSSIP

Office of THE DRY GOODS REVIEW,
365 Richmond Street, London, Ont

OLD dry goods men now alive, who knew the London, Ont., of 35 or 40 years ago, will recall with some degree of interest the names of the men in the dry goods business at that time. The majority of these have passed away, and younger heads, with the newer ideas of to-day have taken their places, and are upholding the reputation and credit and standing of Western Ontario's capital.

The old familiar names were, in part: T. G. Sutherland, Andrew Chisholm, Whan & McLean, MacIntosh Bros., R. S. Murray, Charles Priddis, Gunn & Gordon, Higginson & Burns, branches of W. A. Murray & Co., Walker's Golden Lion, Thos. Manley, R. S. T. Davidson, John Beattie and others. T. F. Kingsmill is now one of the oldest retail merchants still carrying on business here. In the old days referred to he was manager for The W. A. Murray Co., and Mr. Smallman, a youth in those days in Sutherland's, is plump, fair and hearty.

* * *

There are not one-half the number of dry goods stores now, because, in a number of cases, three or more of the old spots are converted into one large concern, and handsome and capacious premises now contain much larger stocks, more varied, and many times more in value than in the days referred to.

* * *

Nowadays it is a real pleasure to enter the London dry goods stores during the hours of business; to see the crowds of well-dressed people within; the genteel-looking salesmen and expert salesgirls doing their utmost to please, and the smiling elevator boy, who has more ups and downs in his short life than falls to the lot of many, and the cash-carriers whistling overhead in constant and quick succession.

* * *

The London dry goods merchants have learned the art of window-dressing, and they have learned it well. Shades of the departed, what a difference in this regard! It brings out a hearty laugh to recall the old window dressing. Fancy a window with a conglomeration of horseblankets, brooms, battings, nutmegs and red flannel, and the other dressed with full-cloth overcoats, farmers' sox, druggett skirts and common straw hats! but *tempus fugit*, and things improve most wonderfully.

* * *

The wholesale trade of London, Ont., has made for itself a name that is world-wide. The aggregate trade is surprising, and those engaged in the general dry goods, ready-made clothing, hats, caps and furs, millinery, woollen goods, corsets and mantle business, are reaching out into every portion of the Dominion with a regiment of well-drilled commercial travellers of the very best class, who are a host in themselves, and bringing into this goodly city an immense volume of trade which in former years had little or no existence.

* * *

The bankrupt stock of the firm of Runnians, Carson & McKee, which was purchased by T. F. Kingsmill, is being disposed of in the premises of the former on Dundas street, and the Messrs. Kingsmill have now in process of erection a new warehouse, to be opened in time for Spring business. The new building for the Kingsmill firm will, in conjunction with the handsome warehouses already on the same side of Dundas street, make a most attractive and inviting thoroughfare. Kingsmill's new building will have four flats, supported on metal columns, with an entire plate glass frontage of 36 feet, depth of building, 190 feet. The basement from end to end will have a clear height of 7 feet 6 inches, and will be lit up with Luxfer prism reflectors. It is the intention of this firm to manufacture on the premises mantles and costumes, also ladies' waists and high-grade underwear, as well as tailoring in all its branches.

* * *

The buyer of Smallman & Ingram is already in Europe for Spring purchases. T. F. Kingsmill and the buyers from the J. H. Chapman Co. are on their way on the same errand.

* * *

All the London retailers report good business during the holiday season, and still there is no let up to it yet.

* * *

Millinery openings will be early this year, probably the last week in February. Mid-winter clearing and white goods sales are keeping the gent's furnishing, dry goods and clothing stores fairly active in this city. Saturday night trade seems very good, but few retail merchants from outside points have been in the city this week. Stormy weather and irregular trains had something to do with this, at the same time many country dealers are now taking stock; others are wiring in at home clearing out the balance of winter goods in preparation for spring business.

* * *

The London representative of THE REVIEW is to be found in the Hiscox Building, 365 Richmond street, where a cordial shake awaits any outside merchants coming to the city; being an experienced drygoodsman, he is willing to look up anything special, or help in any way those who may correspond with him.

* * *

NOTES.

W. A. McDougall, of London, reports a very satisfactory sale for the Elevated Salesmen, lace curtain display frame.

John Marshall & Co. are very busy just now, and Fried, Wright & Co. have their hands full receiving and shipping goods for early Spring trade.

A very beautiful thing that your correspondent has never seen elsewhere in Canada is shown by Robert Scates & Co., who do perhaps the largest trade in exclusive lines of ladies' waterproofs. This one referred to is called the "American Lady," of English make, and is fine silk waterproof, and can be retailed at $10.00 each. It can be rolled up and compressed as small as a pocket handkerchief. A cable report order has just been sent for 1,000 additional coats.

W. H. L.

RETURNED
MAY 11 1905
To Owner
Book 34
Page 64

Underwear



The Galt Knitting Co. Limited

GALT, ONTARIO.

Samples for Fall 1903 now on the market.

REG TO
TIGER BRAND

An announcement of importance to buyers of

Parasols and Umbrellas

JUST THIS

Our range for Spring is complete. Our salesmen are out for orders. See our line before making purchases.

The Irving Umbrella Company, Limited

20 Front St., West, TORONTO

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"Turns night-time into day-time"

NEW MODELS. LOWER PRICES.

We offer you the best made lamp on the market, built scientifically.

We offer you a lamp that will light your store for half the cost of kerosene.

We offer you a lamp that is safer than a coal oil one.

We offer you a lamp which you can sell at a good profit.



No. 25
100 Candle Power.

Do you want the Agency for it?

THEN WRITE FOR OUR CATALOGUE AND DISCOUNTS.

EVERY LAMP GUARANTEED.

AUER LIGHT CO., 1682 NOTRE DAME ST., MONTREAL.



The Draper of Australasia,

The Organ of the Drapery and Kindred Trades of the Antipodes.

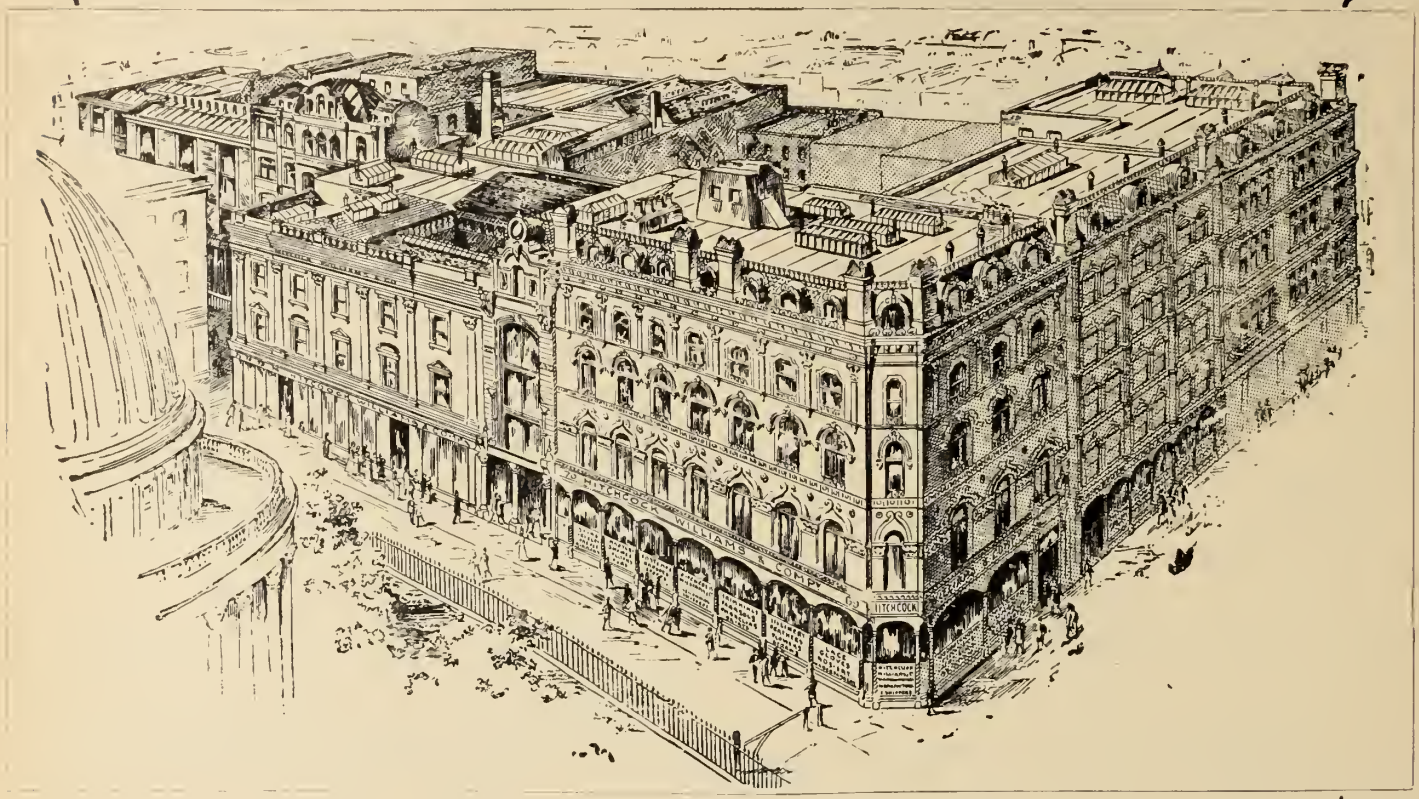
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43, 44, 45, 46, 49, 50 Paternoster Row.
1, 2, 5, 6, 7, 8, London House Yard.

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ESTABLISHED NEARLY 70 YEARS.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application.

Our Mr. Cliffe visits Canada twice a year, He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

FASHIONS IN LADIES' FURS

FUR has been almost universally worn this season; indeed, it would seem that in many cases the wearing of furs was a matter of fashion rather than comfort, for about the middle of October, although the weather was quite Summerlike for many days together furs, almost as if it were by common consent, made an universal appearance.

Apart from their usefulness furs are having an immense vogue this season, both for coats and trimmings, and the market is in a most satisfactory condition, as notwithstanding the increased and increasing price of furs the country districts are taking large stocks.

Last Winter's trade was well sustained until late in March, and should the weather prove favorable there is every indication that the same may be true of this season also.

DEMAND FOR NOVELTIES.

The constant demand for novelties has led to the production of very remarkable goods that are in many cases more curious and eccentric than of any great beauty. Coats have been made of hares' cheeks and of the skin of hares' ears, and also of mole skin, which is very soft and fine and makes a beautiful but most expensive coat, as each animal only furnishes a pelt of a few inches square.

Russian sable, sea otter, some of the fox furs, are by reason of their price confined to the wardrobes of the very rich, and Alaska seal is rapidly approaching the same conditions. Chinchilla, also, is a very costly fur.

ADVANCING PRICE FOR STAPLE FURS.

The rapidly advancing prices for the staple furs have turned the attention of the trade to what were once considered beneath notice. Mink, now so much sought after, was a few years ago of little account, and the so marked vogue this year, particularly in Paris, for grey squirrel, or "Petit Gris," as the Parisians call it, to some extent owes its favor to the desire to find a cheaper substitute for chinchilla. This is really the pelt of a small rodent, found in the remote parts of Siberia. Aside from its softness and the elegance of its markings, it resembles the common squirrel skins. A cheap imitation is used to line ordinary mantles. During the reigns of Louis XIII. and XV., it was so much the rage that its use was restricted to the nobility. Gradually as sables came to the fore it fell out of repute and came to be looked upon as an old woman's fur, used only for the lining of ample comfortable cloaks. For several seasons past it has had a certain vogue, but did not come prominently to the front until this season. Not only coats and small furs, such as stoles and muffs, have been made of it, but whole suits of hat, coat and skirts as well. The markings are used to give the fashionable three parts to the skirt.

ERMINE TO THE FRONT

Ermine is another fur that has been long neglected and has now come to the front again. It is more suitable for a trimming fur than for the body coats, though some smart coats have been seen of it in the blouse style with short peplum in combination with other furs, mink making very much the prettiest. The flat boas now worn with stole ends banded with mink and the muffs to match with alternate bands of mink and ermine have been one of the prettiest things seen this season. Ermine and grey squirrel have had such a run in Paris that it is almost safe to predict another good season for them.

The extensive use of ermine, both in small furs and as a trim, has been a somewhat unexpected feature of the trade this season.

Ermine, mink and grey squirrel have been much sought after in the millinery world and whole hats of these furs, or in combination with lace and velvet, etc., have had a large run; in fact, many of the dressier hats show a touch of fur in some shape or form.



American Ermine Collar.

FUR OF THE FOXES

All the foxes, the Isabella blue, tipped, the small and large red, and particularly the white or Alaska fox, are very stylish. They are made into flat boas with the head or claws at one end and the brush and claws finishing the other. One heavy brush finds more favor nowadays, as the numerous dangling tails are becoming common.

Persian lamb is always a standby with a large and wealthy class of the community and is now worn in the 21 and 27-in. coat, tight fitting at the back and loose at the front. Some other furs, such as ermine, sable, stone marten or

chinchilla, are used for revers and cuffs. Baby lamb or moire lamb is another favorite.

AUTOMOBILING COATS.

For automobiling, besides the ample coats of heavy Angora and zibeline cloths, lavishly trimmed with fur, are coats of pony skin, calf skin, leopard skin, Norwegian deer and many other less striking and remarkable furs. Another unusual coat was of white baby lamb with trimmings and muff of sable. A stole and muff of yellowish downy baby seal was another novelty.

ORDERS FROM MANITOBA.

One pleasing feature of the season's trade is the largely increased orders from New Ontario. The styles required for this trade and for some of the more remote districts are quite distinct from city styles. Thus grey lamb coats have been in demand there, while it has only sold as a children's fur in the older settled centres. Caperines, in Persian lamb and Alaska sable (skunk), to retail from about $5 to $20, are also good for this trade, as they protect the neck and ears while driving. Short coats of Canadian seal (dyed muskrat) have had a great run in some trades, particularly in the 24-in. coat, though some autos. have also sold. This fur is displacing electric seal in the market, as it is not only a nearer imitation of real seal, but it is also said to give better wear. These coats are often trimmed with mink, Alaska sable, dyed racoon, and Alaska red fox.

THE DEMAND FOR PERFECT SKINS.

While furs are dearer, the great demand is for the more perfect skins, and the higher price is cheerfully paid for these. This is good policy, for with furs as with most things the best is the cheapest in the end. Carefully selected skins of inferior animals are a more satisfactory investment than second-rate pelts of higher-class furs. A lovely thick heavy fox skin is away better than a skimpy stone marten, a perfect specimen of baum marten than inferior sables, and a good Hudson Bay to a straggly Russian, and so on along the line.

PERSIAN LAMB FOR JACKETS.

Persian lamb is by far away the favorite fur for jackets this Winter, and the demand for them has been very great in all styles, but chiefly in the short 24-in. semi fitting coats, closely followed by the smarter Russian-blouse style.

The loose three-quarter length "auto" coat has not sold so well, as Persian lamb is pre-eminently the fur for dressy street-wear, and there are many reasons why the shorter coat is preferred for shopping or walking.

Few coats are seen

ALL OF ONE FUR.

for the fashion this season in furs, as in everything else, calls for combinations, and many of the ultra smart coats are not only combinations of two furs, but are lace and chiffon trimmed as well, and with very ornamental buttons of metals and mock jewels. The increasing expensiveness of the old-established furs, as well as the craze for something new, are leading to the adoption of less costly varieties, which are very smartly cut and made up. A coat of this description is a three-quarter box-coat of racoon fur, with collar and trimmings of dark bear. This makes a very handsome and useful coat, and compared with some furs, not a very expensive one, and for a good, warm sensible garment has no equal.

THE ULTRA FASHIONABLE GARMENT

in furs is the 42-in. loose-fitting coat with box-back and big rolling Russian collar. Very smart are the short 22 and 24-in. box coats with fancy revers and facings. Astrachan is seen in both 24 and 36-in. lengths, but owing to its coarseness is not combined with any other fur.

THE NOVELTY CUT.

The novelty cut in fur coats is the extreme dip at the front. Short dip basques on the blouse coats add greatly to their becomingness when worn both by stout and slender figures.

Capes are not very fashionable this year, but some very handsome mink capes, with tail borders, are worn by elderly ladies. Cloth capes, fur-lined, while not very stylish are delightfully warm and cosy and are worn by the older people, who go in for comfort rather than style.

SMALL FURS.

In small furs there is a varied assortment, both of styles and furs. Long medium and short fox boas in all the varieties, and with muff to match, may be said to be the most popular furs of the season. Bear, in black, cinnamon and brown in boas and lined flat scarves and with large muffs to match have been in great demand. These lined flat scarves are a new feature this season. Stoles in grey squirrel and ermine, and in ermine trimmed mink, are a novelty, and scarves in Russian sable or stone marten or mink, with double ends and trimmed with heads, tails and paws are all new this season. Small cravat-like collars of fur are the latest development in furs. They generally have a frill of yellow lace on one or both ends.

GREY SQUIRREL A FEATURE.

One special feature this season is the introduction of grey squirrel into popular use. While this fur has had a large sale in the city and large centres, it has not been so well taken in the country districts.

Great attention is being given to the cut and finish of imitation furs, and many are being sold. Many transformations take place at the hands of skilled furriers, and to such perfection has the trade been carried that it is difficult for those who have little knowledge of furs to tell the dyed (or doctored) skins, and it is always the best plan in buying furs to trade only with reputable houses who make a specialty of furs, as many of the so-called bargains are only trading on the ignorance of the customer. Perhaps in no branch of the trade is the buyer so completely at the mercy of the seller as in buying furs.

K. Ishikawa & Co.

IMPORTERS OF

Japan Habutai,
Japan Taffeta,
Swiss and French Taffeta,
Black Silks, including Taffeta, Peau de Soie, Bengaline, Royale, Gros Grain, Merveilleux, Moire Francaise, etc.

Japanese Fancy Corded Silks,
Windsors and Ties for Ladies, Boys, and Children.
Japan and China Matting,
Jute Rugs.

WE HAVE A COMPLETE ASSORTMENT OF ALL THESE LINES IN STOCK, AND WILL BE PLEASED TO SUBMIT SAMPLES.

No. 24 Wellington St. West, Toronto, Ontario.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc

W. H. STOREY & SON
THE GLOVERS OF CANADA.
ACTON, ONT.

Established 1830.

J. NICKLIN & CO.

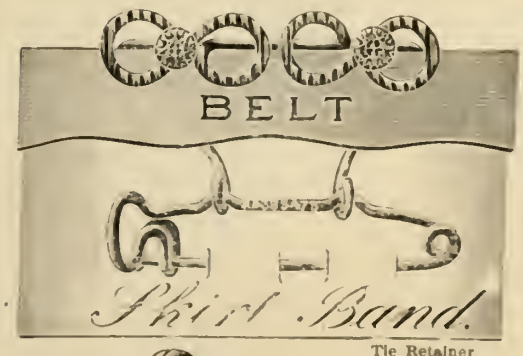
REGISTERED SAJONIC TRADE MARK

Great Charles Street, BIRMINGHAM. ENG.

—MANUFACTURERS OF—

SAFETY PINS, CURTAIN HOOKS, HOOKS AND EYES, BLOUSE PINS, EYELETS, METAL BUTTONS, BUCKLES.

"Coronation" Skirt Holder.

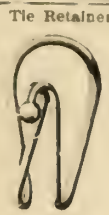






Tie Retainer.







THE CELEBRATED **C.B. CORSETS** ENGLISH MANUFACTURE

have far and away the largest sale of any corsets in the world, being sold by 13,000 Drapers and Ladies' Outfitters to upwards of 4,000,000 corset wearers. C.B. Corsets are preeminently suited to Canadian requirements, and once stocked in good assortment quickly attract an important trade, easy to cultivate and capable of a considerable degree of expansion.

The Celebrated **C.B. Corsets** represent a standard of excellence to which lesser known corsets do not pretend.



The many imitations of **C.B. Corsets** are flattering testimony to the sterling merits of the latter.

The production of C.B. Corsets furnishes employment for nearly 4,000 workpeople in eight of the most up-to-date factories in England.

Sole Agents for Canada: The British Import Co., 1 West Wellington St., Toronto

Who will be pleased to submit samples upon application.

GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.



This department is conducted and prepared by Miss Nora Laugher, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. She will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to her. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

"Our Country's welfare is our first concern, and who promotes that best, best proves his duty."—HAVARD

The laborer who toileth with his hands,
Instructing in the trade his 'prentice lads,
Doth tell them how to use their tools.
"To make a rift," quoth he, "you use your adze"
And to-day, the man of business, mind,
When catering to the public's fads,
Will find impressions quickly made
If he make proper use of all his ads.

THE month of February is a case of "between grass and hay" in the dry goods business. Your January whitewear sale is over and it is rather too soon to advertise general lines of Spring goods. Don't, however, stand still, like Mr. Macawber and wait for something to turn up, but keep things moving. Hold a clearance sale, a rummage sale, an oddment sale, a before or after inventory sale, a clean sweep of Winter goods sale, a housecleaning sale, a February sale, or any better name that you can find to make the goods move briskly off your shelves,

• • •

Remember that end-of-the-Winter bargains may be found in every dry goods store in your town, yet it is entirely possible for one merchant to completely outstrip everyone of his competitors by advertising his stock in an up-to-date manner.

• • •

It has been said that it takes a rich man to draw a cheque, a horse to draw a cart, a pretty woman to draw attention, a toper to draw a cork, a free entertainment to draw a crowd and a good ad. to draw trade.

• • •

Don't "Balk" in your Advertising.

Of course this is between seasons; we cannot get away from the fact, but larger stores—modern merchants are doing much to banish that old idea of seclusion in the dull period by progressive methods. There's no real reason for the smaller business man to "balk." He who spends a dollar for advertising, then spends a week regretting it will never make a success of his work.

• • •

It is well to use judicious advertising space—to keep before the public all the time—than to spread yourself in full-page, half-page or quarter-page ads for a few issues and then drop into oblivion. Keep right here on the spot. Let your neighbors know that you are alive. If you do not see your way clear to use large space, use small space, but keep right on. Don't career round like a race horse, and above all don't be balky in your advertising.

• • •

The good, steady, speedy, road horse is the horse that is sought after. The merchant who advertises steadily from day to day or week to week, as the case may be, doing his level best in bright, breezy work is the man who lays by enough money to retire upon in his old age. The merchant who goes backing around in a little stubborn circle, like a balky horse, ends up in the way he started.

Not many days ago, a Toronto business man (who, needless to say, does not do a very flourishing business), said to me, "I can do a trade without advertising." Well, so he could get from here to Montreal on a bicycle, or on shank's pony, but he could take the C.P.R. or G.T.R. there much more easily. Advertising nowadays is, to any kind of business, exactly what the railway is to transportation.

• • •

Many of the smaller merchants have the erroneous idea that they should stop their advertising in the slack season, but those who keep it going properly can make inroads upon business belonging to their competitors.

Worthy of emulation for Februasy

Curtains and Portieres

The best values that the month of February ever knew

We are offering specials that will make our store fairly hum with activity to-morrow. We are making February a month of remarkable events. Such offers as ours would make any store busy—provided its methods are right in other respects. But others don't give values the equal of these

BARGAINS INDEED!

Spasmodic advertising is not good advertising, but it is better than no advertising. A bad ad. is really better than no ad. The best results, however, come from persistently keeping before the public the information which interests it regarding your goods.

• • •

Good advertising is just as needful to the life of a store or factory as are good lungs and healthy brain essential and vital to the make-up of a good man. Advertising is the life-blood of trade.

• • •

As welcome as sunshine in every place
Is the cheering approach of a good-natured face

Vivacity in Advertising.

Have you ever noticed how very much more welcome to the family circle is a sunshiny, dispositioned visitor to the gloomy, morose individual, who depresses one by his very presence? It is even so in the matter of advertising. It pays to be sunshiny in your daily talk to the public. A bright, cheerful ad. is more welcome to the reader than a heavy, dull one. Your advertising should be a reflection of the honesty, cleanliness, order, cheerfulness and courtesy of the store it represents. "Laugh, and the world laughs with

you." By this I do not mean that jokes should be cracked or puns made in your advertising. I mean that alacrity should be cultivated because it is a business-bringer. Humor in advertising, like salt in a pudding, must be used sparingly; but you can put your customers in a good humor by cheerful, helpful suggestions and promises, so that your ads. will be looked for and perused gladly. It is good, too, to keep your promises just as cheerfully A happy person who goes all day doing his work merrily and well is worth two half-hearted people who tire in an hour. One sprightly ad. is worth two heavy ones. It does twice as much in the same space ; it will attract and convince; it will be remembered, while the lifeless ad will be left unfinished in the perusal. One of the most manifest signs of wisdom, both in the store and in its representative the ad., is cheerfulness. The bright ad., like the bright face, fulfils its mission.

* * *

The column of the newspaper is the merchant's pulpit from which he delivers his sermon to the public. He addresses thousands. If his words are bright and hopeful they encourage; if they lack life and vim, they discourage and depress. Moral: Do cheerful advertising.

One of the cheeriest ad. writers of the age, Artemus Ward (he of "Spotless Town" ad. fame) says; "There are three principles that underlie good advertising: First, prudence in buying space; second, care and cleverness in making copy; third, exactness in ascertaining the character and circulation of the medium used."

From a St. Catharines store that knows how to advertise.

McLaren & Co., Limited | McLaren & Co., Limited | McLaren & Co., Limited

Saturday, January 17, 1902.

January Sale. *January Sale.*

Interesting Talk on

Boy's Clothing

FOURTH DAY—STORE OPEN TILL NINE O'CLOCK

There's nothing so contagious as good bargains. The Ten Days' January Sale is spreading, principally by town talk, and men and women are taking advantage in the fullest degree of every price reduction. There is no let up to the enthusiasm, it keeps on increasing. Are you a keen observer? Take the underpriced Boys' Clothing for instance. "I can't realize it," said a woman yesterday, turning over one of these boy's overcoats to examine the price and looking to see if there was anything wrong with the materials and workmanship. Every garment is perfect, and the prices have dropped a third less than formerly. Popular cloths, correct styles and perfect fit, representing Boys' Clothing very rarely seen on bargain tables. These fine lines to judge by :—

A fair heading for a February sale.

IMMENSE REDUCTIONS IN GARMENTS FOR WOMEN AND GIRLS

No other February Sale of Garments ever meant as much to you as this one does. It is a clearing sale following close upon the heels of the most successful season in our history. And the store that shows the greatest progress is almost certain to be the one that offers the most desirable styles, the most perfect workmanship, at the most reasonable prices. Such methods permit of nothing out of fashion—nothing undesirable. Therefore the garments that we will begin to clear to-morrow are of the season's choicest sorts and most approved styles. SAVINGS ARE IN MOST CASES GREATER THAN HALF. Following quotations are fair examples:

Remember that it is well to bait your advertising hook according to the fish you seek. Remember that the hand that rocks the cradle rules the (purchasing) world. Women are the buyers. Men occasionally get themselves measured for suits and overcoats, but the purchasing proper is effected by their wives or their mothers. The feminine eye is really the eye to catch in most goods. Even in the case of shoe advertising, it is best to cater most to the women, for they are the ad. readers. Joe's wife usually makes the first discovery that Joe's shoes are giving out, and when Joe decides to purchase others he generally goes direct to the establishment whose ads. have been noticed by his worthy spouse. If Joe is so unfortunate as not to possess a wife, mother or sister to advise him, he usually buys from the first store he chances to see.

Women are the Ad. Readers.

A Sprightly Peterboro' Ad.—Reduced one-half.



Nine-tenths of advertising has to interest women in order to be successful. It must be written to interest them and placed where they are sure to see it.

This sounds convincing.

A Sale of Men's Shirts

Surpassing any that we ever attempted

These unlaundered Shirts at a quarter are no more like the usual 25c. shirt than silk is like cotton. Think of the usual 50c quality and you will have a good mental picture of these. Made of Williamsville Muslin, with three-ply "set-in" linen bosom, patent collar-button protector and tie tape. The facings are continuous at all openings and the seams are felled throughout Have you ever seen all these good points in a shirt at anywhere near this price before? Sale limited to six to a customer. 50c. value to-morrow at..... **25c**

The woman of the period delights in information. What she doesn't know she is "willin' to larn." She wants to know all the time. She is a human interrogation mark. She is, however, a decided improvement upon her older sister who, happy in her blissful ignorance, was not half the helpmate as is the woman of to-day. In advertising that appeals directly to ladies, therefore, a little information of how goods, such as gloves, corsets, etc., should be fitted on at first is not inappropriate. A large English glover has the following directions in his advertising literature (a good suggestion for a departmental store to print this on the envelope gloves are enclosed in):

The Twentieth Century Woman—A Note of Interrogation.

1. Open and turn back the gloves to the thumb and powder lightly.

2. Put the fingers in their places, not the thumb, and carefully work them on with the first finger and thumb of the other hand until they are quite down. *Never press between the fingers.*

3 Pass the thumb into its place with care, and work on as the fingers.

4. Turn back the glove and slide it over the hand and wrist, *never pinching the kid*, and work the glove into proper place by means of the lightest pressure, always allowing the kid to slide between the fingers.

5. Always take great care in fastening the first button.

* * *

It is astonishing how the carton is working its way into favor. The wares of the whole world seem creeping into attractive boxes and cans. Not only do the blouse, waist and costume length have their boxes, but scrubbing brushes and clothes pins are found more salable in their neat carton with newsy advertising matter of other goods of like nature printed thereon. Perhaps at its present premium we should not be much surprised to see anthracite coal offered in stylish, hermetically-sealed, dustproof packages.

Neat Cartons In Favor.

It is a lamentable fact that, as a rule, advertisers in the trade papers do not take the care they should do in the preparation of their advertising matter. The bulk of trade journal advertising could be very much improved. Manufacturers should bear in mind that good advertising is the backbone of trade, and do brisk, up-to-date advertising in the trade papers, which are their very best mediums for the dealers' trade.

Trade Journal Advertising.

* * *

If you are the manufacturer of any staple article, select a good advertising name for it and it will soon sell on that name as much as on its merit. A good title gives an individuality to the thing advertised, endows it with life, as it were, by identifying your goods to the purchasing public. There is much in a name, notwithstanding Shakespeare's assertion to the contrary, for immense fortunes have been made from a suitable advertising appellation, when the thing itself was not, strictly speaking, a winner. Many a meritorious article is to-day "resting in mute, inglorious ease" and passing into innocious desuetude by reason of the poor, ill-chosen name its manufacturers saw fit to endow it with. If you cannot think out a suitable title for it yourself, hire someone else's brains. It is usually necessary to pay for a good advertising idea. It falls to the lot of but few manufacturers to conceive a good name for their goods themselves. A competition in your advertising column should bring in lots of hints. Your clerks and fellow-citizens get thinking upon your behalf when they are made aware that you value original ideas. A good advertising name makes it easier for dealer and consumer, and, I may add, much easier for the advertisement writer to do good work.

A Good Name is Worth Much.

A Unique Ad. from Montreal.



The 20th century business man is keenly alive to the value of cuts. This, of course, embraces not only the newspaper matter, but catalogue and every kind of artistic work connected with advertising. Illustrations, even if they are but outline

The Watson Manufacturing Co.
Limited

PARIS, CANADA.

Manufacturers of

Ladies' and Children's Knitted Underwear.

SELLING AGENTS

McCLUNG & BURNS, TORONTO, ONT.

A. L. GILPIN, MONTREAL, QUE.

J. A. MURRAY, ST. JOHN, N.B.

J. A. BRYSON & CO., WINNIPEG, MAN.

Dark Days Light Stores

LUXFER PRISMS DO IT

LUXFER PRISM CO., LIMITED

100 King St., W., TORONTO.

It's **half** the battle to get the people in.

Do not lose the other **half** by not being able to show your goods in the right light.

We make a study of lighting dark premises.

Information cheerfully given.

cuts for the papers, make the words much more convincing and never fail to make a more lasting impression, especially if the cuts are appropriate or clever. That the picture is attractive to the eye is the essential part. If it has any direct connection with the article offered, so much the better; but even if it has not, and is catchy, it will, doubtless, have the desired effect—make the people read the ad. A picture will photograph itself on the brain of the individual who scorns to read advertisements (if the species is not as extinct as the dodo.) No class of people will overlook a good illustration; it flourishes like a green bay tree in the memory; this is one reason why the cut is more valuable if it has a direct connection with the article offered. A well-gotten-up picture certainly works wonders in an ad.

* * *

When the cut illustrates the article advertised, it generally strikes the right spot, as far as man is concerned; but women are more imaginative, and in appealing to women a greater play of the fancy is allowable, in fact, requisite. From the male purchaser's point of view the best illustration is undoubtedly a picture, as faithful as possible of the goods advertised. For instance, Mr. Smith needs a raincoat. He intends getting one very shortly, but, man-like, he procrastinates in his purchase. When he takes up his morning paper at the breakfast table or on the street car on his way to business the idea of a waterproof is not in his mind, yet here before his eyes S & Son are offering their popular English raincoats that very day at special price of $20.00. Smith notices the neat outline cut of a man looking dry and cosy in the smart raincoat, and he—bargain-hunter and ad-peruser that he is not—is yet so impressed with the illustration that he betakes himself to the store of S. & Son to purchase the garment at once.

* * *

Don't let your printer use fancy, unreadable type for display. Too many curlycues, dots and dashes are worse than none. Many country printers are possessed of an insane desire to insert them whenever possible and when they are too prolific they degenerate into blemishes. They should be used sparingly.

* * *

Sometimes the plainest is the most attractive. We see this occasionally in faces where the owners have a marvelous individuality or an extremely sunny disposition; but we see it more frequently in an advertisement where plain, readable type makes a more attractive heading than shaded or fantastic letters. This and too many fillagree work often spoils an otherwise excellent advertisement. As I said once before a good ad., like a good egg, may be spoiled in the setting. Plain type, like plain hens often hatch out the most marketable brood.

* * *

Almost every ad. is improved by the use of an appropriate border. It is a good plan to purchase your own border—some design that can belong to you exclusively, one that will give a certain individuality and conspicuousness to your advertisement. The first object of the border is to catch the eye; extremely fantastic, or inharmonious borders generally fail in this. A border of strong yet simple lines (such as the Florsheim Shoe border inserted below) giving an excellent black and white effect is desirable—one that at once attracts by its forcibleness.

* * *

Have your ad. so displayed that it can be read easily.

Remember that each ad., if displayed at all, should have one predominating line.

Don't crowd your ad matter.

Don't tell a four-in. story in a two-in space.

Don't use too much display type.

Don't strive to have all, or a greater part, of your ad. capitals.

Remember everything black or big means nothing prominent.

Remember that white margins are good display both outside and inside the borders.

Don't think that this white space is waste of space; it is nothing of the kind, it is really displaying your ad to the best advantage.

Showing the value of a good border



It pays to have catchy window cards.

It pays to say something on your wrapping paper and bags.

It pays to distribute advertising matter in every parcel that you send out.

It pays to refund the money if the article you have sold is not satisfactory.

It pays to treat folks right and then they'll return to purchase again.

It pays to have plenty of price cards about your store.

It pays to do what your competitors are not doing.

It pays to carry goods that you can advertise with a clear conscience.

It pays to advertise these goods to the best of your ability.

It pays to engage a professional advertisement writer to attend to this work if you have not the time nor the ability to do it yourself.

* * *

Clever Catch Phrases are Valuable.

Bright sayings are helpful for any line of business. An up-to-date printer in a small town uses "We don't do a thing but print" (perhaps not an elegant phrase, but one the reader will remember which is the main point). This he places on his letter heads and whatever else he can conveniently, with a sticker. Here are a few bright phrases, culled from different papers, which may be of use to busy, business men who write their own advertisements:

Our guarantee of "money back" takes all the risk from buying.

This is the store that keeps its word.

Our advertising pays our patrons.

We won't sell what we can't guarantee.

A paradox—the quality and the price.

No shelf-room for imperfect goods.

You are welcome to our experience.

We advertise the truth and the truth advertises us.

Prosperity thrives on merit at this store.

All communications for this department must be addressed: Editor Good Advertising Department, Dry Goods Review, Toronto.

J. W. E, Win.,, N.S.—In reply to your letter asking for my opinion regarding certain lines of unsalable and shopworn goods, you will find a full answer on page 109 of January issue of Dry Goods Review under "Bargain Counter a Boon to Both Buyer and Seller," and the subject is farther dealt with in one of the first paragraphs of the present issue. An up-to-date merchant will clear out everything before the close of the season, even at a loss. It does not pay to carry stock from one season to another. The longer it is carried the more unsalable it becomes. As to how much you should spend in advertising, much depends upon the available mediums. Progressive firms commonly spend from 2 to 5 per cent. of the turnover.

J. W. R., M., P.Q.—Your ad. was very bright and to the point. The only criticism I would offer is less matter and more space, with a more effective border.

E. R, V. Mines.—Your letter, with stamp enclosed, received by this department, and I have pleasure in writing you fully by mail in the matter referred to.

An Excellent Heading for a Credit Store.



We do not pretend to sell all our goods all the time below cost. We believe in selling honest goods at fair prices.

To-day the man who thinks that all an overcoat must do is to button over the chest, does not realize what a well-fitting coat is—he will appreciate the one he tries on at this store.

The boy who doesn't like the way his clothes fit, the mother who doesn't like the way they wear, and the father who doesn't like the way they cost, can all be satisfied here.

There are bargain sales and bargain sales. The goods we offer as bargains are bargains, not raised in price and then reduced, not "culls" spoiled in the making, not shop-worn goods, nor out-of-date styles. They are all we say of them.

What trade we have we'll hold—what we haven't, we're after.

Out of sight does not mean out of the store. Ask for what you don't see.

You may look over, but don't overlook our February bargains.

GOOD ADVERTISING DEPARTMENT OF CRITICISM.

This department is open at all times for correspondence or criticism of advertisements. The editor of the department reserves the right to publish in these columns or withhold any letter or advertisement sent for criticism, as well as any comments made on same.

E. R. G., W., Man.—In criticizing your ad. and style, I must say that not only is the matter far from being up to the mark, but the style of setting has nothing to commend it in any sense. The type is unsuitable. The display indicates very poor judgment on the part of the compositor or writer (if indicated by him). It is practically money thrown away to do such poor work. You certainly need to give more attention to your advertising or secure someone who can get for you value for the money you expend.

The J. P. W. Co., Hep., Ont.—You state that you have forwarded copy of ad. taken from your local paper for criticism of this department. I regret that the copy of ad. did not reach me. If it was enclosed in letter it must have been mislaid before reaching this department. If you will forward another I shall be pleased to criticize it.

G. R. A. & Sons, Ch., B.C.—Your specimen catalogue is very creditable considering it was your first attempt. I have no serious criticism to offer, although a few cuts and a little less worn type would have been somewhat of an improvement. The form in which it has been prepared is certainly business-bringing in style and to be commended as especially helpful to would-be purchasers because of prices being plainly set out.

KEEP YOUR STORE CLEAN.



"No More Dust"

How often have you been annoyed by dust, caused by sweeping your store, settling on shelves and goods and doing no end of damage? Sawdust, water sprinkling, and all kindred remedies have faded into insignificance. **The "World's Only Dustless Floor Brush"** will positively lay the dust and do away with all further annoyance of this sort.

A Reservoir for coal oil in the head of the brush supplies sufficient moisture to lay all the dust, while the oil has a cleansing effect.

Write for Price List and All Particulars.

TORONTO SPECIALTY CO.

29 Colborne St., TORONTO, ONT.

SILVERPLATED WARE

FOR SPRING TRADE.

New designs in

Tea Sets, Berry Dishes and Flatware.

Try our 25-YEAR GUARANTEED SPOONS, FORKS, Etc.

E. W. Gilmore & Bro.,

86 BAY STREET TORONTO, ONT.

PREMIER FINISH

TRADE MARK

NON-SHRINKABLE

CARTWRIGHT & WARNERS

Loughborough, - ENGLAND.

CELEBRATED

Underwear and Hosiery

MANUFACTURERS.

Unshrinkable and perfect fitting. The best goods in the market.

R. FLAWS & SON, Agents, - TORONTO.

OUR TRADE A MARK — AUER LIGHT MANTLES LONGEST LIFE & BRIGHTEST — OUR TRADE A MARK

A COMPARISON

TRASH

A cheap mantle gives a fair-light for a few nights, then grows dim and shrinks up to a "wasp-waist" like this:



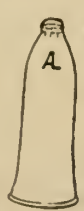
The "Wasp-Waist"

Cheap chemical.

This is caused by the cheap chemicals which the manufacturer used.

QUALITY

A good mantle, which cannot shrink, made of the purest chemicals, is the only kind we put our trade mark A on. It guarantees you the best that is made and will satisfy your customers.



The Auer Light Mantle

Pure chemicals.

Lowest prices on mantles, shades, chimneys, globes and sundries.

Write us if you are interested.

AUER LIGHT CO., MONTREAL.

ESTABLISHED 1826. INCORPORATED 1897.

ANDREW McLEAN CO.

460 Broome Street, - New York.



Trade Mark.

Manufacturers of

Mosquito Nettings and Linings

in great variety under **The Victor** trade mark.

Victor { **Sheer Linings, Silk-Finished Linings, Crinoline Linings, Canvases, Buckrams, Checks, Etc.**

Special Canvases for Stock Collars and Cuffs.

Victor Foulard Linings { 10-yard pieces and on spools. } For Millinery Use.

MILLS: PASSAIC, N.J.

The Up to-Date

RETAILER

will do well who carries a full range of

The BABY ...SHOE... for Infants.

Mothers will appreciate your judgment, as this Brand represents the Best Style, Fit and Quality.

Style—Original.
Fit—Perfect.
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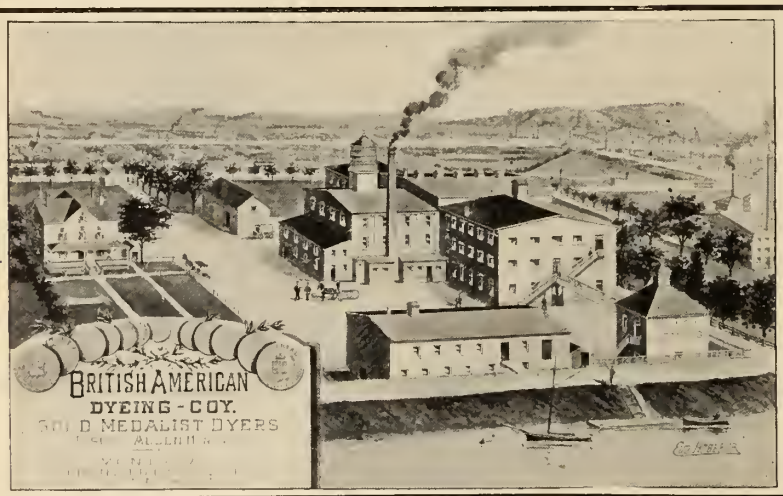
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We can tickle your fancy in price and quality.

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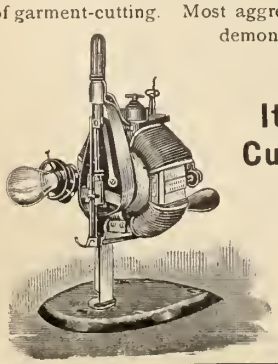
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All work guaranteed unequalled. Send for Price List.

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THE EASTMAN ELECTRIC CLOTH CUTTING MACHINE produces more work and of a better quality than any other system of garment-cutting. Most aggressive manufacturers use it—that demonstrates the truth of our statement.



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ELDER, DEMPSTER & CO. ROYAL MAIL STEAMER LINES.

BEAVER LINE

PROPOSED WINTER SAILINGS. (SUBJECT TO CHANGE.)

From St. John, N.B., to Liverpool.

LAKE ERIE	Feb. 14
LAKE CHAMPLAIN	Feb. 28
LAKE ONTARIO	Mar. 14
LAKE ERIE	Mar. 21
LAKE CHAMPLAIN	Apl. 4
LAKE ONTARIO	Apl. 18
LAKE ERIE	Apl. 25

From St. John, N.B, to Bristol

LAKE MEGANTIC	Feb. 21
*MONTCALM	Mar. 7
LAKE MEGANTIC	Mar 28
*MONTCALM	Apl. 11

*The S.S. Montcalm does not carry passengers.

FIRST CABIN—Single, $45.00 and upwards. Rouud Trip, $85.50 and upwards.
SECOND CABIN—Single, $35 and upwards. Round Trip $68.88 and upwards.
According to steamer, location and number of persons in room.
STEERAGE RATES—To Liverpool, London, Londouderry, Glasgow, Belfast and Queenstown, $24.50 and upwards, according to steamer.

ELDER, DEMPSTER & CO., 6 St. Sacrament St., Montreal.

BOOTS AND SHOES

NEW PRICES ON RUBBER BOOTS AND SHOES.

THE Rubber Boot and Shoe Jobbers' Association held their annual meeting on Tuesday, January 20, in the Windsor Hotel, Montreal. The meeting was presided over by J. A. McLaren, of Toronto, president of the Association, and others present were: James Robinson, W. S. Louson, A. Linton, Jos. Daoust, Beaubien, Darveau and Roy, of Montreal; James Acton, Chas. Bonnick, J. A. Fullerton, W. E. Garside, W. A. Hamilton, Alex. McPherson and R. C. Jamieson, of Toronto; J. J. Kilgour and A. Congdon, of Winnipeg; F. G. Lockwell, of Kingston.

Previous to this meeting a preliminary discussion was held regarding the prospects of the coming year. At this meeting The Granby Rubber Company, Canadian Rubber Company, Gutta Percha Company, Maple Leaf Rubber Company, The Boston Rubber Company, and The Durham Rubber Company were represented.

At the regular meeting on January 20 the members discussed the rise in the price of rubber. The raw material during the past year advanced from 30 to 40 per cent., according to the quality, and there was little possibility of a reduction, considering the conditions in the rubber-producing countries. Besides, the price of the raw rubber, other materials were higher, not forgetting coal, which was a big factor in the dying process.

The new list of prices submitted by the manufacturers was unanimously adopted. It will go into effect on March 1, 1903, and calls for a slight increase on all lines handled by the jobbers. In order to give protection to the consumer, the meeting decided that in future all damaged goods should be punched in the heel to distinguish them from No. 1 goods.

The travellers, it was agreed, would not be sent out till March 16, as the new list will not be ready until March 1. Those travellers whose territory is west of Port Arthur will not leave for their respective routes till March 30.

The meeting also discussed the changes in the shapes, the conditions of the trade, and the outlook for 1903.

The election of officers for the ensuing year resulted as follows:

President—W. S. Louson.
1st Vice-President—A. Congdon
2nd Vice-President—D. Leckie.
3rd Vice-President—E. L. Rising.
4th Vice-President—A. Linton.
5th Vice-President—Alex. McPherson.
Treasurer—Charles Bonnick.
Secretary—J. A. Fullerton.
Executive committees of the various districts
Ontario—William Garside, Alex. McPherson, D. D. Hawthorne.
Quebec—James Robinson, Albert Linton, J. Daoust.
Maritime—E. L. Rising, W. A. Angus, L. Higgins.
Northwest—A. Congdon, H. G. Middleton, A. Antliffe.
British Columbia—D. Leckie, G. L. Allan, J. L. Beckwith.

In the evening the annual banquet was held, at which James Robinson presided. The toast list included: "Our Country," responded to by S. H. C. Miner, of The Granby Rubber Company. To "The Rubber Shoe Manufacturers' Association," H. W. Warren, of The Gutta Percha Company, of Toronto, replied, and speeches were also made by D. L. McGibbon, of The Canadian Rubber Company, and R. H. Greene, of the Rubber Manufacturers' Association. Chas. Bonnick, J. J. Kilgour and A. Congdon replied to "The Rubber Boot and Shoe Jobbers' Association"; Mr. Arnold of New York, to "The American Rubber Interests"; James Redmond, N. Tetrault, jr., and James Acton to "The Allied Trades," and J. A. Fullerton to "The Press."

THE STYLES.

IN England there is a remarkable unanimity of wearers in choosing comparatively light in preference to stout boots. Some sales are made in grain hide derbies and the like goods, but there seems to be no diminution in the quantity of box and glace goods going into consumption.

In the men's department although a few calf and crup golosbed shoes are called for, the great majority of wearers will have nothing but the lighter upper materials.

In the ladies' department the lighter leathers are in equally active demand.

In the United States, in spite of the rumor of button shoes coming in there is little demand for them, although some women prefer buttons to laces on account of fit and saving of time. In men's shoes, buttons will never become very popular.

Quite a fair number of Spring and Summer shoes are to be made from chrome wax calf and some rich effects are obtained.

But little interest exists in heavy box calf, and as for the light leather in this finish less is to be cut the coming season than for a long time. The kid shoe is not so evident as it was.

Just at present patents and velours calf hold the centre of the stage, with kid still present.

The grain leather market has been devoid of special interest. There still prevails a fair call for heavy kangaroo calf and veals, though on this finish the end seems in sight for the present.

A new rubber attracting much attention in the States at present, covers only the front half of the sole and fits tight up into the instep, where it is held in position by a strap over the back of the heel. The rubber covers only the sole of the shoe and is made so much smaller in the upper than in the sole that it hugs tight over the sole of the shoe.

Spring styles for Canada, in addition to what was given last month, appear to be almost the same as across the border. For ladies, the "Colonial" shoe, in its conspicuous appearance of last year, will not be worn in the better grades. Some good styles will be made with a gun metal buckle or black silk bow, but only the cheap lines will retain the silver or gilt buckle.

A ladies' shoe that is popular in the United States and which promises good sales here is one having the front made up entirely of straps, which button at one side. These straps start at the toe and run up the foot any desired

distance, ranging in number from four to 10, according to where they start and end. With the modern fancy stocking, the open effect obtained is very striking.

FANCY LADIES' SHOES.

THE favorite ladies' shoe of the year has happily got away from both the extremely pointed toe and the too-broad variety, which came in as a "sensible" shape a few years ago, and is of a more moderate form, fitting the foot well. While the toe conforms to the shape of the foot, however, such can hardly be said of the instep, which is very high this year; more so than for some time past.

A popular leather in walking shoes is box calf, although the old patent-leather shoes are still to the front. Dull leather is preferable in high shoes.

In fancy shoes and slippers pink is one of the favorite shades of the season. Sometimes the whole shoe is in pink, in brocaded silk, while other shoes have the toe, heel and sides hand-painted in floral designs. Some dealers make a point of applying plain white, black or pink shoes to those who can paint on them their own designs.



An Attractive Boot and Shoe Display.

Black, black and white, white and a variety of pastel shades go well. Many of these are covered with lace appli que. Bead embroidery is also used largely, not only on silk and satin slippers, but on leather also. Jet, steel, pearl, gold and silver beads are all worn, sometimes alone, but just as often in combination.

A rather novel form of trimming for evening slippers is in feathers, which just now are popular in other trimmings as well. Blue and pink slippers, embroidered in white ostrich feathers or others, formed in a roll, are among the best liked of these slippers. The feather trimming is usually designed to match that of the fan or dress.

TO KEEP FROST FROM THE WINDOW.

EVERY storekeeper is bothered by frost gathering on his show-windows and hiding his display of goods. A plan adopted by some stores in Nova Scotia has proved very successful, even in the coldest weather. They conduct a pipe from the furnace to the foot of the show-window, where the heat is evenly distributed from a cross pipe full of holes, which runs along the base of the window. This plan not only keeps the window clear, but prevents the draft always felt from the show-window, and in many cases obviates the necessity of inside windows.

HOW TO WATERPROOF BOOTS AT HOME.

CHARLES F. MILLER, of Kansas City, writes to The Scientific American: "For the benefit of the readers of your valuable paper who are, like myself, obliged to do outdoor work during all seasons of the year, and particularly during the Winter, when footwear, absolutely waterproof, is of the greatest importance to ward off colds, etc., I have for the last five years used successfully a dressing for leather boots and shoes, composed of oil and India rubber, keeping out moisture and uninjurious to the leather applied, leaving same soft and pliable. To prepare same, heat in an iron vessel either fish oil, castor oil, or even tallow to about 250 deg. F., then add, cut into small pieces, vulcanized or raw India rubber, about 1-5 of the weight of the oil, gradually stirring the same with a wooden spatula until the rubber is completely dissolved in the oil; lastly add, to give it color, a small amount of printer's ink. Pour into a suitable vessel and let cool. One or two applications of this are sufficient to thoroughly waterproof a pair of boots or shoes for a season. Boots or shoes thus dressed will take common shoe blacking with the greatest facility."

BRING THEM FORWARD.

GIVE the shoes a more prominent place in the store. Most of the progressive general merchants, both here and in the United States, have recognized the fact that there is more than ordinary profit to be obtained from their boot and shoe department. The result is that in many stores that department has been brought to the front of the store, or from the first flat down to the main floor.

The shoe department can be kept neater than any other department; therefore it is worthy of a conspicuous location. With a neat clerk, good seats, a few rugs and a

couple of artificial palms, that branch of your business will advertise your whole store.

Cater to the best as well as to the cheap trade, bring your stock into a prominent place, get a neat, experienced clerk, keep your boxes packed neatly on the shelf, and your shoe department will prove a gold mine, both for itself and for the other lines you handle.

CHILDREN'S SIZES.

ALWAYS, says an exchange, keep a table of sizes required by children, so that when a customer says "Let's see—I want a pair of shoes for Johnnie, but I forget what size he wears," you can tell the size and make the sale. For those who haven't such a table, here is a schedule of the average sizes worn at different ages:

Years.	Average Sizes.	Years.	Average Sizes
¼	1 to 1½	7	11 to 11½
½	2 to 2½	7½	11½ to 12
¾	3 to 3½	8	12 to 12½
1	4 to 4½	8½	12½ to 13
1½	4½ to 5	9	13 to 13½
2	5½ to 6	9½	13½ to 1
2½	6½ to 7	10	1 to 1½
3	7 to 7½	10½	1½ to 2
3½	7½ to 8	11	2 to 2½
4	8 to 8½	11½	2½ to 3
4½	8½ to 9	12	3 to 3½
5	9 to 9½	12½	3½ to 4
5½	9½ to 10	13	4 to 4½
6	10 to 10½	13½	4½ to 5
6½	10½ to 11	14	5 to 5½

It will be noticed that in the medium ages, adding 4 or 4½ gives the size required.

Better post this in your shoe department.

A CLEVER AD.

ONE of the best-known rubber companies has evolved and perfected an advertising scheme which is as novel as it is effective. Its point of interest is active 365 days in the year. In short, that point is the weather. The scheme is to give to the merchant a frame about three feet long by six inches wide. Printed cards, covering every weather forecast made, are furnished in a size that fits the frame. These are to be changed each day, following the official forecast. Following the weather predictions is a line of advice about what style of rubber footwear will be next needed. The outfit is furnished free to dealers. Name of company on application.—Dry Goods Reporter, Chicago.

THE SLATER SHOE COMPANY'S MEETING.

THE annual meeting of the shareholders of The Slater Shoe Company was held in Montreal on January 1, and the report of the year's business was highly satisfactory. The ordinary business of the company had increased materially, besides which they received large orders for footwear for the soldiers in South Africa. A dividend of 7 per cent. on the common stock was declared, and also the usual dividend on the preferred stock.

The directors elected were: Chas. E. Slater, J. J. Westgate, C. C. Gray, A. McKim, Wm. Starke, W. F. Borland, all of Montreal, and James W. Woods, of Ottawa. The directors afterwards made the following appointments: President and general manager, Chas. E. Slater; vice president, Wm. Starke; secretary treasurer, C. C. Gray.

BUSINESS CHANGES.

GEORGE MENDELS, clothing and boot and shoe merchant, of Wapella, N.W.T., has been burned out recently.

John Patton, boot and shoe merchant, of Toronto, is dead.

H. G. Middleton & Co., wholesale and retail boot and shoe dealers, Winnipeg, have sold their retail business.

J. Herbert Enneiman, shoe merchant, Annapolis, N.S., has assigned to the official assignee, E. L. Fisher.

Hirsch Brothers (estate of), boot and shoe merchants, St. Thomas, Ont., have compromised at 50c.

Roy & Darveau, manufacturers' agents, Quebec, have purchased the stock of The Boston Rubber Company, of Montreal.

M. J. Lavigne, grocer and shoe merchant, Hull, Que., has disposed of his branch store.

Chas. R. Cannon, grocer and shoe merchant, of Elgin, Ont., is giving up business.

NOTES.

Quebec shoe factories report exceptionally good business for the past month, and the only drawback seems to be the scarcity of labor.

From Wall Street comes the news that a shoe factory, to cost $1,000,000 in gold, is projected for Monterey, Mexico, by Ohio capitalists.

Three hundred shoemakers, who struck in Philadelphia, in 1786, were the first workingmen to adopt such tactics in America. The first railroad strike occurred in 1877.

B. L. Kennedy, of B. L. Kennedy & Co., 25 Front street west, Toronto, was presented last month by his employes with a handsome sample case of solid oak with double diamond glass doors.

Jas. Robinson, an old-timer of 1835, died recently at Markham. He had been reeve of his village and was warden of the county in 1877.

The large tannery owned by John Cullen, of Carleton, Bonaventure, Que., has been burned with nearly all its contents. The loss is $20,000, with no insurance. Mr. Cullen conducted a larrigan business.

G. W. Robinson, Manitou, Man., has sold out his business to W. H. Sharpe, and will probably locate on Vancouver Island in the vicinity of Victoria.

Mr. Watt, the shoeman, of Woodstock, Ont., has purchased the store and business of L. Benedict, Brantford, and will also shortly open a branch in Hamilton, Ont.

Guelph, Ont., has lost one of her earliest settlers in the person of William Wilson, who recently died in Elora in his 93rd year. He went to Guelph in 1837, and for about 50 years conducted a shoe business.

There has been much discussion of late in the daily papers concerning the efforts of a well-known employment bureau to obtain shoemakers from England. When interviewed the union officers state that there is little work for what workmen are now here, and the wages are not over $9 per week. This statement is emphatically denied by the manufacturers, and one firm even asks the union to provide them with girls worth $10 a week and they will willingly pay that or more if they are worth it. The scarcity seems to be in skilled girl operators. Many factories say that had they the girls they are in need of they could employ many more men as finishers. The wages for girls run from $8 to $15, and a skilled male operator can earn $25.

"Macey"

TRADE MARK

PATENTED

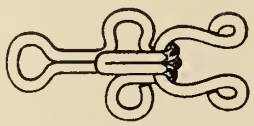
HOOK AND EYE

We are helping dealers sell the Macey Hooks and Eyes by creating a demand for them by magazine and newspaper advertising.

$10,000.00 will be spent in 1903 in the following magazines:

Ladies' Home Journal.	Munsey's,
Delineator,	McClure's,
New Ideas,	Bon Ton,
Good Housekeeping,	Youths' Companion.

Write us for information about plan for handling the best selling and most satisfactory Hook and Eye ever put on the market.



POINTS OF MERIT—No sewing under the bill; no thread to come loose by with the eye; two sewings in front where strain is greatest; will never rust; gives 50 per cent. firmer fastening; has a humped spring; one dozen Macey loops free on each card.

MACEY HOOK AND EYE CO.,
Grand Rapids, Mich.

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

28 Wellington St. West, TORONTO, ONT.

NO BRASS EYELETS

ONLY A SOFT LOOP INSTEAD.



"Dame Fashion"

demands a corset shall fit tightly over hips.

THE

STRAIGHT B. & C. FRONT Long-Hip Corset

will meet this—the latest innovation.

Manufactured only by

BRUSH & CO., - Toronto.

Our London Fashion Letter

Embroidered Effects—Flecked Tweeds for Tailor-made Styles—Silk Dresses in Vogue—Concerts in Sleeves of Viennese Evening Bodices—Lace in the Millinery Trade—Features of New Plaits

Office of THE DRY GOODS REVIEW,
109 Fleet St., London, Eng., January 14.

THE severest spell of Winter weather yet experienced this year comes as a kind of filip to the after season's sales now proceeding, and the fur departments will be considered benefited thereby. In another fortnight special shows of Spring styles will be made in most of the big retail firms, but in the city one may already see the bent of the lines upon which the season's trade is to be done. In a special city show of new season's costumes is a robe of pastel blue taffetas made with a full and rounded skirt, ornamented with three almost straight flounces in the same silk These are cut out in an English embroidery design and over sewn in raised embroidery stitch, in the same shade of silk. With the close-fitted bodice, there is a very wide turn-over collar that overlaps the shoulder and comes down into a narrow point at the front waist-line. This is the same embroiderey and the tight fitting coat sleeve is bandd with the same above the elbow, from whence springs a very full lower part that is caught in at the wrist with a narrower band of embroidery. There is an immense rage for these embroidered effects, as now worn by the fashionable folk on the Riveria, and it is thought that they will be very popular later on for Spring and Summer costume styles in Paris and London.

* * *

On excellent authority we have it that embroidered shantungs are expected to have a phenomenal run next season, embroidery as an ornamentation being in exceeding favor. These dainty and exquisite stuffs are of the soft and supple construction so greatly favored for blouses and other uses of late. White Japanese silks, also dyed materials and printed effects in neat designs and pastilles, are highly thought of for the coming season. Then there is a late novelty in taffeta with embroidered effect achieved by skillful weaving of linen threads throug the fabric, the colors being mainly pale and delicate; and an exquisite cloth known as "Tokio," of silk and linen, in pale colors with figured designs. "Cashmere taffeta" is a new fabric, made, it is claimed, out of pure silk, and a very suitable blouse material.

* * *

For tailor-made styles various light-toned flecked tweeds will have considerable vogue. These are mostly in grey, broken with fine lines of white or black, and in very pale fawn tints flecked with with brown. Bands or insets of checked cloth make striking, looking trimmings for one color tweed costumes. A red and green effect obtained in this way is decidedley good in a costume that has a triple flounce of the red and green check cloth, with the upper one cut into a fantastic shaped heading, inset into the plain green tweed.

* * *

Grey tweed costume have blouse bodiees with collarbands and wrist of dark blue cloth showing lines of white stitching. These lines are repeated from the shoulder parts. many of the new costume skirts are trimmed with bands of the same material. These folds or bands are wadded and are a rival of a very old fashion that became singularly popular. Vienna costumes models in cloth, tweed, silk and silken mixtures, are much trimmed with bands in this style and various fancy treatment by way of interlacing the folds make original bolero-shaped trimmmings over bodices or blouse. A handsome Vienna model evening or dinner dress, is in pale blue twilled silk "Soie toile" cut in Empire style, with each seam connected by lines of white silk hem stitching. Over this, a singularly handsome effect is made by interlacing two-inch folds of blue satin in the form of an Empire bodice. They are woven in and out in a kind of basket work weave, so that three loops are left out on each side to form sleeve bands. Another Empire silk gown in white silk muslin with black pin spots is made in simple classic form, with an Empire bolero devised by mean of white silk folds or straps interlaced.



One of the Newest Blouse Styles, showing the V-shaped Yoke and Flounce Lace Trimming.

By favor of Messrs. G. & H. Tidswell.

A silk dinner dress in the new dark green shade had no trimming beyond seven graduated bands of the same silk around the full and rounded skirt. These were widest at the lower part, and each was wadded in order to stand out round and full. Over the low-cut and rounded bodice fell a very deep cape collar of Irish guipure, and this almost reached the waist line. To another silk dress there was attached a deep collar of Austrian lace, showing a fringe of cream and black chenille worked into the border. Fringe in many ways figures prominently upon the new season's models. An example is a novel evening gown of accordian-pleated black

chiffon, with a V-shaped bodice, banded at the waist with narrow folds of black velvet. Over the shoulders are laid two lengths of wide black chenille and jet fringe. These describe a V-shape that almost hides the bodice. Upon the lower part of the shoulder a piece of fringe serves as a strap to hold a very full and transparent Bishop sleeve of black chiffon caught into a tight band of black chenille to match the fringe. This arrangement leaves the top of the shoulder bare, as so many of the smartest evening styles do.

* * *

The sleeves of Viennese evening bodices are just now the oddest possible conceits, all kinds of charming, if somewhat daring, effects being made by the absence of material where one usually finds it, or the whimsical disposition of velvet chiffon or gauze in what might be termed an apology for a sleeve. The plisse or accordian-pleated effects to be so pronounced in next season's modes are chosen to be of additional grace to many of the most charming of the Vienna and Paris model dresses. Chiffon plisse flounces provide a delightfully bouffante effect to evening gowns, and long graceful ends of chiffon or crepe de chine flow from the sleeves or shoulders of other gowns.

* * *

Tweed and cloth gowns with applications of lace gallons are to be seen now in the salons of the most exclusive tailor-made and costume houses. An exquisite gown of canvas is in dull chocolate tones, enlivened by a touch of turquoise blue velvet. The clinging skirt is encircled with bands of silk. The bodice is made in fine tucks and trimmed elaborately with Chantilly lace and straps of canvas. Another beautiful gown is of biscuit-colored broadcloth. Heavy ecru lace applique



The New Lace, Cape-Shaped Collar.

By favor of Messrs. G. & H. Tidswell.

trims the short-pleated jacket. There is a deep girdle of ecru panne match velvet and undersleeves of pleated chiffon.

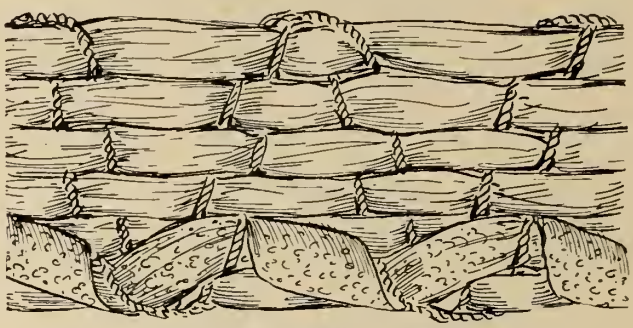
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Lace will again play a big part in the season's millinery. This is very evident in a view of the models shown now in Paris.

At one notable salon, that of "Camille Roger," large hats of silk chiffon and lace are shown. One very picturesque hat is covered with creamed-colored moire antique. The velvet which edges the crown and brim is a reseda green. The long plumes are in the same shade, and they are most gracefully disposed under the left brim. A beautiful scarf of cream-colored Chantilly lace is disposed upon the brim, with the ends falling long and free over the back. It is intended that these scarf ends should be brought to the front when occasion needs it, and loosely tied under the chin.

* * *

Caroline Reboux shows some lovely hats of Irish lace, and tulle under puffs, on low crowns and very round shapes.



One of the New Season's Plaits.

Cuba and fancy, linked together with cordonet.

These hats look very flat in the hand, but when worn are uplifted on the left side in a very becoming way with rouleaux of tulle and softly-curling ostrich tips.

* * *

Heitz-Boyer shows many stylish toques that have their chief note of ornamentation smartly disposed upon the back. One lovely hat is formed of mint green chiffon, and a very new Italian cream straw plait in the same tint. The chiffon is threaded through the plait, which is undulated to form a close-fitting turban toque. At the back two Impian birds are arranged so that their wings spread out in fan-shaped, and their bills cross in the centre of the back trimming in green chiffon poufs. In the same salon is a large capeline of pink straw and chiffon. This shape is artistically bent into various graceful undulations. Two long ostrich plumes in pale pinkish white tint, that darkens off to black at the tips, are arranged to almost cover the crown and fall over the back brim which is bent into the head.

* * *

Capelines will again be chief lead in the straw departments and in their newest form, have very novel flat crowns, so blocked and doubled that a good and deep head-band is provided. which dispenses with the use of a made bandeau.

* * *

The new plaits are very broad and pliable. Much good use is made of cords to knit in self or contrasting shades these wide weaves together.

* * *

Millinery ornaments in gilt with insets of black jet are good and very effective lines. The Durbar served for a suggestion of Indian effects, which are striking and they take other good features in the new season's ornaments include bronze, green and gilt, irridescent, nacre, and long bar ornaments in champagne shadings. Adaptable chiffon pleatings in a very new form are an introduction that has met with instant success. They are done very finely by the new pleating machines and are first folded lengthwise, and then pleated a second time across in the reverse direction. They have excellent uses in the milliner's hands, are done in black, white, cream and many good colors.

A. Meehan.

Get your Clothing **GOOD**. Get it for nothing, **BUT** **DON'T** get it Good for nothing.

WACKS RBOS., Limited

Burlington Works LEICESTER, ENGLAND.



Burlington Works, Leicester.

MANUFACTURERS OF

Well Tailored, Smart Fitting,
Up-to-Date Designs, High-Class Finish

Custom Tailoring
Gents' Serge Suits
Gents' Flannel Suits
Gents' Rainproof Coats
Boys' and Youths' Clothing
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Lowest possible quotations to Canadian shippers.

If you appreciate well-made Tailoring, write for our pattern book, mailed free of charge.

Wacks Bros., Limited
Burlington Works, - Leicester, England.

CONTRACTORS TO H.M.S. GOVERNMENT AND THE WAR OFFICE.

"UP-TO-DATE"



Raincoats and Juvenile Clothing

We are prepared to supply the **FIRST STORE IN EACH CITY** at keenest shipping prices. Write for sample dozens with London References.

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LEICESTER, ENGLAND.

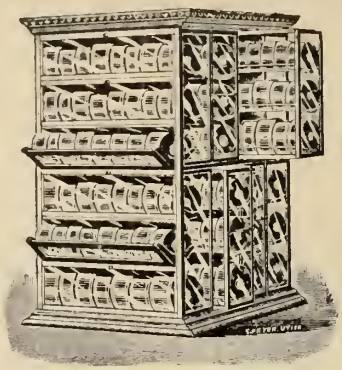
Practical Fixtures for Practical Merchants

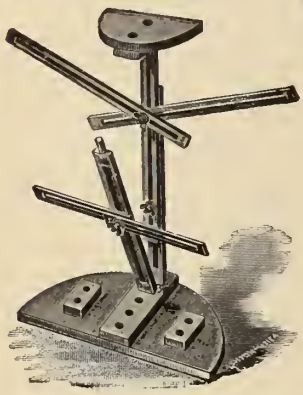
Practical Ribbon Cabinet

PRICE LIST.

No. 0.	27½x6½x26½,	cap'c'y	50	bolts,	$ 6.00
" 1.	28½x14 x26	"	100	"	10.00
" 2.	28½x14 x38	"	150	"	13.50
" 3.	28½x18½x38	"	250	"	18.50
" 4.	28½x23½x38	"	325	"	23.00
" 5.	28½x27½x38	"	400	"	26.00
" 6.	28½x32½x38	"	475	"	30.00
" 8.	28½x42½x43½	"	700	"	42.00

Made of Oak, rubbed finish





The Practical Draping Stand

A Foundation Frame for Window Dressing

Made of wood. Simple in construction. Adjustable to innumerable positions. The length and location of the standards, position and angle of the arms can be varied at will. Each part can be used separately or in connection with any other. As useful on the shelf ledge as in the show window.

Price, per single set - - **$2.75**
Six sets or more, in one order, ea. **2.50**

A set consists of: 1 semi-circular base, 12-in. radius; 1 semi-circular top, 6-in. radius; 1 single standard, 27 in. high; 1 adjustable standard, 27 in. to 48 in. high; 1 pair arms to spread 24 in. to 44 in.; 1 pair arms to spread 12 in. to 21 in.

A. N. RUSSELL & SONS,
ILION, N.Y., U.S.A.

A PALMENBERG

CLOAK AND SUIT FORM

Is as Valuable as an Extra Salesman

and it doesn't cost nearly so much. It's on duty all the time, never gets sick or tired and never wants an increase in salary.

These Superior Forms are the Very Best you can buy.

We carry the most complete and up-to-date

Display Fixtures and Forms.

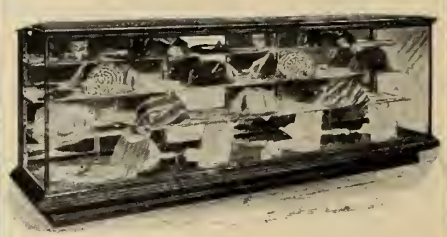
Write for 304-Page Catalogue, and Supplement F.

J. R. PALMENBERG'S SONS
ESTABLISHED IN 1852.
Office and Salesroom: 710 BROADWAY.
Factory: 89 and 91 West Third Street, **New York**

THE PHILLIPS' ILLUMINATED

Silent Salesman TRADE MARK

CASES



SHOW CASE QUALITY.

Above all else we press the fact that Phillips' Show Cases stand for Quality.

Their phenomenal sale has been the result of Quality.

They satisfy the man who buys a show case to last a lifetime—who looks for the best in materials, finish and expert construction—who wants the assurance of satisfaction back of his purchase.

Not only will our "Silent Salesman Show Cases" satisfy in these respects, they also offer the best in a show case illuminating device, for which we hold the only patents granted in the United States and Canada.

Send for illustrated circular, lithographed in colors, and full particulars.

JOHN PHILLIPS & CO. Limited
DETROIT, MICH.

Canadian Branch:
Windsor, Ont. **Established 1864.**

L.L.CLINE DETROIT

WINDOW AND STORE DECORATING

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

THE "NEW IDEA" OF WINDOW DRESSING.

THE elaborate, time-consuming display is fast passing away. The recent holiday displays clearly showed this to be a fact. In New York, stores that for years have depended on the costly and elaborate trims from which to draw custom, have this year been content with plain, neat, business shows, where the merchandise was the chief feature in attracting attention. There are many reasons for this change. One is economy. Another is that more frequent changes are needed nowadays. People tire of a trim, and it loses its business-bringing feature after three or four days showing. One merchant says (and we think his ideas are not far wrong) that the window display that is required to-day, to be in keeping with the best trade, is the one where all "side show" ideas are absent and where the display is made artistic by its simplicity and neatness. In other words, the displays that talk business, that present a silent argument, designed to influence the onlooker towards purchasing the goods on display.

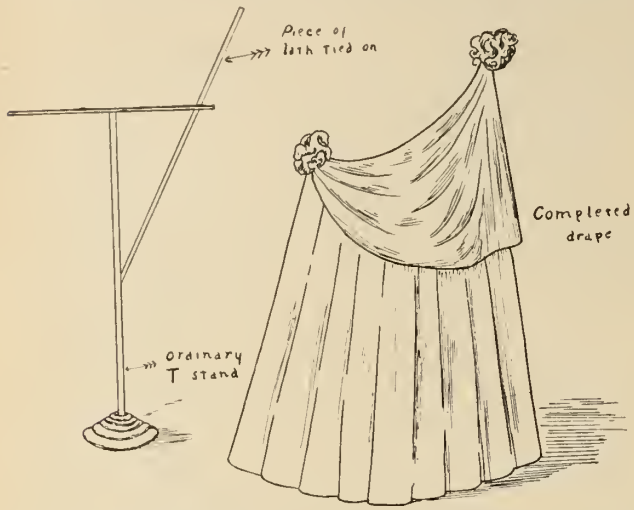
Merchants are sick and tired of the old spectacular show, designed to show the cleverness of the decorator rather than the merits of his employer's goods. Many trimmers in the smaller cities still adhere to the "loud," "yellow" display. They spend two or three days on a display that will catch a crowd and perhaps block the sidewalk; but the main idea of window-dressing is lost sight of in such a display, and the window fails in its purpose, viz., to get customers into the store to purchase. Another merchant told me that he would rather have one window display that would be the means of bringing a dozen customers in to purchase, than to have 20 displays of the spectacular sort that block the street but do not tempt the public to buy. And who could dispute this statement. There are lots of people on the street at all times of the day who like to be amused and have their curiosity aroused, but, as a rule, they are not the buying public. To sum up the question, I can safely say that everything points to a revival in the line of window decoration, and the plain, artistic display, where the merchandise is the only feature, is the display that is required now by the best merchants in the country.



An Umbrella Display that attracted much attention.

This does not necessarily follow, however, that the window dresser who has been getting "big money" for putting in these spectacular trims is going to suffer in consequence of the "revival." He is not. His services are always in demand, at a good salary. Under the new system he has just as much headwork to do; and, in fact, it requires more artistic abilit

to put in a simple, high-class display than was required for the elaborate trim. His displays are changed twice as often under the new idea than under the old. His duties are increased, if anything. In comparing the two systems, the new one is the one under which the high-class trimmer can feel that he earns his salary, by constantly keeping in mind that he is



employed to show goods in the best possible way towards affecting their sale. Of course, at Easter and during the openings (Spring and Fall) the trimmer is justified in taking a little more time than on former occasions, and a centre-piece or some pretty scheme, that requires extra time to prepare, can be arranged and allowed a more lengthy showing than you would give it on other occasions.

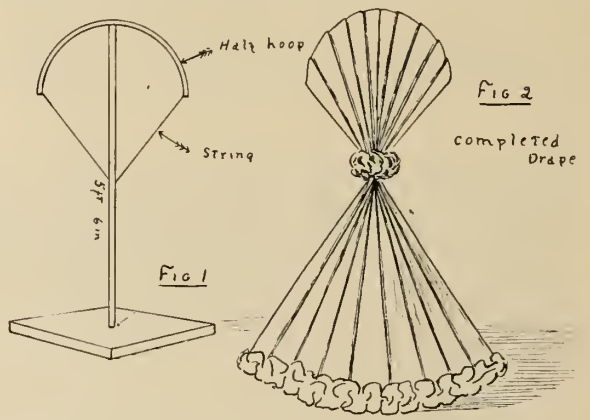
PREPARE AHEAD.

ANYTHING that is worth doing is worth doing well. Every retailer will admit that he should have a show window and have an exhibition of something in it; but too frequently it is regarded as a necessary evil, that must be disposed of in the quickest and cheapest possible manner. This is a great mistake. Good window-trimming cannot be obtained by trying to work on the inspiration of the moment, any more than an architect can build a house without first making out his plans. A man, to trim his window well, must give careful thought and study as to the material to be used and the way of using it. Before a thing is taken out of the window for a redressing, there should be a definite idea of what is to replace it. You may not follow your plans just as you originally intended them to be, but, at least, you will be able to redress your window in a much shorter time and to a greater advantage. Extra forms or stands for draping should be ready to put in the window the moment the old display is taken out. In this way the window is vacant only a short time, and you are thus able to get the most benefit out of the display.

It is not only not necessary, but it is not advisable to put in elaborate trims. It is not the "flashy" trim that draws custom, but the frequently-changed windows. It is the many changes that give the public the idea that the store is a live and active one. A neat, simple display, changed every three days or so, is generally more effective than a more complicated trim left in until the public are tired of looking at it.

NEW DRAPERY IDEAS.

THE sketches herewith given describe two new ideas for showing muslins, dress goods, silks, etc. One shows the ordinary, nickel, T-shaped stand, with a piece of stick attached to it, on an angle. The goods are thrown over it and brought back and formed into a drape, as in Fig. 2 of sketch. It is a simple idea and makes an effective display. The second sketch shows a neat arrangement, especially for silks. The stand is just an upright (1 x 2), in different heights, over the top of which is attached a half-hoop. A candy-pail



hoop cut in half will make two. The ends of the hoop are tied down with cord to the upright, as in Fig. 1. The lower part of the drape is made first, and the fan-shaped top is made with the remainder of the goods. A showing of muslins or silks on stands of this kind makes a novel trim. With a little practice the idea will be found to be easily executed.

H. H.



DUST SPOILS

more hats than age or fire. You wouldn't think of exposing your neckwear or shirt stock to the air and dust, and you certainly wouldn't put them in old paper boxes, five high, on the floor. Then why your hat stock ? Our new, patented cases are silent salesmen—the hats are always in sight and thoroughly protected.

WE CAN FILL ANY SPACE, BECAUSE WE MAKE THESE CABINETS IN ANY WIDTH REQUIRED, WITH TRANSPARENT CELLULOID FRONTS; ALSO GLASS FRONTS.

The dimensions of cases we keep in stock are as follows :

1-section, 18 in. in height; 2-section, 40 in.; 3-section, 58 in.; 4 section, 76 in. over all.

Length, 38 in. and 52 in., or shorter if desired. Extend from the wall 17 in. when the door is closed.

Take a good look at the cut and send for circulars and prices of the different dimensions of cases, either glass or celluloid front.

We would like some parties to handle our Canadian Patent on a royalty, or sell it outright



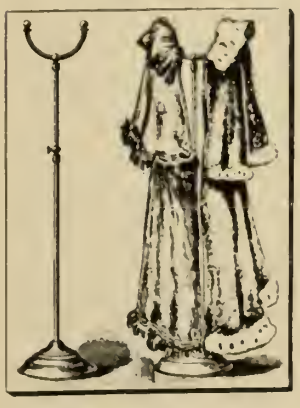
Pat. in U. S. and Foreign Countries.

PENINSULAR CABINET CO.

SALESMEN WANTED

Flint, Michigan.

Please mention THE DRY GOODS REVIEW when enquiring.



ATTENTION!

TO MAKE YOUR STORE LOOK UP-TO-DATE IT IS NECESSARY TO HAVE . . . .

Wax Figures, Clothing Forms, Nickel Display Stands and Show Cases.

MANUFACTURED BY

A. S. Richardson,

62 HAYTER ST, TORONTO.

BRANCH: 714 CRAIG ST., MONTREAL.

Send for 130-page illustrated catalogue.

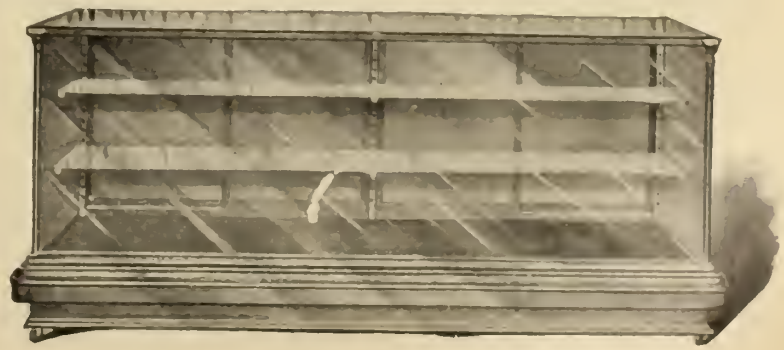
Phone Main 3687

You Can Always Rely on The "Dominion" Goods as Being 100 Per Cent. Value.

What will display your goods to better advantage than a fine **Salesman Floor Case?** Our **Coronation** is the recognized standard and the most popular on the market.

The top is a bevelled plate, laid on cushion of felt above frame of case, front and ends bevelled so as not to detract from the strength of the glass, edges extending out ⅜ in. over frame, and held in place at corners by handsome carvings.

Always retains a fine new brilliant effect.
No wood to become scratched or shabby in appearance



WRITE FOR BEAUTIFULLY ILLUSTRATED CATALOGUE.

DOMINION SHOW CASE CO.

TORONTO, CANADA. Office and Factory, 53 Richmond St. E.

HINTS FOR SEASONABLE WINDOW DISPLAYS

By W. R. McCOLL.

DETAIL ARRANGEMENTS.

BY the frequency of inquiries from amateur window-dressers regarding the manner of constructing the different draped designs, windows, cornice trims, and store interiors which have been from time to time illustrated in this department, it has occurred to us that perhaps better work, more general interest and lasting benefit would accrue to the thousands of young men who depend almost entirely for new ideas and improvement in their work upon the hints and helps which are here furnished monthly, if, with each illustration, were given a detailed description showing the manner of construction, so that any amateur with at least average ability could duplicate the design, and perhaps improve upon it, for there are few designs that are not susceptible to variations and improvement.

Along these lines provision has been made for a series of monthly trims suited to the season, any of which can be, and already have been arranged, without costly or elaborate window furnishings of any kind.

We have nothing to say against beautiful nickel or brass furnishings, mirrors, bronzes and accessories. They are handsome, up-to-date, wonderful aids to the trimmer, and where you have these things use them by all means, but what we wish to convey is that they are not *really necessary* to make attractive, business-bringing and paying displays.

No employer, however, should expect or ask his trimmer to do competent work without forms, draping stands, or the material from which to make them. Any handy man with lumber, lath, strawboard, saw, plane, hammer and nails, can make for himself almost everything or anything that the average decorator requires.

These are the raw materials from which are evolved the daintiest creations of the window-trimmer's art, and they take considerable room for storage. Every trimmer should insist upon ample room in cellar or basement for these requisites, and his work-bench. A trap door should also be cut in the store floor immediately in rear of the windows, sufficiently large to pass any form up or down. It saves much time and hard work for the trimmer.

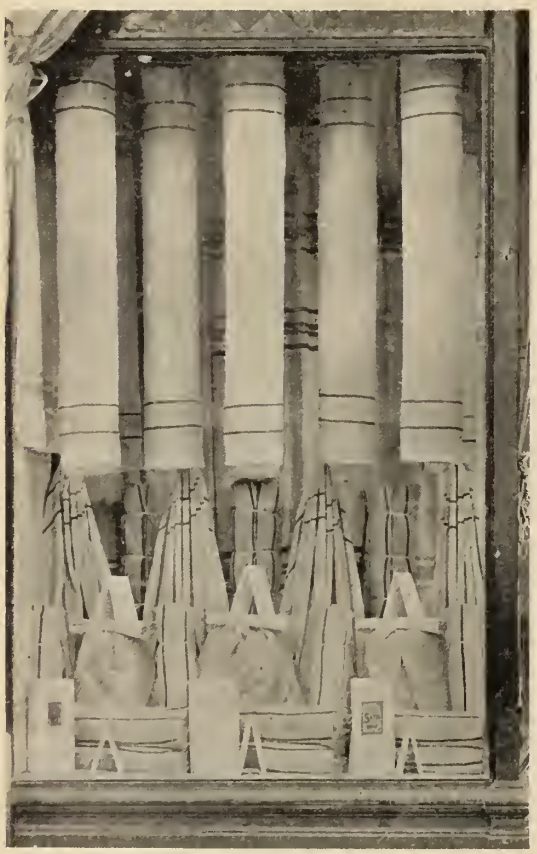


Illustration No. 1.



Illustration No. 2.

ILLUSTRATION NO. 1.

A suitable trim for the first week in February, before Winter has climbed into the lap of Spring. It is sometimes said blankets are not susceptible to decorative treatment that will make them show to advantage; yet, when properly handled, they make fairly effective displays.

Drape side wall and background with fancy-bordered white blankets, opened out full length, and the top border al-

CEETEE

PURE WOOL.

Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new features in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO., 30 Wellington St. East, TORONTO.

JOS. W. WEY, 7 Bastion Square, VICTORIA, B.C.

Ask your jobber for, or order direct,

WATERPROOFS

BEARING THIS TRADE MARK ON INSIDE NEAR THE COLLAR



Our representatives are now on the road showing a full range of the latest styles. No better selection is offered by any house in Canada. It will pay you to inspect them before placing your order.

London Rubber Co.

Manufacturers

591 Craig Street (Opposite Bank of Montreal) MONTREAL.



This cut shows one of our latest creations in Long Hip, Stralght-Front effects, which we carry in stock—all prices. Ask for sample and price list.

THE CELEBRATED

P.D.

CORSETS

ARE THE RECOGNIZED STANDARD OF ALL

High-Class CORSETS

They have undoubtedly the largest sale in all countries. This has been reached solely through the merit and high qualities of the goods.

KONIG & STUFFMANN,

SOLE AGENTS FOR CANADA.

11 Victoria Square, MONTREAL.

lowed to fall to the front of ceiling pole, to be used as a top drape; hang in full ripples to obviate flatness.

Ceiling.—Around ten-inch strawboard cylinders (with wooden ends) carefully roll blankets to remove all wrinkles, suspending the same by one end to window ceiling, in two or more rows according to depth of window, dividing the distances so that rear rows will hang opposite the space in front. The treatment of display on window floor is so distinct in the illustration that little description is necessary. The materials are quilts, tablenapkins and blankets. The rear row of blankets are folded in pleats over a draping stand 5 feet high made of 10-in. board stood edgewise to the window. The tablenapkins are held firm in ∧-shape by a hairpin, one leg of which is run down the corners of each dozen.

ILLUSTRATION NO. 2.

Linens.—Few things are better adapted for display than are linens in the hands of the skillful trimmer. They lend themselves to such diverse treatment, and every worthy display is sure to command the attention of every housewife—for whoever saw a woman who didn't want more napery?

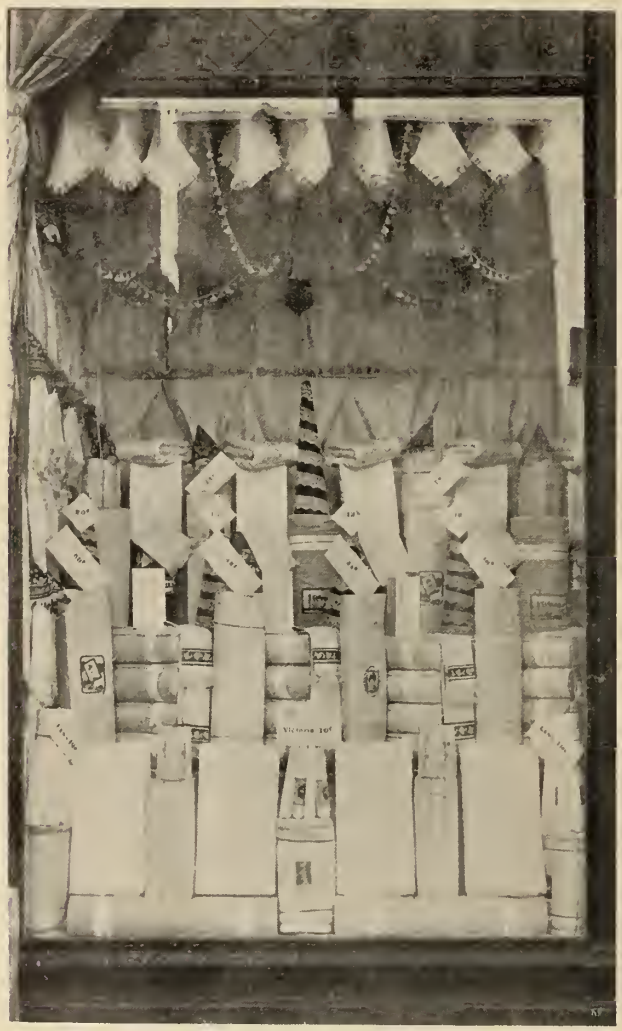


Illustration No. 3.

Ceiling.—Run ceiling poles from front of window to rear, spacing the same 1 ft. apart. Take a pair of towels folded as they always come, throw one end over one pole, the other over the next pole, and let the center fold of the pair sag down in a V shape between the poles; continue thus until the ceiling is finished.

Side walls.—Open a dozen napkins, and hang them from ceiling to floor 1 ft. apart, and attach to them fancifully-folded colored napkins at equal distances. Cover the spaces between rows of napkins with Cardinal cambric. Roll glass towels diagonally around a stair rod, pin, and withdraw the rod. With these tube-like rolls form diamond-shape design upon the cambric background, and pin a folded, fringed doilie in centre of each diamond, continuing till wall is finished.

Window floor.—At back of window make a raised platform 5 ft. high by 18 in. wide, or less, upon which stand four pillars, 6 in. in diameter, reaching the ceiling, and space at equal distances apart. Trim the pillars with towels rolled around each, and form the background into small panels or sashwork made of No. 9 cardinal ribbon, pinning a white doilie at the corner of each square of ribbon, and hang fancy, fringed towels to ceiling above for a drape or finish.

Along the front edge of raised platform make a lattice railing of the rolled towels, forming a balcony, from which steps or stairway lead down to window-front with a hand-rail on each side, each step being trimmed with bright-bordered glass cloths, upon which is laid a red berry napkin diagonally. The general effect can be much enhanced by standing two or three dressed dolls behind the latticed balcony. The balance of the floor display is made up of napkins, table linens, and towels, starched, folded, and draped in fans, etc., as cut.

ILLUSTRATION NO 3.

At the beginning of each season, when new goods are arriving in unbroken packages, it is the trimmer's opportunity and duty to put in a whole stock window before the bands and labels have been wrinkled, soiled, broken or removed.

Nothing is more attractive to the average buyer than new staple goods tastefully displayed in bulk. It commands attention by the quantity of stock shown, excites remark, and gives prestige to any establishment.

Ceiling.—From side to side of window run taut wires or ceiling poles one foot apart. Trim the front pole with small, white, fringed doilies, the next with larger sizes of the same, then tray covers, fancy-fringed and drawn-work towels, in larger sizes as you dress to the rear. From centre of ceiling drape loops of fancy tassel fringe to the front, sides and rear.

Wall.—Hang pairs of linen towels full length on wall poles; gather the top towel tightly in the hand at the centre, and pin around it a red berry napkin folded into a triangle, then spread the lower portion of the towel into fan shape.

Window back.—Treat top row same as wall, but for second row catch the upper towel by the centre as before, turning the end up underneath, forming a puff.

Window floor.—The arrangement of materials is so clearly shown in the illustration that a novice should be able to follow the design without specific descriptions; suffice it to say that the spiral lace cones are made from strawboard, 30 in. high, with 8-in. base covered with colored cambric and wound spirally with torchon laces, all wound in the same direction.

FROSTED WINDOWS.

TO keep store windows clear of frost in the most severe weather is simply a matter of ventilation. Of course, it is quite impossible to keep windows from freezing when they are not boxed in with the interior sash. The warm air of the store interior coming in contact with the cold glass causes frosting. When windows are sashed in the rear, all one has to do is to make the sash frames fit tightly against the walls and close all openings that will admit warm air from the store. The window floors should be set back from front glass threequarters of an inch and ventilating openings cut from the outside to allow a steady flow of cold air to pass over the glass, allowing the same to escape above the glass by similar ventilation, thus keeping the temperature of the window interior the same as the outside air. Where this is done it is impossible for a window to freeze.

Fine gauze wire tacked over the lower ventilator prevents dust entering in windy weather.

THE LATE JOSEPH RAYMOND PALMENBERG.

JOSEPH RAYMOND PALMENBERG was born at Raudskersburg, Austria, in the year 1825. After receiving his education he went, when but nineteen years of age, through Austria and Italy; and then to Hamburg, Germany, where he settled in 1848, and found employment in a metal factory. He advanced rapidly until he became manager of his department. In 1852, when he left Hamburg for America, he was a thorough master of his craft. He landed at Castle Garden, New York, after a stormy trip which consumed 64 days. He was practically penniless, and was compelled to make up his capital by disposing of his clothing and a few trinkets which he had brought over with him. With this money he started in to make metal goods on his own account. A little shop was opened at 37 Canal street, and the first order he took was from a Frenchman doing business on Broadway, near Broome street. This order is number one on the books of the house of J. R. Palmenberg's Sons. When he started to show merchants his ideas of displaying goods on rods, supported by brackets, he was laughed at, as the shopkeepers informed him that such fixtures were only good for market men and butchers.



THE LATE JOSEPH RAYMOND PALMENBERG.

He was the inventor and introducer of the metal fixture and of the arrangement of window displays practically as they are made to-day. His work was good at all times, and it gave such satisfaction that he was compelled, early in his business career, to hire assistants. An order that helped him a great deal was from Maillard, the old hatter who made an exhibition at the Crystal Palace. This exhibit was so unique and so good that it earned universal commendation and was the cause of winning a prize for the exhibitor. It made the concern of Palmenberg well known at once.

The Canal street plant was increased a few years after its establishment, and the business steadily grew up to the time when the Civil War broke out. Then all business was paralyzed, and Mr. Palmenberg turned his shop into an armory and made swords and sabers. When peace was declared he returned to the manufacture of fixtures, and for 10 years he had to fight hard to keep ahead of his ordinary expenses. He went through the panic of 1873 and that of 1877. In 1875, his son, Raymond, went into the employ of his father, and later became one of his partners. There is no doubt that the tragic death, in 1901, of Mr. Raymond Palmenberg was the indirect cause of his father's death, as he never fully recovered from the blow.

In 1870 the business was removed to 466 and 468 Broome street, corner Greene street, in the building that was formerly used as an army supply station. Here ample room was at the command of Mr. Palmenberg for the extension of his business, and he prospered steadily. He was practically the first manufacturer to locate on that thoroughfare.

In 1889 he retired and handed the business over to his three sons—Raymond, who came into the business in 1875; William F., who came into the business in 1881, and Emil T., who came into the business in 1882. Raymond then became head of the house. William took the office and selling end, and Emil took the factory. On the death of Raymond, the two sons continued the business under the old title of J. R. Palmenberg's Sons.

Mr. Palmenberg was an extensive traveller, and in 1888 he made a nine months' trip throughout the United States. This excursion was a great source of pleasure to him, and he often remarked how pleased he was at the reception given him by men who had only known him in a business way. They found the hard-working merchant a genial companion when he had laid down the harness. He made voyages abroad, travelling through Europe, England, France, the Holy Lands, and parts of Asia and Africa. When he returned from his last trip to Europe he was taken ill and developed acute kidney troubles and heart troubles, and on Christmas morning he passed away, surrounded by his family.

SLEIGH RIDE OF SILK WAIST EMPLOYES.

The complimentary annual sleigh-drive, dance and supper given by The New York Silk Waist Co. to their employes on Saturday night, January 24, to Lachine was most successful and highly appreciated by the employes, who took advantage of the good things supplied by their firm until a very late hour. This was the third drive, and the management promised another such event in the near future.

GEO. H. HEES, SON & CO.

= 1903 =

Beginning the New Year we commenced manufacturing

Muslin and Bobbinet Ruffled Curtains

In ARABIAN RENAISSANCE and other popular styles.

We carry in stock ready to deliver an immense stock of

Lace Curtains

In prices all the way from 20c. a pair to $15.00 a pair.

Also LACE DOOR PANELS in all grades and qualities.

GEO. H. HEES, SON & CO.,

71 Bay Street, TORONTO.

HOUSE-FURNISHINGS AND DECORATION

CARPETS
CURTAINS
WALL-PAPER
ART-FURNITURE
CROCKERY
UPHOLSTERY
DECORATION

CARPETS.

THE POPULARITY OF RUGS.



THE particular style of carpeting which has come into great favor is rugs. Unlike many popular goods, it is not a fad, but an article that has deservedly attained to a high place in the popular regard. At the present time, both here and in the United States, the demand for rugs has exceeded the supply, and the broad loom is working night and day in its efforts to keep up with orders.

Five years ago the broad looms in Canada could almost be counted on the fingers of one hand, and at that they were not very busy. But at the present time the number is limited only by the space available. I know of two or three factories whose output of rugs is curtailed very seriously by lack of the room necessary for their manufacture. In one factory last Spring orders for squares had to be refused a few weeks after the travellers first went out, and the inability to fill more orders seriously handicapped their piece orders, as many buyers persist in ordering their entire supply from one firm.

In the United States in 1900 about 9,000,000 square yards, or 12 per cent. of the entire carpet production were manufactured in rugs. In 1890 the value of the rugs manufactured was only $2,500,000, or less than 1-14 of the total value of the carpet manufacture, while in 1900 it was almost $6,000,000, or ⅛ of the production of the mills. In ingrains the art squares manufactured increased from 553,513 yards in 1890 to 2,328,906 yards in 1900.

* * *

The popularity of rugs is, as was before remarked, based, not on the demand of the moment, but on their merits. For bedrooms nothing equals an ingrain art square. It is light in weight and can therefore be taken up and shaken once a week without trouble, and by having a margin of bare floor the corners can be kept clean. The sanitary advantages are thus easily seen. For cheapness, although it costs a few cents per yard more than the same quality in piece goods, nevertheless, considering the margin of bare floor usually left, the cost is only from one-half to two-thirds what a whole carpet would be. With a well painted or oiled margin the rug looks neater, cleaner and airier than any style of floor covering.

In a small town in Manitoba is a new hotel furnished entirely with wool art squares, and I know any traveller who has stopped there will agree with me when I say that there is scarcely in all Canada a neater or more pleasant class of bedrooms than are in The Arlington, in Southern Manitoba. It may be said that the effect is enhanced by the use of small framework in the furniture.

* * *

The width of bare floor left around a rug depends entirely upon the taste of the owner and the size of the room. A very narrow margin never looks well. One equal to from one-tenth to one-eighth of the width of the room gives the most symmetrical appearance, although a little narrower or wider is often preferred. Just here it must be remembered that the margin at the ends need not be the same as that at the sides, some, indeed, preferring the former wider, to carry out the same proportion as the sides.

* * *

The floor around the carpet to obtain the best results should be of hard wood, although the idea commonly expressed that it is imperative is a mistake. Soft wood can be given a hard enough surface for ordinary service by using certain paints and oils, although it has to be more carefully considered in the disposition of furniture than hard wood. I have seen duck in a color to match the prevailing tone of the rug, tacked under the edge and close in to the wall. The effect is surprisingly good, as is also the case where burlap is used. A material made in imitation of wood can now be obtained by the yard, and in the United States is much used. Of course, the very best appearance is obtained from the use of parquetry, but this is above the means of the average housekeeper, and men, experienced in the laying of it, are difficult to find. One of the most artistic houses I have seen is furnished entirely with floor coverings of rugs with parquet margins.

* * *

The rooms to which art squares and rugs are best suited may be given as bedrooms, dining rooms, libraries and dens. The sitting-room is often rendered unfit for rugs by the hard usage to which it is subjected, while in a draw-

ing-room, the floor must be of special wood to present a fine appearing margin. In dining-rooms, a small rug, called a crumb cloth, is often placed under the table. This can be taken up, shaken, and laid at pleasure.

* * *

With regard to buying I would say to the dealer, you know best the size of the average room in your locality, and as this differs considerably, I cannot be of much assistance to you. In travelling around I find the favorite sizes in ingrains to be 3x3, 3x3½, 3x4, 4x3½. A few 3x2½ should be carried for small bedrooms. In the more expensive grades larger sizes must be handled, as they are used principally in the better, which are the larger rooms. Order patterns to suit the size of the rug—a small pattern for a small rug and a large pattern for a large rug. Large rugs are often required with small patterns, but in that case the border should have a large pattern.

A mistake is often made by the dealer in ordering all his rugs of a different pattern. In addition to the fact that a woman often desires more than one rug of the same pattern, a very large display of different patterns quite often leads a woman to think she would like a certain pattern if it were only in the proper size. Keep the same pattern in two or three sizes, so that she can see how it appears in each size. If she wishes more than the number you have of a certain size, it is easier to obtain her order, from the factory, than to convince her a certain pattern would look well in another size rug.

* * *

Rugs are very difficult to display to advantage, but it can be managed by stringing a wire along either the width of a rug above the floor, or far enough to show the pattern when the rug is thrown over it. The best contrivance for displaying is a fixture manufactured in the United States for which we are seeking an agent in Canada. It consists of long rods to which are attached the mats. These rods are connected at the centre with a kind of trolley system that admits of the rugs being packed up close or opened out to show any one desired.

* * *

The dealer will find the handling of rugs far more satisfactory than carpets, as there is no matching, cutting, or sewing to be done; they are sold like shelf goods in any other part of the store; no ends are left on his hands, and they are easier to sell because a customer can see exactly what they look like in the complete piece. Encourage the use of rugs, either in one piece or made up, and the merchant will never have cause to repent.

A NEW FABRIC.

THE TEXTILE WORLD describes a new chenille fabric which has been invented in the United States. In it are combined partly-colored face weft-threads, back weft-threads or spun yarn, stuffer warp-threads separating the face and back weft-threads and binder warp-threads tieing together the back and face weft-threads, the object being to produce a fabric of this character having on the face a pattern formed by party-colored chenille weft-threads, and on the back a pattern in imitation of matting and formed by the back weft-threads beaten up so closely as to prevent any showing of the chenille face weft-threads between them, and presenting either a plain face or one having stripes of color across the same produced by the binding warp-threads. This matting effect renders the goods reversible.

Binding warp-threads of a thickness necessary to produce a striping effect upon the back of the fabric, can be used without affecting the face pattern, owing to the fact that on the face of the fabric the warp-threads are covered and hidden by the chenille fur of the face weft-threads, and yet these heavy binding warp-threads will not prevent close beating up of the back weft-thread, owing to the fact that the latter are large and soft, and hence close around the binding warp-threads.

DON'TS.

DON'T buy to suit your own taste only. The best buyers now do not think of choosing their stock by themselves, but are assisted by a clerk, whose judgment they respect, or, in many cases, their wives. No matter how a man trys he cannot tear himself away from the fact that a certain pattern or color doesn't please him, in spite of the traveller's assurance that it is a rapid seller. No matter how popular green may be, many buyers do not like it, and so, of course, they do not buy much of it.

The benefit of having an assistant cannot be overestimated, as it insures variety in your buying, and if he is the carpet-department man, he knows the demand. A woman is often of the greatest assistance for she has an idea of what women, as a rule, like, and, in addition, has in general a better idea of color.

Your customers may have poor taste and it may be a great shock to your idea of beauty to see rolls of certain combinations of colors and certain patterns in your carpet room, but if your customers like startling colors and odd designs, you must carry them. Handle the colors and patterns that come as near both your tastes as possible, for you should try to educate them as well as supply their wants.

Let the traveller help you and you will fare better and be sure of good general sellers, for he knows what is popular and how certain patterns look in rolls.

Don't buy too many qualities. The best way to keep down stock and yet keep up variety is to buy as few qualities as possible and as many patterns in each quality as your trade demands.

I have sold goods to dealers who insisted on buying a roll or two of from six to a dozen qualities. As a result, when a woman came in and asked to see carpets, she was shown a variety of patterns and colors and qualities, but no choice at the price to which she had decided to go. The next time I would call I would find much of the stock left on the dealer's hands, and the manufacturers, of course, received the blame for producing unsaleable goods.

A dozen rolls divided among three or four qualities will sell much more successfully than more rolls with only one or two in each quality.

In addition to the lack of choice that really results, a customer becomes confused on prices and every dealer knows the irritating effect of confusion both on the buyer and seller. The dealer, too, cannot keep as conversant with his stock when his qualities are numerous.

TWO LARGE RUGS.

RECENTLY there has been laid in the new Chamber of Commerce in New York the largest and heaviest one-piece carpet ever brought to America. The rug is a hand-tufted Berlin, 59 feet 8-in. long by 37 feet 8 in. wide. It weighs 2,750 lb. The color is green in self tones, and the pattern plain in the centre. In spite of the difficulty

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is pleased with them. Some consider them superior to any other Canadian carpets and by no means inferior to the much-talked-of imported article.

There is no better equipped mill than ours, and as we are gaining credit for giving a little bit better value than other makers, we are striving to sustain this reputation.

For Spring, we are now showing some new and very beautiful effects both in figure and coloring, embodying the creative ideas of our skilled designers, as well as many outside artists.

Our long-established system of selling direct from our mills to the trade assures the closest prices and most prompt shipment.

Repeat orders of any of our patterns supplied on very short notice.

If our travellers have not recently called, let us know and we will forward you some samples.

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Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

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Terms—$5 per hundred clippings; $40 per thousand, payable in advance: but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

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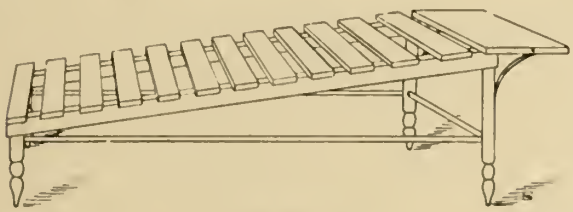
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of obtaining exactly the same shade where so much wool is required, the result is a fabric perfectly pure in color. While the rug was being woven the loom had to be strengthened as the work progressed on account of the great weight. To get the rug from the factory where it was manufactured, part of the wall had to be torn away. The Carpet Trade Review says it was too large for the hold of the steamer which brought it, and they were forced to pack it in a zinc lined case and leave it on deck. Fifty men were required to carry it into the Chamber of Commerce Building.

This rug, however, is only a mat compared with the immense fabric woven for the Coronation ceremonies at Westminster Abbey. The preparation of the looms at Worcester, where it was made, took over a month. The pile is ⅜ in. thick, the carpet ½-in., and the whole piece weighs two and a half tons.

A RUG EXHIBITOR.

THE bench here shown is very simple in construction and can be made by anyone who can handle a saw and drive a nail. The rugs are placed on the exhibitor in any quantity, and the clerk turns back the rugs



A Rug Exhibitor.

from the bottom while the customer stands in front. Over half the rug can be shown and both labor and wear and tear on the rugs is minimized.

CARPET ENGLISH.

A dealer from Kennebec, Me.,
Came to town for some good cotton che.
When he asked will it wear
They replied with a stear
As long as King Edward shall re.

"That's no carpet," he cried, "it's a seine!"
"You mistake, it's an all-wool in greine."
He grew hot in his heart.
"You may be mighty smeart"——
But his other remarks were profeine.—Ex.

NOTES OF THE CARPET TRADE.

MANUFACTURERS are working overtime now to keep up with orders, and as one manufacturer put it, "Haven't even time to talk about it." Orders, of course, are practically all in, and slow merchants will find more unfilled orders this year than ever. The wholesalers are rapidly getting rid of their stock and report better business and better goods demanded than ever.

On account of the scarcity of Oriental rugs the price has taken a very sudden rise.

The popularity of rugs is still on the increase and the manufacturers cannot supply their orders.

Wide linoleum is in great demand. Floral patterns, in oilcloths, are quite popular, both here and in the United States.

Prices in the United States have gone up in three-quarter goods from 2½ to 12½c., principally in tapestries and velvets.

An inventor has produced a loom which he claims will weave 35 square yards a day, similar to some Oriental weaves.

A dentist in Kansas recently sent an old carpet from his operating room to a gold refinery and got from it gold valued at $31.47.

Hong Kong reports that prices in matting are strong with upward tendency, and holders are by no means anxious to sell, as they predict higher prices.

The buildings are now under way, at Chicago, of the first linoleum factory in the West. The cost is to be $250,000, and the producing capacity 30,000 to 40,000 square yards per week.

A large rug of great beauty has been placed in the city hall at Winnipeg by A. M. Banfield & Co., of that city. The design, executed by Mr. Banfield, consists of the crest of Winnipeg surrounded by a wreath of maple leaves. The rug is 22 feet square.

A suit in the United States against a manufacturer by a retailer for non-delivery of goods was lost in a high court. The result is important as showing that manufacturers cannot be made liable in cases in which goods have been ordered but not shipped.

Lister & Co., Limited, of Manningham, Bradford, Eng., have opened an office in the Manchester Buildings at Toronto for the sale in Canada of their tapestries, house draperies, etc. H. L. Smyth & Co. are sole agents for Canada and have secured the services of N. R. Miller, late of The T. Eaton Co., Limited, and Geo. H. Hees, Son & Co., who will manage the department.

NOTES OF THE BRITISH TRADE.

There has been little recovery in the English carpet business.

American rug making machinery is being introduced into the British Isles by means of the display of rugs manufactured by the machinery.

The linoleum and floor-cloth manufacturers' business has been rather dull in England. The great demand for their production in America has, however, kept them fairly busy.

The buildings of the famous Worcester-Cross works in England, which have been idle for five years, are again to be used for rug and carpet manufacturing.

Sir Saville Crossley, well known in America as head of the great firm of John Crossley & Sons, of Halifax, Eng., has been appointed Paymaster-General of the British army to succeed the Duke of Marlborough.

The British exports in carpets for the first 11 months of 1902 amounted to 7,108,800 yards, an increase of 49,100 yards over 1901. Most surprising of all is the advance made in exports to the United States. During the month of November these amounted to 16,100 yards, with 9,800 yards in 1901 and 5,100 yards in 1900.

CURTAINS AND DRAPERIES.

IN the Holland section of the Turin Exposition of modern decorative art was shown a novelty in decorative work called "Batik." It consists of design applied to textiles and resembles to a small extent the ancient work of the Javanese. The work is applied to curtains, draperies, screens, centrepieces and almost all textile fabrics."

The Upholstery Trade Review, to which we are indebted for the illustration of Batik work, describes the process thus:

"The first step is to transfer the artist's designs to some white material, silk, satin, velvet, linen or leather, as the case may be. This is done by a special process, which insures absolute fidelity to the originals; the lines of the designs are traced over with an instrument which is filled for the purpose with warm wax, the greatest care being necessary in order to make the wax run smoothly on to the material without spotting. The background is then filled in also with warm wax, the same process being repeated for each color used, if more than two are introduced. After this the material is steeped in a color bath



A Panel in Batik.

and the wax removed by another special process, repeated baths bringing out the peculiar colors of the batiks. The whole is the result of long and anxious experiment, for at each stage some difficulty has to be surmounted—that, for instance, of removing the wax from the material without injuring it, or of obtaining the various nuances of color, which lend the work one of its greatest charms. These difficulties have now, however, been satisfactorily overcome, and color schemes are produced of the highest decorative value. Vivid orange, pale sea green, delicate greys and apricots play their part as backgrounds upon which the designs are traced in black, red or blue, often with a delicate marblelike veining forming a kind of subordinate design to the endlessly varied curves and circles, which blend into a style of ornamentation at once original and artistic. The effect must not be confounded with that of the Oriental decoration for curtains, etc., in which the wax is left to form the design in a kind of relief, for in batik, as we have shown, the medium is removed after having been made to produce the color required. Where, in a somewhat sombre room, the relief of a strong color effect is desired, a batiked carpet, portiere, hangings, or piano cover may be well called into requisition to strike a brilliant note of color, while the work is equally effective in smaller articles, such as fire screens, cushions or book covers."

CURTAIN DISPLAY.

OF all the stock of the housefurnisher curtains are the most difficult to display. Every merchant knows that the old style of unfolding a sample and throwing it over a pole is not at all satisfactory, as it takes too much time, and two or three displays of the same curtain seriously soils it. I cannot see why so few dealers use a curtain-display fixture, an article made in Canada, and in my mind absolutely necessary to everyone who sells curtains.

This apparatus holds a dozen or more curtains up by the ends, and any one of them can be pulled out from the rest and showed separately, merely by pulling a string. They are always ready to show, need not be touched by the hands, keep the samples in the smallest space possible, save both clerk and customer time and annoyance, and display to far better advantage. The cost is little, but were it five times as great, I fail to see how a merchant who sells curtains can do without it.

Where the fixture is used the curtains can be kept folded in their original lines, but where the old style, of throwing over a pole, is followed, the curtains should be spread on a large shelf, folded only once or twice, so that the constant folding and unfolding may be lessened to the smallest extent. These shelves should be curtained to prevent dust soiling the curtains.

Some merchants adopt the scheme of having all the styles thrown over a pole. They are turned back, one by one, in showing to a customer, and the one desired is taken out and thrown over another pole. For this three poles are necessary, one for the original pile, one on which to show the desired curtain and one to lift the curtain on to, which is above the desired one, so the latter can be easily taken out. The trouble with all the plans but the fixture is the labor of refolding and replacing in their proper order the curtains shown after a customer has retired.

In these days of hurry and machinery, when a customer has not the time nor disposition to endure the slow methods, and hand labor is a thing of the past, the merchant must save time and space by using fixtures for showing his hats, shoes, men's furnishings, ladies' jackets, and rugs and curtains. If he persists in his father's ways he will be obliged to see his customers going where they can be waited on more quickly and satisfactorily and with the newest and cleanest methods.

TEA ROOMS.

A GOOD idea for a progressive merchant in the larger towns is to have a tea room where a weary shopper can rest and take a cup of tea. The woman buying housefurnishings, is, perhaps, the customer who remains the longest in a store. What a relief to be able to sit down in a neatly-decorated room and sip a cup of good tea between her purchases of carpets or curtains or furniture.

These rooms can be tastily decorated in the styles of the different countries. A Scotch room with plaids, a Japanese room with matting, soft silks and Chinese lanterns, an Oriental room with rugs, Oriental draperies and ornaments,

all make striking as well as pleasant rooms to spend a few minutes in between purchases. The cost is small and the custom it will directly bring will more than pay. Outside of this is the general impression it gives to the neighborhood. Many merchants could have it for only a week at a time, or one day a week, such as market day or Saturdays. These little extras for drawing trade are far too much overlooked by our storekeepers, and the one to start such things in a town will undoubtedly obtain trade they could in no other way reach.

CANADIAN STYLES.

CURTAIN draperies are rapidly becoming simpler and more durable as is seen in the open work patterns in all qualities from fish net to heavy woollen materials in lattice work weaves. The nets are washable and the woollen goods can be redipped if they fade.

All expensive stuffs are coarse and irregular and seem anxious to appear handmade.

For rooms papered in tapestry paper, the plain drapery silks are best, while figured silks are becoming to a room which has plain walls of one shade.

Straight draping has become very popular and the relief to the eye of such style of draping is a result that should increase its popularity.

Every drapery is adorned with applique work.

There is a continued heavy demand for tapestries of all prices.

LACE CURTAIN FACTORY.

What will be the first factory of its kind in Canada is being built by Geo. H. Hees, Son & Company, of Toronto, on Davenport Road and Pears avenue. In this building, 55x100 feet and five storeys high, will be manufactured lace curtains and draperies that have heretofore been imported.

The immense business which this firm has done in past seasons in this line has impelled them to this step, and hereafter much of their goods will be supplied to their customers directly from their own mills.

The building is being built by A. R. Denison, the architect, and will be running by June 1.

CURTAIN AND DRAPERY NOTES.

A cretonne representing a poppy bursting and dropping its seeds is made in England and has been copied in the United States, both in cloth and wall paper.

A high priced all silk fabric, made in Nimes, France, is hand made, and presents the appearance of being embroidered, and in lighter shades suggests painting or printing.

A good cretonne comes from France this season. It is in stripes, one of which is made up of richly colored field flowers, the narrower lines being in pale blues, pinks and greens in ribbon work.

The St. Regis Hotel, being built in New York by John Jacob Astor, is to be the most gorgeously furnished hotel in the world. The furnishings, costing $750,000, include curtains which are worth $1,000, and one suite, exclusive of carpets, costs $3,000.

An immense new lace-curtain mill to be built at Philadelphia will be 512 feet long by 66 feet wide and four storeys high, with each storey over 30 feet in height. The foundations will be of granite surmounted by walls of brick, ornamented with terra cotta trimmings.

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Decorative Burlaps.

OUR SAMPLES FOR SPRING are now in the hands of the wholesale dry goods trade and the attention of dealers is called to the advantage of handling Canadian-made goods. It is worth money to get your orders and repeats filled promptly.

We have large producing facilities and give satisfactory deliveries.

The Dominion Oil Cloth Co., Limited, Montreal

WALL PAPER.

THE SELECTION OF WALL PAPER.

ONE of the most difficult tasks of housekeeping is the choosing of wall paper, and yet the difficulty may be easily simplified if the buyers would settle on a few absolute necessities in the style before they visit the dealer. I have seen dealers turn over on the stand usually kept for that purpose, book after book of samples, and never have I seen them stopped until all have been shown. All this labor for the dealer and indecision on the part of the buyer is caused by the fact that the only idea the housekeeper usually has when she goes to buy is that a certain room needs paper. A few minutes spent at home thinking over what is required, before looking at the samples will always save much time in the store and much fatigue to the dealer.

Let a woman sit down and think, what intensity of color the light in the room requires, what shades the furniture and carpets must have, what patterns would suit the height of the ceiling, size of the room and style of furniture, and she will know almost exactly what to ask for, and will know when she sees it.

A few general hints will be of use. As in most cases the paper is required only when everything else is bought, it follows that everything in the room has to be considered.

An ingrain or a paper of little pattern increases the apparent size of the room, and is suitable to the present simplicity in the style of furniture; a dark paper reduces the glare in a too bright room, and a light paper must be put on a dark room; stripes make the ceiling appear higher; an effect which is also obtained, paradoxical as it may seem, by having the ceiling paper come down a short distance on the walls, with no border between the wall and ceiling. Furniture with much ornament and curves requires a complicated design in the wall paper; a large pattern makes a room look small, and vice-versa; a blue shade enlarges the appearnce of a room as also does the use of wide stripes in the paper.

If the dealer would first ascertain all he could about the peculiarities of the room before showing his samples, he would find time and labor saved, his customer better pleased at the results and his stock not depleted of the best general effects near the commencement of the season.

PAPER HANGING.

EVERY dealer who handles wall paper should be able to inform his customers how to hang the paper, and knowing the lack of reliable knowledge possessed by the average merchant, we will publish a series of articles of information which he will find of great service in his business. These articles are endorsed by a prominent manufacturer and by wall paper hangers, and can be relied upon,

A PAPERHANGER'S OUTFIT.

Have a pair of overalls with a thigh-pocket for shears, a narrow pocket for a rule, and a large pocket or pouch in the front to hold the papering brush or roller. Then the outfit will consist of a pasting table or board, straight-edge, trimming knife, shears, paste brush and pail, sizing brush and pail, smoothing brush, 2-in. wood roller, 6-in. cloth covered roller, chalkline and plumb, hammer, file and screwdriver.

The ordinary board consists of two strips of ¾-in. pine board 6 ft. long by 11 in. wide hinged in the middle, so when open it will be 22 in. wide.

The straight-edge should be at least 6 ft. long, made of ½ in. material and 3 or 4 in. wide.

The small wooden roller is used to roll down the seams, and the smoothing brush or cloth-covered roller to smooth down the paper.

PASTE.

Good paste can be made only from first-class flour. Take good white wheat flour and stir it into a stiff batter; then beat it free from lumps and thin down more or less with cold water. If the paste is not to be used for silks, damasks, glimmers or stained grounds, add a little powdered alum. Also add if desired a little borax, coperas or carbolic acid as a disinfectant. Having stirred the batter well, pour boiling water in; give a few turns of the paddle and then pour in boiling water fast and stir rapidly until the paste begins to swell and thicken and lose the whiteness of flour. It is then cooked. Then, if necessary, thin with more water to make it spread easily. The paste may be used warm, but will go further cold, and will be whiter. To make a paste that is to be kept for a long time add corbolic acid.

PREPARATION OF WALLS

If the walls to be prepared are new and finished in a hard or white coat, a coat of sizing is sufficient, except when it is the intention to use heavy embossed or pressed paper. In this case the wall should be sized and a lining paper of white stock applied before the heavy paper is put on.

The walls should be perfectly dry and free from dust. If the wall appears damp a remedy must be sought. If the dampness is at the base, avoid covering it with something dampness will not pass through, as it will only appear further up. The building must be at fault, and a damp course should be made or the dampness kept ont in some way. When it appears only in spots it is due to a soft brick or defective walls. In such cases cover the damp spot, and a foot outside of it, with tinfoil or paper. Lining paper covered with a coating of shellac, and the shellac side pasted to the wall, is an excellent preventative for dampness. Shellac, alone applied, will suffice in most cases.

If the wall is whitewashed it is best to remove the whitewash by drenching with water and, after allowing to soak, scrape off with a wall scraper. Great care must be taken to clean out the angles and corners of the room. When the whitewash is thin a wash of a strong solution of vinegar is necessary.

PAPERING OVER PAINT.

Sometimes the hanger has to paste a paper on a painted ground. In this case it is difficult to get permanent results, but two pounds of pearlash, dissolved in a bucket of water and applied to the walls before the sizing will be found satisfacory.

RE-PAPERING OVER VARNISHED PAPER.

Add to each bucketful of paste an ounce of Venice turpentine mixed in half a pint of hot water and put in while the paste is hot. Another way is to give the varnished surface a coat of brown sugar or molasses mixed in proportion of 2 lb. of sugar to ⅓ pail of water. This may be done to a painted wall.

To be Continued.

MISINFORMED.

IN our January number we announced the possibility of a new wall paper factory for Canada. We have since investigated the report more carefully and find we were misinformed. It is understood that Mr. Happuck, of The Standard Wall Paper Company, Sandy Hill, New York, has no intention of starting in Canada.

NOTES.

Simplicity in wall paper is now much in vogue. Some new styles have figures so small and faint as to merely break the monotony of the plain surface. Novelties in Paris wall papers are striking poster effects. One style shows grotesque lizard

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and fox design; another is a girl's figure in poster frieze, with moire side wall; another fabric effect in side wall has bunches of cherries and frieze is a little poster boy picking the fruit; in another birds are flying over side wall, while in the frieze Poster cats watch them.

A portion of one of the walls of an old-fashioned unpretentious residence in Albany, N.Y., has wall paper valued at $200,000, or $50 a square inch. It consists of very rare revenue stamps.

A British trust, The Wall Paper Manufacturers, Limited, has issued their statement for the year ending August 31,1902. The profits, after allowing for depreciation and debenture interest of £191,470 against £184,366 the previous year, and after paying the preferred dividend of 5 per cent., are £142,165. This gigantic trust was formed in 1899, combining over 30 firms, or 98 per cent. of the business in England. The purchase money was £4,216,046.

Stauntons, Limited, are issuing a very useful booklet, called "The Reliable Wall Paper Chart," in which, besides useful general information, is a table giving the number of rolls required for any sized room. The book will be sent to any one asking for it.

CROCKERY AND GLASSWARE.

SEASON'S NOVELTIES.

FOR this season of the year the business is keeping up wonderfully well. Our season, of course, is the Fall, when the gift season is approaching; but all through the year there is some demand for staples, of course, and this demand seems this Spring to be well sustained.

* * *

Some merchants are handling the Rosenburg ware, a very beautiful article from Holland, and it's best in dark blue. The colors seem to run into each other. The designs are conventional and the glaze excellent. An imitation, and a very worthy one is Gouda ware. The glaze is not so good nor are the colors as clear, but the fact of its coming from Holland, and its cheapness, make it a good seller. Austrian ware, of which the Tiffany ware is an imitation, is being sold in all the best stores.

* * *

In the United States the range of goods is more extensive than with us. Decorative table ware is one of the staple productions of most potteries, and it is difficult to turn the right kind out in sufficient quantities. Creta-hammered glass is a novelty in Bohemian glassware. It is irridescent in finish and has an indented and rough surface. Another Bohemian is called Vesuvian, and is made in odd shapes, with a pleasing Formosa finish. It is ribbed with darker-colored glass and decorated with silver.

* * *

A new finish is given to a pottery now shown, consisting of a rough, unpolished surface, and tinted with soft, dull color effects, which blend beautifully. The decorations are etched in outline by acid and the shapes filled in with glass of different colors. Jewelled pottery is a new thing. The jewels are imitation of topaz, emerald, and rhinestone, made of a hard enamel, which imitates the real stone very closely.

* * *

English firms are showing teapots, stands and jugs, embossed with raised gold decoration; hotwater jugs in handsome jewelled blue and good decorations, square fruit dishes in many sizes, nested and handsome biscuit boxes, in silver mounting. A vase-shaped celery dish that can also be used for flowers, a porcelain pedestal and jardiniere in imitation of wood, articles imitating bamboo and umbrella stands in odd shapes, are among the things in demand.

NOTES.

A glass manufacturing company is negotiating with Guelph for the establishment of a factory in that city to employ 75 to 150 hands.

Small organisms have attacked the windows of York Cathedral, in England, and the glass in many places is as thin as tissue paper.

The past year was very disastrous for the British potteries; nor is the trade on the continent more prosperous.

A pottery factory is about to be started near Pretoria.

A duty of 5 per cent. on chinaware, coarse and fine, has been imposed in China by agreement between H. M. commissioners and the Chinese commissioners.

Glassworks, in which the glass will be melted by electricity, will be opened at Deutsch Matrei in the Tyrol.

France exported in 1901 glassware and pottery to England valued at £864,000, while England exported to the value of £342,800 worth.

ART FURNITURE AND UPHOLSTERY.

WHAT'S NEW?

AMONG the new furniture noticed recently in our stores is a revival of the old grandfather's chair. This chair, with the arms continued up the side of the back and bulging out so as to cover the side of the face of the occupant, is a decidedly comfortable and unique piece of furniture. Large-arm sofas, with backs upholstered over very thick cushions, in velours or demins, show a return to a recognition of comfort rather than mere newness of style.

These sofas are expensive, but so comfortable in looks and use, that the owner has not wasted money.

* * *

The dull-finish oak has decidedly "caught on" to popular favor. The appearance of strength, solidity and usefulness it imparts has made it a ready seller, in bookcaes and writing desks in particular. This finish will not show scratches or finger marks and has not to be constantly polished to remove these.

* * *

The grass furniture promises to take the place, to some extent, of rattan. It has the advantage of being new and stronger, and moulds itself to the shape of the body. Its value is also enhanced to some by the price being much higher.

* * *

Some very pretty nesting card tables were shown in sets of five or six, and the beautiful finish made them an ornament to any room in addition to the convenience of their folding one into the other. A very neat card table was on sale, finished in dull oak. Four chairs of the same material slid under it, one at each corner, and gave the appearance of simply a solid table.

NOTES.

THE Grand Rapids furniture manufacturers are turning their eyes on the Algonm hardwood lumber supply.

Some day when the United States realizes that what Canada requires is the free entry of her manufactures in exchange for her raw material, the furniture people may be able to get what they want. But that day is a very long way off.—Montreal Gazette.

The Union Furniture and Merchandise Company at Bass River, N.S., have decided to double their output of chairs, and for the purpose will enlarge their mill considerably during the coming Spring.

The new addition to the furniture factory in Listowel, Ont., is well under way, and it will soon be ready for occupation.

The Canadian Furniture Manufacturers' Association held a meeting in Berlin last month for the purpose of discussing matters of interest to the trade.

The town of Waterloo recently voted on a by-law to aid Schierholtz & Company with a loan of $5,000, a free site and tax exemption for 10 years. The by-law carried by a large majority. This firm will build large upholstering and frame factories.

DECORATION:

"So far from Decorative Art being inferior to other Art because it is fixed to a spot on the whole it may be considered as rather a piece of degradation that it should be portable. Portable Art—independent of all place—is for the most part ignoble Art.—JOHN RUSKIN

SANITARY HOUSE DECORATION.

A paper read at the Sanitary Institute Congress, Manchester, Eng., by Louis Hanks.

IN commencing the sanitary decoration of a house, begin at the top, in the loft, if there is one, and work downwards, cleaning and removing dirt from all recesses and hidden corners as you go.

Such places are often overlooked and left as disease spots in a smart house. The loft, especially, receives the floating dust and impurities in the vitiated air, arising from the lower parts of the house; therefore, clean it out, remove all dirt, provide skylights that can be opened, and brush down and whiten every part of the walls, floor, and under surface of roof, either with limewash or carbolic distemper.

Do not leave the joisting and rough plaster to accumulate more dirt, but put a thin flooring all over the loft, and thus gain useful storage room, which, being lighted and ventilated, will make the whole house healthier. Where air and sun can enter microbes will be conspicuous by their absence. Sunlight is a great germ-killer; therefore, all dwelling rooms should have ample windows.

Descending to the sleeping apartments and having, perhaps, admired the beauties of the smart new decorations, let us peel off that little piece of loose paper on the wall. To our horror, we find that the decorator has forgotten to strip the walls before re-papering them, and here are five or six layers of dirty, old paper and decayed paste—in all probability holding vermin, or even the germs of disease—behind the newest paper.

Let it here be uncompromisingly stated that every scrap of old paper on walls or ceilings, and all old distemper should be soaked, scraped and washed off to the bare plaster, except, perhaps, in the case of a lightly hung varnished or painted paper, which already presents a solid, impervious surface. Insist, as one of the first principles of sanitary decoration, on the stripping of walls and ceilings, and disregard all pleas or fears as to fetching down the loose plaster. If the plastering is so weak that it is held up by the paper or old whitewash, that is surely a pretty good indication that it needs repair.

The desirability of enforcing the stripping of old wall-paper and distemper by the passing of a by-law to that effect, may be commended to the attention of the sanitary authorities.

Always use some disinfectant in the water employed in stripping and washing down the interior of a house, both as a sweetener of the rooms and as a protection for the workmen, in case there may have been infectious illness on the premises. Safe and effective liquid disinfectants are so cheap nowadays that there is no reason for omitting this simple precaution.

A solution of soda in warm water facilitates the removal of old paper and the effective cleansing of the surface.

Wherever there is a sign of dampness, trace and remedy it at its source, to protect health and to prevent damage to the decorations. In slight cases it may suffice to line the damp wall surface with lead foil or pitch paper, or to paint it before repapering, but all serious dampness should be thoroughly removed.

Having stopped all cracks or imperfections in the plaster with Parian or Keene's cement, and rubbed down the plaster to an even surface, the walls and ceiling are ready for decorative treatment, which must, of course, depend on individual taste and the finances at command.

In claircolling or sizing walls or ceilings, preparatory to papering, and also in the process of distempering, the smell of size is very often offensive, and this is not to be wondered at when its organic nature is considered.

This odor can be almost entirely neutralized by the addition of a gill of turpentine to a pailful of melted size or distemper. This is actually an improvement to the body and binding properties of the material, as well as a deodorant.

In hanging paper, embossed pulp or canvas materials on painted or varnished surfaces, a claircolle of size and soda should be used—half a pound of soda to a gallon of melted size—to give a "bite" to the material to be hung and to prevent blistering. The claircolle for unpainted surfaces should be melted size with a little whiting and turps as aforesaid—no water.

Many of the sanitary washable distempers or water paints—so justly approved and largely employed nowadays—contain a percentage of turpentine, boiled oil or other vehicles, as well as an admixture of dry white lead, zinc-white or soluble glass, together with some disinfectant. Such truly sanitary pigments cannot be too highly commended, as they are cheap, produce artistic and durable effects, and possess better covering properties than oil paint. One hundred weight of such a distemper will cover 840 square yards, while the same quantity of oil paint will only do an average of 500 square yards.

Little need be said as to the composition or application of paint to walls or woodwork, beyond urging the use of zinc white (oxide of zinc) or Charlton white, as being non poisonous, and therefore more sanitary than white lead (carbonate of lead) the poisonous nature of which is well known, although it may be safely used with proper precautions.

If white-lead paint is used it should be genuine old ground.



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Montreal Vancouver

S. GREENSHIELDS SON & COMPANY 1903

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The MacLean Publishing Company, Limited.

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Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

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Subscription, Canada and the United States, $2.00.
Great Britain and elsewhere - - - 12s.

Cable Address: "ADSCRIPT," London; "ADSCRIPT," Canada.

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Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions

MONTREAL AND TORONTO, FEBRUARY, 1903.

CONSULT THE SALESMEN.

THERE are a great many things in every business about which it would pay the merchant to consult his salesmen, and in no particular more so than in regard to advertising.

The men who sell the goods, either as clerks in the store, or as travellers on the road, are in a position to judge methods of advertising and to offer suggestions in regard thereto.

Instead, however, of consulting their travellers, or their clerks in this particular they are too many who rebuke them, or at least discourage them.

Advertising is a science, and as such needs as much intelligent attention as any department of the business. By calling to his aid the suggestions and ideas of his staff the merchant not only lightens his own burdens but makes his advertisements more effective and consequently more profitable.

• • •

Method is the mother of success in great undertakings.

• • •

GOODS OUT OF STOCK.

THE best of regulated stores at times run out of certain lines of goods. But there is no reason why, in case something in stock cannot be offered as a substitute for that wanted by a customer, that an effort should not be made to secure the goods, even if it is necessary to fall back upon a competitor should the customer be unable to wait for the goods to arrive from the wholesaler or manufacturer.

There are a good many business men who are quite up-to-date in this respect, but there are others whom experience teaches are not. If a customer asks for a certain article which does not happen to be in stock, the customer is told so in an off-handed manner and there the matter ends.

A merchant never loses anything by trying to please his customers; in fact, it is by pleasing them that he keeps them. It is a poor customer indeed who will not appreciate the efforts of a merchant to secure a particular article which he or she requires, and which is at the moment not in stock.

• • •

The business man who has push is more to be envied than he who has friends with a "pull."

• • •

DANGEROUS PRIVATE BANKS.

THE disastrous failure of a private bank at Oakville, Ont., has again drawn the attention of the public to the dangerous character of these institutions. Private banks have undoubtedly proved a great convenience to the business men in many small places, in which the regular chartered banks have not established branches, but it is evident that as useful as these banks have been, they have been accompanied with disastrous results to the business men and depositors in many localities.

These private banks are not subject to any Government inspection, and those who find it necessary to do business with them should be careful indeed.

It must be remembered that the owners of these private banks are seldom trained men. They may have been successful as farmers or as business men, but have had no experience in the management of banks or of the investment of funds, which is so essential to the successful operation of a banking institution.

The men who are managers of regular chartered banks are trained men and know every intricate feature of the business, but those who have not had the training cannot necessarily be expected to be proficient in that in which they have had no experience.

Private banks there are, and private banks there likely will be for many years to come, if not always. But it seems to us that Parliament should take some cognizance of them and compel them to submit their affairs to public inspection, just the same as chartered banks and insurance companies now do.

• • •

Business must be pushed to make it "go."

• • •

A MATTER OF BUSINESS.

A MOVEMENT for an "Old Home Gathering" is being set on foot in Toronto for the Summer of 1903. The Board of Trade of that city is interesting itself in the matter, and has sent out a circular to its members asking for the names and addresses of former Torontonians, who are now residing elsewhere.

This, of course, is not a new movement, for other places some years ago set the example. It is rather strange that Toronto and many other places in Canada have not fallen into line in this movement before. To the business men it has

particular interest in that the visitors usually make substantial purchases as well as renew old acquaintances. In other words, the businessmen enjoy the practical, while the friends enjoy the sentimental fruits of the "home gatherings."

If there is one particular class of business men who profit by the visit of old boys it is the drygoodsmen.

It is to be hoped that not only will the efforts of the Toronto Board of Trade be crowned with success, but that other places in Canada that have not yet inaugurated a similar movement may speedily be induced to do so.

Having set their hand to the plow in this matter, would it not be well for the Toronto Board of Trade to take an active interest in the tourist question in general? We decidedly think it would. At present no preconcerted effort is made in the "Queen City," to attract tourist travel, and the Board of Trade certainly does nothing.

Tourist travel is worth reaching after. It is Switzerland's chief source of wealth. The State of Maine alone was, a couple of years ago, estimated to be deriving $14,000,000 annually from tourist travel. Canada already derives a substantial revenue from tourist travel, but she is only on the border of her possibilities in this respect. The time to begin the extension of this border is now.

* * *

Perseverance is the price of prosperity.

* * *

A QUESTION REGARDING COMMERCIAL AGENTS.

A DEPUTATION recently waited upon the Premier of Quebec asking for the appointment of a commercial agent to represent Quebec Province in Great Britain. In his reply to the deputation Premier Parent expressed the opinion that it was the duty of the Dominion Government to make such an appointment.

There is, no doubt, a great deal of logic in what Premier Parent said. Although there is no reason why Quebec or any other Province should not go to the expense of appointing a commercial representative in Great Britain, or in any other foreign market, if it sees fit. The more the better. But it is undoubtedly the Dominion Government that should make the first move in the matter.

We have, at present, in London, Lord Strathcona and his able assistant, Mr. Colmer, and they are, undoubtedly, doing great service for Canada in certain directions, but it is impossible to expeet them, with their other duties, to properly perform those appertaining to a commercial agency. The business men of this country long ago recognized the necessity of such an agency in London, but in spite of their importunities the Government has, so far, not made any appointment.

The very fact that the Government, during the last session, made an appropriation for the purpose is evidence that they recognize the need of such an official in our greatest foreign market. But, unfortunately, the Department of Trade and Commerce, over which Sir Richard Cartwright presides, is so lethargic that the appointment has not yet been made.

Even the Boards of Trade and The Manufacturers' Association appear to be getting weary of urging this matter upon the Government. They have persisted and persisted again, but, as their efforts have been without avail, it is possible that they have become discouraged. We hope they will again speedily take the matter up, for it is most important that a commercial agent should be appointed to look after our interests in Great Britain.

We often boast of the premier position this country occupies in the British dominions beyond the seas, but in the matter of commercial agencies in Great Britain, Australia is certainly showing us the way.

* * *

Iron-clad agreements can usually be pierced by the projectiles of competition.

* * *

RED TAPE AND MISTRUST IN THE POST OFFICE.

SIR WILLIAM MULOCK, as Post-Master-General, has made many useful and important changes in the administration of his Department, but there is something for him to do yet. We laugh at the amount of red tape and the absence of common sense among the permanent officials of the British Post Office Department, but are we any better here?

A leading manufacturer recently went to considerable expense for an attractive catalogue—one that was a credit to Canadian enterprise. It was important that it be put in the hands of those interested in as neat and clean a condition as possible. He had special boxes made for it—an additional expense.

When it was taken to the post office he was first informed he must pay double postage, on account of some technicality on which a recent ruling had been made. He was prepared to pay that. Then the post office officials said the catalogues could not be sent out unless the boxes were open at both ends, so that they could see the contents. The manufacturer offered to go before a magistrate and swear that there was nothing but a catalogue in each package; but that had no effect. Then it was suggested that the post office people might open a package here and there in the lot to satisfy themselves, even if they would not believe a reputable manufacturer under oath.

"Very sorry," was the explanation, "but you know we have never done that," in a tone that meant that therefore it never could be done.

The catalogues now lie in the manufacturer's office addressed, but still unmailed.

Any business man will buy a whole carload or several carloads of cheese, or butter, or grain, or other commodity, without even looking at it, on the basis of a small sample package—often supplied by the seller. Post Office rules forbid any such common sense principle, even when the authorities actually handle each individual package.

How much more business-like is the way the Customs Department deals in matters of this kind—in circumstances where it is of far greater importance to know the contents of a package, so that there will be no fraud on the revenue. In the case of the ordinary business man only a package here and there is opened—often a whole shipment is passed for a well-known importer without even being looked at.

A foreign invoice is accepted by the Customs Department, but the oath of a well-known Canadian manufacturer is refused by the Post Office officials.

CANADA AND THE ALASKA BOUNDARY DISPUTE.

THE announcement that there are to be no reservations in the Alaska boundary dispute is gratifying to Canadians. When it was first announced that Great Britain and the United States had agreed to submit the dispute to six jurists, it was intimated, and particularly by The New York Sun and other American newspapers, that there was to be a reservation of the same points as was contended for by the representatives of the United States on the Joint High Commission of 1898, namely, that no question of occupation and sovereignty regarding these places in Alaskan territory in which the citizens of Russia, in the first instance, and those of the United States, in the second instance, had been in peaceful and undisputed occupation and exercise of sovereignty for more than 70 years, should be submitted to the jurists for consideration. Skagway and Dyea are the most important points in the reserved territory.

It was this position, taken by the representatives of the United States, that led to the indefinite adjournment of the Joint High Commission, with the understanding that the boundary question should be referred back to the respective Governments for further diplomatic negotiations. When, therefore, it was intimated in the first despatch that such places as Skagway and Dyea in the disputed territory were not to be submitted to the jurists, Canadians felt they had been compelled to eat the leek with all its attendant humiliating circumstances. While, however, the text of the treaty has not yet been made public, we are assured by Sir Wilfrid Laurier that there are no reserved points whatever, and that Skagway and Dyea will be accordingly in the territory upon which the six jurists are to adjudicate.

Canada is somewhat sensitive over international disputes of this kind. Possibly fearsome would be a better term. And it is because her experience in such matters has frequently been unpleasant Being a British colony, she has the idea that she has more than once been sacrificed by the British plenipotentiaries in order to placate the United States. And she has good reason for being possessed of this idea. We all remember Sir John Macdonald's experience of 1871, when he was in Washington associated with the British representatives, negotiating what afterwards became known as the Washington Treaty.

"I must say," wrote Sir John in a letter to Dr. (now Sir Charles) Tupper, "that I am greatly disappointed at the course taken by the British Commissioners. They seem to have only one thing in their minds—that is, to go home to England with a treaty in their pockets settling everything, no matter at what cost to Canada."

Unquestionably there has, within the last few years, been a marked change for the better in public feeling in Great Britain in regard to the importance of Canada. But it is also true that in Government circles the desire to court the favor of the United States is stronger than ever. This is a good thing as far as it goes. But we resent being the sacrificial lamb. Fortunately for Canada, the board or court to which the disputed boundary line is to be submitted will be jurists—no doubt the best available—and not politicians.

There are some 30,000 square miles of territory in dispute, but even this is scarcely worth being held up as a source of international discord year in and year out. All that Canada wants is justice. If she gets this, she will be satisfied which ever way the award goes.

* * *

He who lends money to strangers is a foolish man, but he who lends merchandise to strangers is a business man.

* * *

TRAIN YOUR OWN EMPLOYES.

A COMMON complaint in every branch of industrial activity is in regard to the difficulties encountered in securing first-class employes—men and women who can be placed in positions of responsibility and trust. This complaint is heard on all sides, and there is, no doubt, a great deal of reason for its existence.

A good many employers are realizing that the chief remedy lies in raising their own staffs ; getting young men and young women into the warehouse and office and training them up to fill positions of responsibility and trust.

In order to secure the desideratum, however, employers should hold out some inducements for employes to remain with them. The man or woman who has his or her labor to sell naturally sells it in the highest market. Consequently, if some one else comes along with an offer which holds out better inducements, he naturally secures the particular person's services.

A good many employers complain about this, and think that employes are in duty bound to remain with them, or, at least, not leave them until they have consulted them in regard to the offer which has been made them. A good many employes on the other hand consider that their employers should have sufficiently recognized their worth before others had made a higher bid for their services.

There is a good deal of logic in this argument, although it must be remembered that in the sale of labor, as well as in the sale of commodities, it is the demand that largely regulates the price.

The difficulty of retaining the services of trusted employes would, to a great extent, be diminished, if employers were to hold out to them inducements of ultimately obtaining a share in the business, either as an ordinary partner or a holder of stock in the company.

Of course, such an inducement could not be held out to every employe, but it certainly could be held out to responsible heads of departments, whose services it is important should be retained, for there is not only the danger of their being taken up by competitors, but there is the still greater danger of their going into business for themselves and becoming keen competitors. Many a business man has found this to his cost.

One of the most successful business men in the world today is Andrew Carnegie, and this was the policy he followed with good results. If he saw a promising man he endeavored to secure his services, and if he turned out as expected he was ultimately given shares in the company, as well as position of trust and salary in keeping therewith. Schwab, Peacock, Frick and others are examples of this. Many of these are today millionaires. And Carnegie himself has more money than he apparently knows how to spend.

THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

ACCOUNT REMITTANCE.

By H. R. W.

TO the retail merchant who will not take advantage of the saving of time, labor, and expense by settling all accounts by sight or time drafts, as described in a recent article on this page, the following suggestions in regard to remitting by cheque or money order, might not be out of place.

In the first place, when the wholesale merchant agrees to look after cash discounts for the retail dealer, by drawing systematically, but the retail merchant prefers to remit, advantage should not be taken when the terms are, say, 30 days, by allowing the account to remain outstanding, say, 60 days, and at the expiration of this time, remitting, and deducting full cash discount.

As a rule, a statement will be sent, either at the first of each month, or a few days before the account becomes due. When remitting, this statement should be returned to be receipted. In nine cases out of ten the customer will simply send a cheque or money order in a letter, stating that he is inclosing it, without any explanation of how the amount is made up, and it therefore necessitates, sometimes, considerable correspondence which might be eliminated by returning the statement, with particulars and deductions, as mentioned above.

Extra care should be used in remitting to ascertain that the cheque is properly made out and signed, and that the post office order is accompanied by a letter or statement in order that the receiver may know whom to credit. Instances occur daily where remittances are received without any trace other than the postmark, or when they originated. Stamps are very often attached to post-office notes to make up an amount, but they should not exceed ten cents., as post-office notes are provided for amounts of ten cents and over.

It is hardly necessary, when returning a statement to be receipted, to write a letter stating that the cheque is inclosed, unless some explanation is deemed advisable in regard to deductions made.

To the merchants doing a fairly large business it might be advisable to have cheque and statement combined in one form, the latter being placed to the left of the cheque proper, no fold being necessary and no acknowledgment being called for. When an account is small, say, under $5, a money order should be sent in preference to a cheque, unless the latter is marked "Payable at Par," as it is unreasonable to be obliged to pay 25c. exchange on so small an amount, and usually the cost of remitting will be allowed by the recipient.

DEARTH OF GOOD BOOKKEEPERS.

IN spite of the fact that there is supposed to be a plethora of clerks in all commercial centres, it is a well-known fact that it is difficult to get first-class office hands, notwithstanding the fact that employers are ready to pay substantial salaries. The head of a well-known firm in Toronto has within the last few days been touring the offices of accountants, auditors, etc., in search of a good bookkeeper. To a representative of "The Dry Goods Review," he said that he was driven nearly to his wits end trying to find a good man for the position.

"We recently took a man on," he said, "who professed to be a chartered accountant and an expert in all bookkeeping matters, but he has made such a bungle of our books that if we keep him on much longer we shall be ruined."

DESKS FOR GIBRALTAR.

THE Office Specialty Manufacturing Company advertised desks and office furniture in "The Canadian Grocer" more than a year ago. The other day they received an order from the Anglo-Egyptian Bank, at Gibraltar, for a roll-top desk, chair and table, etc.; in fact, a complete outfit for the manager's room at their Gibraltar office. It is expected that as a result of this, further orders will follow, not only from this bank, but from Gibraltar and other Mediterranean ports.

A UNIQUE SYSTEM.

E. & S. CURRY, wholesale men's furnishers, use a unique system of acknowledging the delivery of parcels addressed to their travellers. With each parcel, a slip with a duplicate is also sent, and the traveller is required to fill in date, place of receipt, his name and what the parcel contains, and mail the duplicate to the home office. In this way errors are eliminated, and the firm know exactly where their employe is.

LOSSES ON OFFICE-SAVING DEVICES.

HE is a wide-awake business man who keeps his eyes open for office-saving devices. At the same time he needs to be extremely careful that he does not discard one system for that which is worse. That some of them do as has been made evident to us several times where expensive systems of bookkeeping, in some instances, costing in the neighborhood of $2,000, have been found totally inadequate for the requirements of the business after being put in. We know of one instance where such a system was never even employed after being taken into the office on account of its intricate and impracticable methods.

OFFICE FITTINGS.

THE Geo. B. Meadows Wire and Iron Company, manufacturers of bank and office fittings, etc., Toronto, during 1902 fitted out no less than 30 branches for Canadian banks in Canada. The territory extended to the extreme points of the compass, including one contract for the Bank of Commerce at Dawson City, Yukon, and one for the Bank of Montreal at Glace Bay, C.B. They are also at present completing a set of fittings for the Union Bank at Court Spain, Trinidad, while the two handsome offices of the Bank of Toronto, in course of erection in the "Queen City," will also testify to their ability in this line.

To Manufacturers or Finishers of Woollen Woven or Knitted Goods.

The adverniser, who ha- had a long and practical experien e in known unshrinkable processes, has discovered an improved formula by which woollen goods are rendered absolutely and permanently unshrinkable. This method in no way interferes with the hygienic properties of the wool fibre, but is warranted to produce unshrinkable goods of a superior velvity finish, non-irritating to the most sensitive skin.

Th - improved formula is secret, and is for sale for use (exclusively if desired) in any country, other than Great Britain.

For further particulars app'y.

BOULT, WADE & KILBURN,

Chartered Patent Agents,

111 Hatton Garden, - - LONDON, E.C

SPLENDID BUSINESS CHANCE.



The above large store, most advantageously situated on Princess Street, the chief thoroughfare of Kingston, is to rent. This store, two and one-half storeys high, built of stone and brick, metal roofed, is 40 feet wide by 85 feet in depth, with additions in rear, containing office, workrooms and storehouse. It possesses a magnificent plate glass front, with spacious and lofty first and second floors connected by a wide and easy stairway, and having a splendid diffusion of light by day and night, being fitted up in the best style with electric and gas fixtures. It has lavatories, best heating and plumbing apparatus, counters, shelves and everthing requisite for a first-class modern store. As a retail dry goods store it has for many years been the leading establishment. There are only four other dry goods stores in Kingston; no better opportunity could be offered to an enterpristng merchant. It is excellently adapted also for a departmental or a furniture and housefurnishings store.

Further particulars may be obtained from

J. H. MACNEE,

79 Clarence Street, - - KINGSTON, ONT.

Model Underwear.



RETURNED
MAR 24 190

The dealer that supplies his customers with Stanfield's Unshrinkable Underwear can feel satisfied that he is giving the best value that can be secured in Canada. We test every garment before it leaves our mills and are, therefore, in a position to bank our money on every article. "Stanfield's" is sold by our ***own travellers*** to reliable dealers only.

BEWARE OF WORTHLESS IMITATIONS.

The Truro Knitting Mills Co.

Limited

"Sole Manufacturers," **TRURO, N.S.**

Imperial Cloak Co.

Manufacturers of

COSTUMES, CLOAKS, CAPES, CHILDREN'S REEFERS, BLOUSES, DRESS SKIRTS and UNDERSKIRTS.

We have now on hand a complete assortment in all the above lines for Spring Trade.
We can fill all orders promptly, no delay in shipment.

We are now busy on our samples for

FALL 1903

and will be showing them during this month. Inspection invited before placing any of your orders.

We have always Special Job Lines to offer, write us when you are looking for a **LEADER.**

WHOLESALE TRADE ONLY.

Office, Factory and Showrooms, 1920-1922 and 1924 Notre Dame St.,

MONTREAL.

CLOAKS, COSTUMES AND SKIRTS

THE season is opening up most encouragingly for the cloak and suit trade. Manufacturers in Canada have had a record-breaking Fall and Winter season, and, early as it is now, are extremely busy. "Rushed to death," was the report at one large factory. Not taking any more orders for the present. So, Mr. Merchant, you had better see to it that your order is placed on time.

* * *

The chief trouble is the scarcity of experienced help. This hampers manufactures greatly, and is the main cause of the complaints about orders not being filled on time.

* * *

Although cloaks and suits are not usually considered strong sellers for the holiday trade, this year they were largely called for; and, as a consequence, retailers' stocks are well cleaned up, and they are willing and eager to buy largely for the Spring trade.

* * *

The question of style for Spring is of considerable importance to the retail drygoodsman, particularly now that the price is no longer such a weighty factor as it once was. In the older and more settled parts of the Dominion, especially, the woman of to-day pays more and more attention to the style and becomingness of the clothes she wears. She is better informed on such matters than she was a few years back. We are only a day or so from New York, a week from Paris, London and other foreign trade centres. Now your customer is just as well informed as you are on all matters of style, and knows not only what she wants, but what she ought to have to be in style, and her choice will be only circumscribed by the circumstances of her individual case and by the question of price.

* * *

Sample lines of Spring garments are about complete, and most of the roadmen are out showing the goods to the trade. This trade is becoming an all-the-year-round business, as most of the suits prepared for Spring wear, as far as materials are concerned, might be worn at the present time.

* * *

The suit is more popular for Spring wear than the separate coat. The blouse, with the short skirt and peplum, seems to be the correct choice. The collarless models, or those with wide, drooping shoulder capes, are the newest features of the Spring suits—a collar on a Spring coat being rather the exception than the rule. Designers seem to have been united in their efforts to create styles that have no collar. No matter whether it is blouse, Eton, or coffee coat, they all must be collarless to be in the correct style.

* * *

Sleeves have grown steadily larger since last season, but the fullness is still confined below the elbow. In most sleeves the fullness is pleated into a cuff, making a generous puff. These cuffs are larger and more important and more trimmed than before. What is called the melon sleeve is another new style. The flaring bell sleeve with turned-back cuff is another favorite.

Besides the popular blouse, with its many styles of skirts, postillions, etc., there is the blouse that finishes at the waist-line, the Eton, both pleated and plain, the coffee coat, the coat that blouses all the way round, and Norfolks, both semi-fitted and loose, to wear with short trottior (sidewalk) skirts. Another coat shown by some designers is a smooth-fitting front, that falls a little below the waist-line, in a tab effect.



Spring Walking Costume, showing New Large Cuffs and Cape Effects.

This tab is sometimes converted into a stole by the style of trimming used.

* * *

Trimmings are a very important feature, and are more than ever used on the new suits. Stitched bands, both of silk and cloth, in plain and fanciful styles are in vogue. Braid, drop ornaments and buttons—buttons everywhere it is possible to use them, and for every purpose but the one for which they are made—are used on both coats and skirts.

* * *

In skirts the variety is about as great as in coats. The skirt that is cut with a plain seam is rarely seen. In almost every model there is some form of pleat; these pleats generally end a little below the knee, and are allowed to fly loose to the hem of the skirt. The panel effects in the front of skirts are still in favor, and if a skirt has no yoke the trimming simulates one. In Paris all skirt models are fuller; in fact, at present Paris says full skirts; but in this country we cling to the form of skirt that fits smoothly around the hips. It is safe, however, to say that the newer skirts will be on fuller and more graceful lines than those at present worn. This is the main idea in skirts, though some are shown in the tighter-fitting lines.

* * *

Many etamines, voiles and light-weight cloths have been made up into Spring suits. These are generally of the shirt-waist suit order. "What is a shirt-waist suit?" many people ask. A shirt-waist suit is a deal nearer in character to the costume than a suit proper, and is made to meet the fancy of those who require a skirt that harmonizes in character with the ordinary blouse waist, whether made of silk, woollen, or cotton fabrics.

* * *

Black etamines and voiles hold a foremost place for the separate skirt; and many good models are seen trimmed with braid or silk. What separate coats are selling as yet for Spring are the Monte Carlo styles, in light-weight boxcloths and cheviots, in black and grey.

AFTER THE SHUTTERS ARE UP.

A STORY of Sir Hiram Maxim is going the rounds in England. It is said that when he and Lady Maxim were staying at a Summer resort not long ago the landlord of the hotel was somewhat doubtful about the check offered in payment of their bill. He knew the name, but not the face of the signer, and Sir Hiram had not enough money to pay the bill in cash. Lady Maxim finally suggested that the proprietor go to the pier, put a penny in a certain slot and look. He saw a picture of Sir Hiram Maxim firing a gun in the presence of the Shah of Persia and was quite satisfied.

* * *

Mrs. Wickler—Did you ever see how all the necessaries of life have gone up?

Wickler—No, they haven't all gone up.

"Well, I should like to have you mention one thing that hasn't gone up."

"Certainly; my salary."

* * *

Customer: What's the price of this stuff?

Salesman: That is nine and six a yard, madam.

Customer: Oh! That is much too dear!

Salesman: But it's reduced from ten shillings.

Customer: Is that so? I'll take a dozen yards.

* * *

Customer: Are all those ladies waiting to be served?

Proprietor: Oh, no! The majority of them are engaged by the house to stimulate trade by struggling with the customers who endeavor to approach the bargain counter!

* * *

"But, my dear," protested Mr. Young when Mrs. Young showed him her purchases for the day. "Why have you bought four dozen clothes pins when all the washing is done at the laundry?"

"Oh, Harry, how can you be so horrid?" began Mrs. Young tearfully. "Why, they were bargains!"

The whale was uneasy.

"I am afraid Jonah is not satisfied with his accomodations," it said.

"And what gave you that idea?" queried the octopus.

"Oh, I have inside information."

Thereupon the whale laughed and Jonah came up.—Chicago News.

* * *

Smith.—You say you write dunning letters to yourself and sign them with fictitious names. What do you do that for?

Jones.—You see, my wife is always after me for money, and when she reads those letters she becomes discouraged.

* * *

Mr. Isaacs: I sell you dat at a good sacrifice.

Customer: But you say that of all your goods. How do you make a living?

Mr. Isaacs: Mein friend, I make a small profit on de paper and string.

* * *

King Edward laughed heartily at a story told him by Mr. Schwab, The Steel Trust president:

"I was taking the reins from the colored driver of my buggy one day in Pittsburg," said Mr. Schwab, "when I overheard a poor woman on the sidewalk say to her little daughter, 'That's Mr. Schwab.' 'Which one?' queried the child, artlessly. Since that time, Your Majesty, I have never been able to help thinking I must be a great man."

* * *

"I hear your engagement with Miss Boodle is off. How did it happen?"

"In strict confidence, my friend, she got mad because I stole a kiss."

"I don't see why that should provoke her—when you were engaged."

"Well, you see, I stole this kiss from another girl.j'

The Merchants' Mantle Manufacturing Company
Limited

Ladies' Ready-to-Wear

COATS, COSTUMES, SKIRTS and RAIN COATS.

36 WELLINGTON ST. EAST and
1, 3, 5 LEADER LANE.

TORONTO, CANADA.

The half-page advertisement in the last issue of this Journal resulted in profitable business to us and we feel assured that those who, through this medium, or for other reasons, purchase goods of our make will have a like satisfactory result.

Repeat orders are what we are after now, also new orders for goods of later development.

Your commands by letter or through travellers will have prompt attention.

THE MERCHANTS' MANTLE MANUFACTURING COMPANY, Limited

1903

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1903

Letter Orders will receive prompt and careful attention.

P. Garneau, Fils & Cie.

QUEBEC

Our range of staple and fancy dry goods for Spring 1903, is unexcelled in point of value and attractiveness. Our prices are the best that can be had.

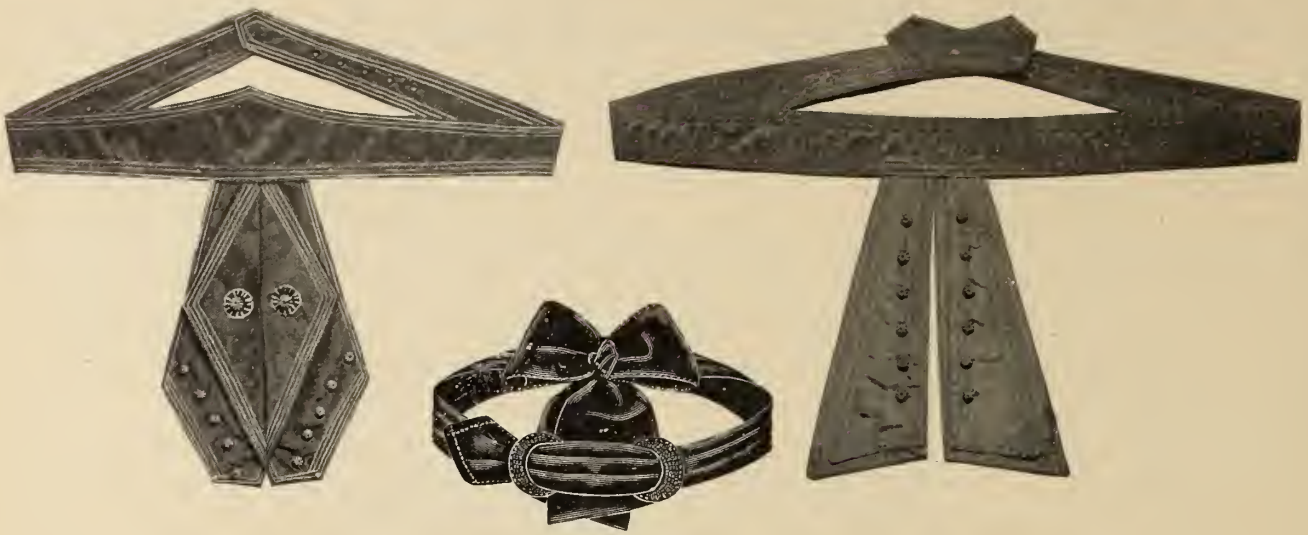
Woollens, Silks, Linens, Cottons,
Furnishings, Carpets, Linoleums, etc.

are arriving every day, and are being taken hold of by the wise buyers in quick style. Your stock is not complete without these goods. Let us have your order and you will never regret it. We have always pleased our other customers. We can please you.

Our advice is worth money—Follow it.

Buy Early and Freely.

A GREAT BELT LINE



FOR PROGRESSIVE BUYERS.

POSTILION BACKS, many of them in stitched taffetta and peau de soie, to be worn with tailor-made gowns. We have them in irresistably novel and striking styles. They have proven their populatity. Sell at **50c., 75c.** and **$1.** Our New York salesrooms are recognized as the Central Supply Station for The American Belt Line. The biggest and astutest buyers of the Continent visit us to do their purchasing. Others are content to ask us to take from them all the bother of choosing. We never fail to please with our choice, but then, one might pick at random from these SILK BEAUTIES and never make a mistake.

Allow us to send you 1 dozen each to sell at **50c., 75c.** and **$1.00.** They have always been quick-sellers, and trade-bringers.

See our handsome new line in CURB and TASSEL goods, for high-class trade. Marvellous values from **$9** to **$33** a dozen. If you have the trade for fine stuff—these are too good for you to let pass by.

ASK FOR SAMPLES.

IMPORT DEPARTMENT. Here we have on display the pick of the European Markets, in DOLLS, TOYS, CHILDREN'S TEA SETS, BRIC-A-BRAC, FANCY CHINA, BOHEMIAN GLASSWARE, METAL NOVELTIES, KAISER ZINN, LEATHER NOVELTIES, ETC. We have the product of widely separated factories placed side by side, so that you can make comparisons and select the goods best suited to your trade. Your order will be placed direct with the maker in each case, so that the goods will go DIRECT FROM FACTORY TO COUNTER.

Mr. A. U. Steiner has charge of the Dolls and Toys. Advise us of your coming to New York as we have some interesting information to impart.

SAMSTAG & HILDER BROS.
IMPORTERS
BROADWAY 557-559 NEW YORK

CHICAGO---185 Dearborn St. SAN FRANCISCO---130 Sansome St.

DRESS ACCESSORIES

Laces, Veilings, Trimmings and Buttons, Embroideries, Boas, Skirts.

LACES.

THE wholesale houses have made extensive preparations for the season's lace trade. Although prices were advancing, orders were placed with the manufacturers at a very early date, and were unusually large. Such, however, is the demand, that all novelties are no sooner opened out than they are sold, and it seems as though it would be no easy matter to get new supplies, and in some lines they are not to be obtained at all. So early buying is the only safe policy for the retail merchant.

Fashion is by no means conservative this season, and many kinds of lace are in vogue. For the present moment, the rich, heavy laces, such as Plauen, Irish crochet, chimp, etc., have the call, but later on in the season, when light washing materials and sheer cotton goods are in demand, it is likely that the finer, lighter laces will be in higher favor.

Among fine laces Chantilly, both white and black, are most in vogue. Serpentine galloons and irregular medallions, particularly in floral patterns that show flower and leaf effect, are the strongest styles.

In black silk laces, besides Chantilly, there are cluny, guipure and escurial in the season's new styles, cluny being the latest and most fashionable.

Valenciennes and torchon laces have a settled staple demand for many purposes other than dress trimmings, but this season they will be largely used on both costumes and waists. Some exceedingly pretty medallions come in fine Valenciennes lace.

Everything points to the fact that there will be more extensively used than ever on costumes, coats, etc. For millinery purposes lace is as much to the fore as ever. Taffeta and streamers are in steady demand for this branch of the trade. All other kinds of lace, from the heaviest to the finest, and from pure white to cafe-au-lait, and, of course, black, are all in evidence. Then, too, there are laces dyed to match the gown or hat, but this fad is not likely to last very long.

Other novelties are hand painted and hand embroidered laces, and laces with the pattern outlined in gilt or silver cord. An entirely new lace is capucine, and comes in bands of edgings that match in width.

Yak is an old lace that is being revived. Another novelty is a coarse, linen lace, something in appearance like that used on lace curtains. Net tops in Venise, and point d'Alencon, are to be used on Summer gowns.

Medallions, motifs, galloons, insertions and edgings will have a greater vogue than ever. For yokes, wide collars, sleeves, panels and other uses are beautiful patterns in all overs.

Combinations are Dame Fashion's fad this season, and not content with using lace for yokes, collars, etc., is incrusting them with motifs and medallions of other laces, or applying to them embroidered effects.

Ivory, white ecru and Paris shades are all used, and some laces are tinted to match the fabrics they are to be used with.

Fruit and grape patterns, especially in the heavy laces, are most popular.

Motifs come in designs adapted for panels, flounces, and large collars.

Two toned effects, in pink, or blue, on white, are shown in small figures and in shaded dots.

Dress nets will be more used than ever. They come in the favorite esprit and other makes, both in black, white and a combination of the two.

Lace collars are larger than ever; in fact, they are more like small capes than collars, and some of them are very irregular in outline. Some of the newest are as much as 25 inches deep. They are mostly in the heavier laces, and generally in a combination of two or more kinds.

VEILINGS

VEILINGS are expected to be in more general demand than for some seasons past. Chiffons, with velvet spots, self on white, black on white, and white on black are all used.

In colors, light blue, light green, light brown and light ecru shades will have the call.

Veils that are used for hat drapes will be more fashionable than ever. These are usually plain or spotted chiffons and malines, with a bewildering variety of borders, hemstitched, graduated ribbon edges, faggoted, embroidered and borders of pleated chiffon and even fringe are used for draping veils.

The face veils of plain and broken checked Tuxedos and malines are most stylish.

TRIMMINGS AND BUTTONS

TRIMMINGS, suitable for every sort of dress fabric in vogue, are now to be found among the stocks shown by the importers. This is to be a combination season, and two or three or even more kinds of trimmings will be used together, so no one kind can be said to be the most prominent.

From Paris comes the idea of applying braid to Chantilly lace and placing it over a band of silk of a contrasting color to the wool gown that these bands are used to trim.

Braids this season are very ornamental. There is hardly anything of the nature of a plainer braid. Serpentine braids are formed into fancy braids with lace stitches, and are so light and lacy looking that they are suitable for trimming many other materials than formerly, and are seen on silk and mohair as well as woollen gowns. Braids this year are by no means confined to blacks and whites;

there are tartan plaids and the popular shepherd's checks. Persian colorings and pastel shades are all seen.

Fringes have been very much used on epening dresses, and are now making a more or less successful bid for a continued run on Spring dresses. Braid ornaments, with drops and tassels, are on almost all the new suits and waists.



Insertion, Fleur de Lis.

Buttons this season ought really to come under the heading of trimmings, for that is the only use to which they are put. Pearls, in all sizes, are in great vogue. On all washing blouses and even on those of fine lawn and muslin pearl buttons, both large and small, are seen. For use on the colored waistings, coats, etc., are large and expensive buttons that are perfect works of art in jewelled steel, gilt, silver, grey, gun metal and enamel.

Mock stones, turquoise, moon-stones, coral and rhine stones are all used. Grape and other fruit designs are being introduced into buttons.

Buttons that snap on to the shank like a stud are a novelty designed for wear with the new washing waists.

EMBROIDERIES

THE houses which handle embroideries are pretty much in the same condition as the lacemen. The demand is very hard to keep up with, and repeat orders are not slow in coming to hand.

All underwear and white goods generally are lavishly trimmed with embroideries. The vogue for white is having an effect on the embroidery trade, as it has brought into



Insertion, Grape Pattern.

favor the white washing skirt. These skirts are trimmed with beautiful patterns in floral and fruit designs in imitation of the hand embroideries used on the expensive goods shown by the extreme trade. (See illustrations.)

Motifs and medallions in open work and blind styles are greatly used both on underwear and also for trimming waists, costumes and separate washing skirts.

Matched sets, consisting of allovers, insertions and edgings are in great favor, and it is some time since allovers have had such a run of popularity in the trade.

One feature of the white-goods sale has been the heavy business done in all kinds of embroideries, but particularly in the staple Swiss, nainsook and muslin edgings and insertions. Patterns in these goods are largely in small, neat floral effects and conventional forms.

Beadings never had such a run before as they are having at the present time. Some of the newest may almost be termed galloons, they are so wide. Among the novelties this season are galloons in what may be termed guipure patterns.

Embroidered waist patterns, wide over the shoulder and narrowing to the waist, with a matching strip for the pleat, are one of the season's novelties, and the woman who favors exclusive styles will buy these goods. These pat-



Matched Sets Insertion and Edge, Imitation Hand Embroidery. Grape Pattern.

terns are generally in fruit and floral designs, but some open-work effects are also seen. The patterns on most are very neat and graceful, but some sprawling-leaf designs are shown.

BOAS

MANUFACTURERS of boas are now making a showing of these goods for Spring. Business was very brisk all last season and is at the present time steadily increasing.

Perhaps this accounts in some measure for the lack of novel ideas in the Spring lines. And then, perhaps, Fashion is herself to blame, as the new offerings are right along the lines that she herself lays down.

A stylish French woman, when asked what she considered the perfect-noted style at the present time, answered, "Something flat and hanging around the neck," and the flat capey collars shown with the stole ends certainly answer this description.

The new models are flat, yet soft and drapy in effect, and this, with the stole ends, form their chief features.

The growing popularity of fichu and bertha effects are other factors pointing to the coming popularity of capes

and flat effects. A close study of any of the popular models in waists and costumes must convince any one that flat, drapy shoulder wraps must succeed the full, fluffy boas, ruffs and pelerines that have become so common



Matched Set Insertion and Edge, Shamrock.

The diaphanours boas in use for evening wear through the Winter have all been in their flat cape like styles, with the long stole ends, and the boas for Spring wear show little or no new departures.

The flat, soft collars that fall away from the neck and over the shoulders of soft pleated Japon silk, batiste, etc., and edged with ribbons, lace braid or lace, are what are being prepared for Spring. Some of the ends are very



Matched Set Insertion and Edge in Imitation of Hand Embroidery, Fleur de Lis.

long, but these are extreme, and the shorter ends are both more sensible and more popular.

Sunpleating in various fancy styles play a large part in these ends; the styles are very handsome and effective. These ends are wider and flatter than last season's and are much trimmed with ribbon, white and black effects being much in use.

For Fall wear black, or black just touched with white, was most in demand; but as this is to be such a white season, these pretty articles of ladies' wear will follow the popular lead, and all white will be the smartest thing. Besides white, cream, grey and linen color will also be well worn.

SKIRTS

AS might be expected from the vogue of white, cream and pale shades, silk petticoats are in light shades, blue being the leader. These skirts generally have a touch of black in the form of lace insertions, motifs, or trimmings of black baby ribbon. Considering the time that sunpleatings have been in vogue it is remarkable how many of the new skirts show this form of trimming. Pinked out ruches are another favorite form of decoration. Black mercerized sateen, in much the same styles in use for the silk skirts, form, as usual, the bulk of the popular-priced offering to the trade.

Moreens, in black and colors, are in some demand.

For useful wear, light shades, in both plain and fancy



Insertion, Shamrock.

weaves of mohair are shown, which should prove attractive to sellers.

Owing to the prevailing taste for white, white washing skirts are taking the place of silk skirts on the market, as they can be laundered and look like new, while practically nothing can be done with a soiled silk skirt; so both sanitary and pecuniary considerations point to the wisdom of this change.

BELTS.

THE belt trade for Spring is opening up in good shape. Leather belts are not seen for ladies' wear, but the manufacturers of fabric belts are having a great run of trade.

There is no great change in shape and style, but the samples shown for Spring are in finer, neater effects, and are characterized by beautiful workmanship and finish.

Taffeta is the chief material used, and by far away the larger number of belts shown are of this silk.

Moire is in fair demand, and fashionable belts are made also of satin ribbon and ribbon velvet in various widths. Many belts still show numberless modifications of the postillions at the back, but this style, besides not being altogether new, is not liked by many.

Taffeta belts are beautifully hemstitched and corded. A new style in these has a graceful little point at the back of the waist, and another fastens at the side.

Almost all these belts have some ornament or other at the back, either rings of metal or crochet, or a buckle or slide.

The belt pins have not displaced buckles to any great extent, as they are not as firm a fastening and do not hold the belt in place as well as the buckle. Silver or gunmetal grey is the favorite finish for the buckles and ornaments used on belts; gold finish and steel are also seen. Some very handsome patterns are seen in these goods.

The ribbon belts are arranged in bows and ends at the back, and the ends knotted. On some of the belts these ends reach far down the skirt.

Belts made of narrow ribbon velvet, with a high point at the back and each piece fastened through a little steel buckle, are very new.

RIBBONS

MANUFACTURERS of ribbons are talking about increasing prices for future delivery, owing to the advances in raw silk.

Ribbon is indispensible for so many uses in the fashionable costuming of the day, that a large Spring ribbon trade is assured. This is expected to be largely on staple lines and in plain colors. There is no doubt of the great sale of black ribbons, as white is to be so largely and fashionably worn, and black and white forms the chief combination of the season.

Ombres or shaded ribbons are to be the chief Spring novelty. Warp prints in taffetas will be used for sashes. Ribbons are to be in great vogue for trimming Summer costumes.

Hats of kilted ribbon are among the new millinery offerings. For millinery uses louisine warp prints with colored edges and white shot ribbons with velvet over checks are much in evidence. Dotted ribbons and black and white floral effects are also seen.

A HANDKERCHIEF HINT.

The best managed handkerchief department accumulates a lot of odds and ends in lace, embroidered and colored goods that are difficult to move at profitable prices. Here are a few ideas from The Dry Goods Economist that may help their disposition. The embroidered and lace trimmed or insertion goods may be used in a large number of ways to adorn a woman's wardrobe.

For collars, wristbands, cuffs corset covers, combing jackets or ties, they can be easily utilized. They can also be used for boys' and children's collars, for work-pockets and for a large number of fancy articles. Have these articles made up daintily and exhibit them at your handkerchief counter. You can get full prices for many passe goods in this way.

A BUSY GLOVE FACTORY.

W. H. Storey & Son, of The Canada Glove Works, are just closing the largest year's business in the 35 years' history of the firm's operations. Orders have crowded in with such a volume that the 200 employes with their skillful hands and fine machinery have been unable to overtake them, and many have been refused. The prospects for next year are very bright indeed, and the business, both in the glove factory and the tannery, will be largely increased. The firm are advertising this week for 40 additional glove-makers, and will also employ women and girls to do glovemaking in their homes. Our citizens generally will appreciate this evidence of increasing business on the part of this very important industry, which is under the very capable management of W. A. Storey.—Free Press, Acton, Ont.

A HOUSEHOLD LINEN FACTORY.

If the amount necessary can be raised the town of Dundas, Ont., will have a new industry. It is proposed to establish a business for the manufacture of household linens, including towels, damask table covers, doylies, etc. The capital stock is placed at $60,000, of which $35,000 is already subscribed. J. K. Kammerer, of Hamilton, who owns the factory property offers to take $5,000 worth of stock, and fix the building with shafting and give it rent free for five years if the company will locate there.

A PRIVATE FREIGHT DEPOT.

A stranger in Montreal a few days ago who happened to be passing the warehouse of Messrs. S. Greenshields, Son & Co. might have thought that the building was a principal railway station. Twenty-one sleighs loaded with various merchandise were waiting to discharge their loads into the entry rooms of the warehouse; and, notwithstanding the four entry rooms, there are often from six to a dozen sleighs or lorrys waiting. All of which testifies to the large scale on which this firm do business.

THEIR FIRST ANNUAL.

The staff and employes of the Hudson Bay Knitting Co., Montreal, held their first annual ball and banquet on the evening of January 5. There was a large attendance of friends of the company, who were left deciding whether they enjoyed most the dance, the dinner, or the very pleasing entertaiment which was provided. Attractive badges were given to the guests, at the top of which, printed in blue on white silk was the familiar brand of the Company.

GOOD WISHES RECIPROCATED.

W. S. Louson, of Hawthorn Villa, Charlottetown, P. E. I., receives the thanks of The Dry Goods Review for his good wishes for A Happy New Year, as well as for the annual pass over the Spencer-Dumont Compressed Air-Ship Rapid Transit Line, contained in his letter. The latter is a decided novelty in its way and arouses conjectures as to how long it will be before passes on air-ships shall become actual facts.

FAILURE OF A. L. PENTECOST & CO.

An investigation into the financial condition of the firm of A. L. Pentecost & Co., Hamilton, which closed its doors on December 18, will be held in Toronto in a few days.

The creditors, who include half a dozen Toronto wholesale houses, will be represented by George Kerr, Toronto, and Barrister Gibbons, London.

Mr. Pentecost's statement is that liabilities are $33,500, with assets of $15,000.

On December 18, 1902, Mr. Pentecost, finding his business declining, made an agreement with Edward Wilson, Paris, to sell him his dry goods at 60 cents on the dollar, millinery, 25 cents, and toys, novelties, etc., at 40 cents. The sum of $8,100 was to be paid in installments extending to August 22, 1903.

Mr. Pentecost was until four years ago a member of the firm of Campbell & Pentecost, and upon the dissolution of the partnership he received $11,000 as his share. Last February the firm showed a surplus of $6,000, while the last report revealed a deficit of $20,000.



Louis Hermsdorf
Dyer

His Mark

An unquestioned Mark of Merit

Thousands have learned it means ***Hermsdorf*** Black, and that once Blackened by ***Hermsdorf***, a stocking is black for life. Black with a Blackness that fears not wash-day; that stands fast before the mingled terrors of sun, soap and perspiration; that satisfies the most exacting—such is ***Hermsdorf's.*** It can build up any hosiery department. It is pulling down all those without it. The ***Hermsdorf*** name is its voucher. Don't fail to look for and find it.

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JOSEPH J. DE LONG,
Works Chemnitz, Saxony Wool Exchange Building, New York City.

The W. R. Brock Company. (Limited)

MONTREAL.

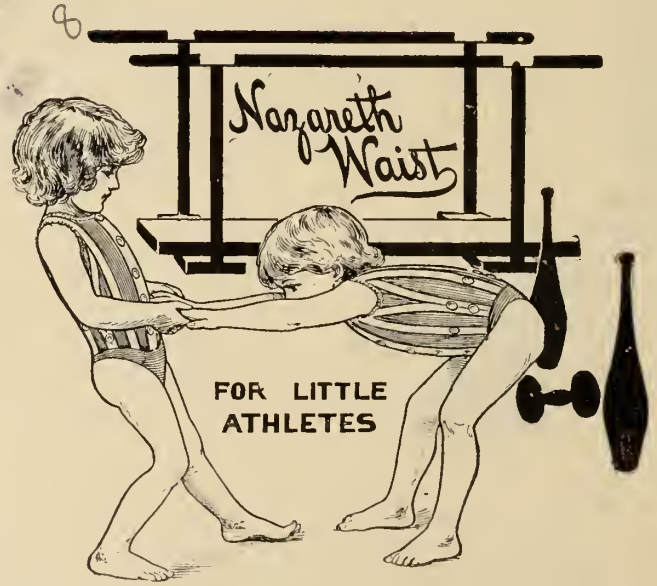
NEW GOODS

Duchess and Taffeta Ribbons, in all colors.

Applique Trimmings.

Ladies' Puffs, in a variety of styles.

"Trimming Silks," a specialty.



The W. R. Brock Co., Limited are the Sole Agents for the famous Nazareth Waists.

DRESS GOODS

FEATURES OF THE TRADE

JANUARY sales for Spring dress goods were highly satisfactory, and one or two jobbers have had turnovers amounting to a good deal over last year's sales. As a consequence, during the months of February and March they look for a considerably larger trade than during Spring, 1902.

A few new and unexpected features have made themselves apparent. One of these is the increased demand for louisine silks. Last year, it will be remembered, there was some disappointment over the sales of this material. Jobbers stocked heavily with it, and there was no apparent reason why the demand did not equal the supply. At any rate, compared with the movement in some other lines of silk dress goods, louisines on this market were not an unqualified success. Nor was a great deal expected of them earlier in the present season. But lately they have been called for in increasing quantities and different wholesalers have been able to dispose of their stocks. One house has been forced to place a large repeat order for them.

* * *

Lustres, particularly navy and black, are going strongly for Spring. These goods were expected to have a greater vogue last Summer, but proved somewhat of a disappointment. However, they are pretty certain to be in great request this season. Besides plain lustres and sicilienne, there are many fancy effects in these goods, as pointelles, hairlines and flake effects. Canvas cloths, etamines, hopsacks, twine cloths, etc., in light blues, resedas, greys, castors, mode, and in royal, navy and tobacco from in the darker shades are all in vogue. Mixtures and flaked effects in these goods are much liked, particularly in those patterns that show only an occasional flake. It is expected that the snowflake goods will be one of the selling lines of the Fall season. This prediction, although somewhat early in the day, has been made by more than one buyer, and it may be well to keep an eye on the movement of these goods.

* * *

Peau de soie and tussores continue to be favorites. Eolienes, etamines and many of the light materials of last Summer are again wanted. Zibelines are very good just now, and other such like rough effects for Spring appear to be wanted in as great quantities as ever. Wholesalers also report an active movement in Sicilians, which will be used a good deal in tailor made suits.

* * *

In such heavy goods as cheviots, tweeds, homespuns and broadcloths there is a fairly good demand for Spring sales. In all wool goods, prices are firm and further advances are looked for. Some of the largest retailers are placing orders far in advance for these cloths, and some manufacturers, doubting their ability to make profits on their cloths at the very high prices, have preferred to dispose of their raw materials to others.

* * *

Some very large checks and plaids are now being shown by the big city retail importers. The jobbing houses have for some months been placing an assortment of Scotch plaid effects before their customers, and with the larger buyers these cloths were in good demand. The colorings are practically the same as those shown in the Fall; if there be a difference, perhaps, the Spring goods show rather more ground. The cross stripes are not as prominent, either as to color, width, or manner of grouping.

* * *

Mohairs are being shown in varied assortment. It is expected that in the tailor made dresses they will be very much in evidence in Spring. It is made lined, and also for wearing in warmer weather, unlined. Patterns are mostly of the neat, quiet order in stripes and dots, among them being a number of new effects in self-color designs, which will appeal to the finest taste. A shade or two of blue is shown, but colors run mostly on the light browns, fawns, biscuits, light slates and such like shades.

* * *

The Shangtung silks which were placed on this market by some of the importers met with a favorable reception, and by all appearances they will be as good during the coming season as they were last. They will be good in the finest trade.

* * *

Taffetas hold their usual prominent place among silks. Blacks are well liked and there is also a good demand for linen color, sky, cream, white and reseda. In the colored goods a variety of shades will be used with the sheer fabrics which are to be so largely worn in Spring.

* * *

There is some demand for metallic velvets. A number of new designs are shown, not greatly changed from previous styles, as far as the general effect goes, the smallest dots and figures being still the feature. But in the arrangement of the dots there has been several new things, which are pleasing and should take well. Plain velvets are fashionable and will be carried in black, creams and other staple colorings by the best trade.

* * *

Another feature this season is the popularity of shepherd's check. This plaid is good in many materials and it is expected to be one of the strongest features of the season.

* * *

It is nothing new to say that this is going to be a great white season, but it would seem that in the finer soft-make, such as crepes, etamines, voiles and in all sheer woollen goods, the pastel shades will be seen, such as light blue, Nile, reseda, pearl and pale greys, castor, mode, etc. Melanges and zibeline effects are among the new goods. Black goods are very much to the fore in almost all weaves. Cheviots, broadcloths, Venetians, crepes, crepolines, grenadines, and silk embroidered muslins are all selling.

* * *

There is a wide variety of fancy waistings, and many novel effects are being shown in these goods. Beside white and white-ground materials, the linen shades are taking particularly well. A distinct novelty in this line is a silk

linen with a lace and silk stripe—the lace stripe white and the silk stripe in colors. The new ombre stripes are seen in these goods.

* * *

Many merchants are taking the higher priced cotton and silk and cotton waistings out of the wash goods department and running them in the dress goods. This plan is adopted because they contrast too strongly with the commoner goods, one seeming to take from the appearance of the other. According to price it would seem that they were more suited to the dress department than to come in with the wash goods.

* * *

The heavy selling of Winter goods has prepared the merchant for an extended Spring trade. This circumstance, combined with the advancing price of almost all woollen and cotton materials, makes the merchant eager to stock goods, and Spring sales are developing steadily. Although large sales are being made there is little or no desire to make speculative purchases, but there is every disposition to be well prepared for a prosperous season's trade.

* * *

The demand in some lines has so expanded that the factories and mills will in many cases be taxed to their utmost to get out the goods already ordered for the coming season, and the natural result will be that not only will repeat orders carry a higher price, but it will be difficult in some lines to get the goods at all at the time they are needed.

* * *

Not only have all woollen goods advanced, owing to the increased price of raw material, but both cottons and silks are very firmly held and advances in some lines have already taken place. So retail merchants must govern themselves accordingly.

* * *

Materials for Spring show few changes from the lines before indicated. Plain weaves are indemand, but fancies are steadily growing in popular favor. Cheviots, Venetians, boxcloths, etc., are having a great sale, but knickers, and particularly tweed effects in Scotch mixtures, are the smartest. These tweeds are likely to be very strong for the Fall season. Many new weaves are being shown in these goods, and in one in particular, that was very attractive, as it has the fine finish of a plain cloth and yet has all the other features of a tweed.

* * *

The cheif thing to be remarked upon in the dress-goods trade is the heavy demand for cream and white, in lustres and serges in particular. These two materials have been strong sellers in cream and white for some time back, and the wholsesale houses are having a hard time of it to keep up with the continued demand.

SILKS.

THIS promises to be a great silk season. The demand on the wholesale houses is unusually great for black taffetas and peau-de-soie. Black tamolines and louisines are also very strong. The large sale of cream and white in all makes of silks fully bears out the predictions made at an earlier date that this would be largely an all-white season.

Colored taffetas are very strong for waists, etc., but are in most urgent demand for color foundations to the sheer materials that are to be so extensively employed in Spring costumes. This, of course, means that besides creams and whites, the lighter shades are most wanted, as sky, pearl, grey, reseda, Nile, castors, rose, cardinal, and in darker colors, myrtle and brown.

Tamolines and louisines are strong sellers, and as in other silks, white and cream again are far away in the lead. In colors, the same shades that are good in taffetas, are also the selling colors in these silks.

One great feature of the silk trade this season is the extended vogue of Shangtung pongees. The wearing and washing qualities of these silks are greatly in their favor. They met with a good reception last Summer, and this season the advance selling of them has been large. The color is chiefly in the natural shade, which is the fashionable linen color. They have introduced a new feature, and are bleaching them, and one of the prettiest and most useful fabrics of the season is this white pongee. This silk is sometimes dyed, but the best sellers are the natural shades and white. Pongees are suitable for shirt-waist suits, waists, elaborate costumes, Spring wraps and children's wear.

Another Oriental silk that is rapidly increasing in favor, and one that promises to be a staple article in the silk trade, is the white Japan or China silk. Its reasonable price and good washing and wearing qualities are rapidly winning it a place in popular favor. The manufacturers of ladies' waists are using this silk extensively this season. It enjoyed a popularity for this purpose towards the end of last Summer, and promises to be largely worn in the coming one of 1903.

Japanese taffetas, woven in Japan and dyed in France, will be largely used for lining silks, as though lighter in make and texture than a taffeta proper, they are more reasonable in price and will not cut. They come in blacks, whites, creams and fashionable shades and colors.

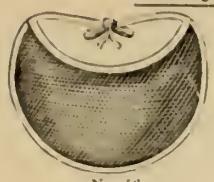
In the corded Japan silks there is a wide range of combinations of stripes to chose from. The sale, so far, has been largely confined to white, cream and black, but colors are beginning to be inquired for, particularly pale blues, resedas and linen color.



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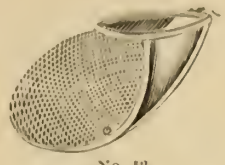
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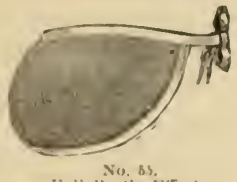
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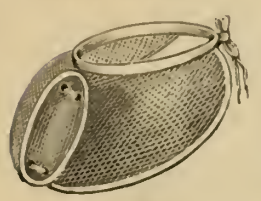
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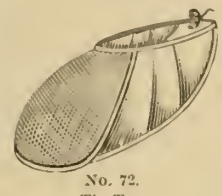
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Will give a graceful contour to a slender figure.



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Fits like a Glove.



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Tip-Top.



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A Big Seller.



No. 67.
Full Hip Effect.



No. 70.
The best Hip Bustle on the market. It is our old "Reliable."

Prices from $2.00 per doz. up. We have also a full line of Hair-filled Bustles. Write for Illustrated Catalogue.

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An illustrated treatise on the art of showcard and ticket lettering. Tells all.

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Made in various colors



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CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

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You can save money by ordering your Printing by Mail. Then you get style and originality too by having city workmen do the work in an up-to-date city office.

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- STEAD, MILLER & Co., Philapelphia, Pa., Tapestry Curtains and Upholstery Coverings.
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TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinary Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treeted as confidential.

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ST. JOHN, N. B.

Your Customers Hang Trousers On 'Em!

TRADE BERLIN MARK.
"We fear nae foe."

The BERLIN SUSPENDER.

Made IN ALL Grades.
Protect Home Industry!

The Berlin Suspender and Button Co.
C. K. HAGEDORN, Manager.
BERLIN, ONT., - - CANADA.

LADIES' NECKWEAR

THE holiday time was a period of brisk selling in ladies' neckwear. Many merchants putting them up in dainty little boxes, and so stimulated sales. As a natural consequence, this was reflected in the houses that cater to this trade. "Never so busy before," was the remark of one neckwear manufacturer; "in fact, we are working now on orders that we could not execute in time for the holiday trade, and although these goods could not be finished in time for the rush, we have received few cancelations on these orders because of non-delivery, and what we have received have really been a relief. Orders for Spring goods are being placed, and early deliveries are requested."

* * *

It is surprising how few new things are shown in Spring neckwear. Considering the importance which has attached to this branch of the trade during the past few seasons, one would be prepared for an almost unlimited number of original ideas. But the manufacturers appear to be at a standstill, as far as noveltics go. True, there is the usual number of alterations, perhaps improvements, on former designs, but as far as anything of an entirely original nature goes, the market is almost bare. This applies to other and larger markets as well as to our own.

* * *

There may be something later on to relieve the trade of old styles, but until it appears jobbers are puzzled to know what to place before the trade for Spring and Summer.

* * *

While there is no direct change in general style, there are many new and individual developments. Indeed, there are few lines in the trade that afford such a scope for the development of dainty and artistic taste in designing as ladies' neckwear. The color effects and the combinations of trimmings and materials have to be closely studied, and the results certainly are a credit to our Canadian firms.

* * *

From all that can be gathered it appears to be the opinion that, lacking anything new, the demand will be chiefly for the small styles which were in vogue last Summer, and which are about as suitable for that season as any.

Among the small collars a good deal of Irish linen is in evidence, in the ordinary turnover shapes, the clerical tabs (of which a good deal is expected), and in various embroidered designs and colors. Silk, also, is much used, and taffeta, in white and black, seems to be a favorite.

* * *

The happy union of comfort and style that is combined in the skeleton stock makes it a general favorite, and the happiest effects are in this style. Either corded, to impart the necessary stiffening, with a boned band at the back, or when there is nothing in the trimming or make to give the support required, these boned bands are placed at the front, back and sides, to keep the collar in shape.

The Bishop's tab seems firm in the favor of the trade, and the variations in which it comes are bewildering. It would seem as though all possible diversity in this style must have been exhausted long ago, but still they come, and the latest varieties are certainly some of the prettiest yet shown. The tendency is towards the extremely long tab, some of which, when worn, will reach almost to the waist. Lace braids and narrow lace edgings, in the heavy varieties of lace, are much used to give a light and delicate finish to these goods. In neckwear, as in other lines this season, white is the dominant color, that is, if white may be called a color, but at any rate it is most seen, and next in importance comes black and white, a combination of which it would seem Dame Fashion is never going to be tired. Some very dainty stocks shown were of silver-spotted velvet in combination with white taffeta, the tabs draped in magpie style, one white and the other of the velvet.

* * *

Tartan-plaid Oxfords, with hemstitched tucks and protecting tabs of white taffeta, are taking fairly well. More popular and very much prettier are the stocks with bright tartan bindings. Shepherd's check bindings, in black and white, are the coming thing in neckwear, in sympathy with the vogue of shepherd's checks in other lines. These stocks are now being sold in the New York houses, and the advance samples shown here are meeting with great favor.

* * *

Blues, both sky and turquoise, are leading colors, and reseda and emerald are also good. Lavender is in fair demand, and pink, moire, cardinal and navy are wanted colors. Windsor ties, with embroidered or hemstitched ends in baptiste, lawn, silk crepe and china silk, are to be expected as a matter of course. They are too comfortable and pretty to be dispensed with. It is not expected that ties of bobbinet will have much call, though there will be some display of them.

* * *

Faggoting and a fancy stitch made by using only one needle of the same machine, forms a very effective trimming when judiciously used. Hemstitching done on an improved machine gives almost the effect of handwork, and forms, perhaps, the most used trimming of all. On some stocks shown, French knots are used with telling effect, and velvet moire, medallions, lace, lace braid, baby ribbon and narrow velvet ribbons are all used on the fashionable stock collars.

One special feature of the trade is the large variety of pretty, dainty styles in neckwear, to retail at 25c, and there is nothing cheap about them but the price.

* * *

Collars with the all-prevailing tabs, made of lace beading and run with narrow velvet or baby ribbons, look cool and Summerlike. A combination of linen and embroidery will be seen in the new neckwear; the under portion of linen or lawn, and the turnover and tabs of embroidered Swiss, nainsook, or linen. The embroidered pattern,

A few Leading Stock Effects



L 101—Taffeta Stock. Top of collar always white, with stitching to match color in Tabs. Tabs come in all shades of Taffeta, stitched white. A neat tailor-made effect at $6.50 per doz.



L 113—White Taffeta Stock, with Tabs bound in assorted colored plaids. A ready seller at $1.50 per doz.



L 106—Fagoted Stock, made in assorted black & white, and white & black ribbons. A very showy line for $2.25 per doz.



L 69—Colored Taffeta Stock and Tab, with White Chiffon Jabot. Also made in Black with Black Jabot. A very effective tie at $9.00 per doz.



L 53—White Satin Collar, with colored velvet Tabs. In all colors. A winner at $2.25 per doz.

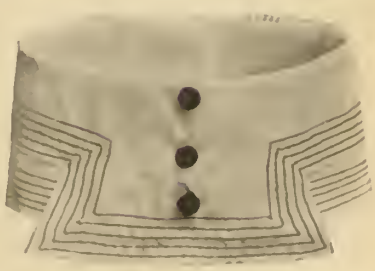
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L 114—White Taffeta Stock, with Tabs bound in assorted sized Silk Shepherd's Checks. One of our best at $1.50 per doz.

We are also showing a variety of effects in Ladies' Belts and Ruffs.

Letter Orders will have careful attention.



L 100—Stitched Taffeta Stock, made in all colors. A particularly neat tie at $1.50 per doz.

E. & S. Currie, Limited, - Toronto

whether done by hand or machine, and simple or elaborate in pattern, must be all white. One exception may be the French knots in black, but all white is the safer color scheme.

* * *

Taffeta continues to be the favored silk in neckwear, as no other make seems to possess the special adaptations required for this particular purpose.

* * *

Jabots are spoken of as likely to be widely used. They are, at any rate, receiving the usual attention from manufacturers.

* * *

Collar and cuff sets are bound to be a strong feature of the trade in the event of having to make the best of present styles. They are shown in both silk and wash goods. For the Summer trade the latter are expected to be most in demand.

* * *

In turnovers, the allover embroidered nainsooks, lawns and linens will hold good, but their popularity will be disputed by turnovers of lawn and fine linen baptiste, inserted with lace stitch. These show tabs and square effects, or gracefully shaped collarlike styles. Already there are signs of the embroidered turnovers yielding to these simple bands that were once reserved for the use of widows. With these neckpieces come matched cuffs, or more properly wristbands. Without doubt these sets will form a strong feature of the Spring offering, as they will retail at the moderate sum of 50c.

* * *

Of course, we will have the broad lace collar again. Although this collar has been worn a good deal during the Winter, it has not been so widely used as to render it unpopular from being too common, that it will not "make good" in the Spring. Plauen lace will be largely used, and in the more expensive lines, Irish crochets are expected to go well.

* * *

The round collars are looked for to take the place, to a certain extent, of the pointed designs. The latter will still be in evidence, but the finest trade have had enough of them for a while, and prefer a change. The collar comes just to the shoulders.

CHAT OF THE TRADE.

R. McKAY & Co., dry goods merchants, King street east, Hamilton, Ont., have found it imperative to have more room for their increasing business.

Mr. Davidson, with the firm of John Macdonald & Co., Wellington street east, Toronto, is on his way to the Old Country to purchase Fall goods.

The new collar and cuff factory will soon be ready for business at Berlin, Ont. The samples are being made, and as soon as completed, a traveller will be sent out on the road.

They have purchased the adjoining premises and intend to make one large store. The work of remodelling will begin about the middle of February and will be rushed along as quickly as possible.

The firm of Boulter & Stewart, Front street west, Toronto, are considering the advisability of adding a silk-blouse department to their other lines. This ought to be a success, as there is no other firm that manufactures these goods in Toronto.

The Canadian Pacific steamer Athenian sprung a plate in rough weather on her last voyage to Vancouver, and damage that is estimated at about $50,000 was done by seawater to her cargo of raw silk. This is the first serious loss that the underwriters have had on this route.

Representatives of the principal creditors of A. W. Brodie & Co., woollen mills, Streetsville, met on January 21 in Toronto to discuss the position of the estate. The mills are well equipped and it is expected a settlement will be arranged with the creditors, whereby they will soon be in operation again.

Prominent drygoodsmen did well in the municipal elections at Stratford and in Woodstock. In the latter, John White, the big merchant, was elected mayor with more votes than went to three other mayoralty candidates combined, while in Stratford Duncan M. Ferguson headed the poll for alderman.

The Allen Manufacturing Company, Toronto, have turned their business into a joint stock company under the title of The Allen Manufacturing Co., Limited. This has been done to give some old and valued members of the staff an interest in the business.

At the annual meeting of the wholesale dry goods section of the Board of Trade of Toronto, the following officers were elected: J. W. Woods, chairman; H. J. Caulfield, vice-chairman; Paul Jarvis, secretary-treasurer; executive committee—Andrew Darling, Herbert Langlois, R. W. Pentecost, John K. Macdonald, C. B. Lowndes, E. J. Dignum, J. D. Ivey, J. D. Allan and John Muldrew.

The creditors of J. McBean & Co., dry goods merchants, Georgetown, to the number of about 100, met the other day at the office of the assignee, R. Osler Wade, and decided to wind up the estate. The assets were shown at $21,890.60 and liabilities, $18,276.96, leaving a nominal surplus of $3,613.64. Mr. McBean was formerly in partnership with R. E. Walker, Spadina ave., Toronto, but retired in 1897 to start business for himself in Georgetown.

ADVERTISING.

ADVERTISING is a necessary part of every business, and whatever line you are in, a knowledge of advertising will largely increase your chance of success.

The secret of successful advertising is to make it a part of the business it represents. Good business ideas are the most valuable stock you can get hold of. If you are in earnest to succeed by modern business methods, don't stop to hem and haw over it, write a sensible "ad.", place it in the very best medium you can find, and watch the results

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

The Season of Fetes and the accompanying Pretty Costumes — Skating, Automobile and Visiting Costumes Newest Things in Blouses.

PARIS, January, 1903.

IT is now the season of fetes and all kinds of griety and the usual fancy dress balls; the choice of these costumes is always a difficulty, first because one does not want to spend too much money on a dress that can be worn but once or twice at the most. It is for this reason that the simple styles are always "bien en evidence" and in good taste.

* * *

A pretty Empire costume mounted on an empiecement is in cream crepe de chine over taffetas. This is gathered into an embroidered waist belt just below the bust, from where it falls



A Handsome Gown in Golden-Brown Velvet.

in straight folds to the ground with a long train at back; the hem also is embroidered. The short decolete bodice is gathered into the centre of waist belt, front and back. The elbow sleeves are cut open on the outside and drawn together at three intervals by bows of ribbon—these as well as the decolete corsage are edged with embroidery. The high, round hat is always in crepe de chine tightly gathered and finished with a ruche at top and a frill falling into the hair. The gathers are held in place by four bands of ribbon tied in bows at front. It is fastened under the chin by a large bow of the same ribbon as is used to fasten the reticule or silk pocket which hangs by long strings from the waist. The low-heeled satin slippers are held on by means of ribbons crossed over the instep.

* * *

A Louis XV. costume which, although not quite in the pure style, is very pretty. The shirt is gathered round into a tight waist-belt, and falling to the ground, has a wide frill of lace round the hem. The corsage is brought to a point at front and back at waist, while over each hip is a full panier;" the front is open and laced with ribbon tied in a bow at waist, the two ends falling to the hem of the skirt. The low decolete as well as the tight-fitting sleeves are trimmed with a frill of lace. This was made up in quite cheap silk, imitating the lovely French broche with large detached flowers "genre pompadour."

* * *

For a boy a little Marquis Louis XV. is very smart. The long coat and tight-fitting "culotte" in taffetas; the edge of the coat and satin waistcoad are embroidered in gold thread. The plain sleeves have wide, turned-back cuffs also embroidered and finished with a deep frill of lace to match the collar. The "tricorne" hat is embroidered round edge of brim to match, and the bow at the left side is of the same ribbon as that which fastens the "culotte" below knees. Silk stockings, patent leather shoes with gold buckles and powdered wig complete this charming suit.

* * *

The most practical and chic skating costumes are mounted on an empiecement at the waist. Great fullness is given round the hem, thus allowing a free and graceful movement, by means of "points" inserted from the bottom of skirt which finish in points above the knee. These skirts are pleated into the empiecement, sometimes only at back and hips, but often quite around. They are lined with silk, which should be of the same color as the underskirt. The bodice is cut bolero form with collar and chemisette of the same silk as skirt lining. A flat, round-shaped toque with an aigrette fastened with a large buckle at left side is much worn. The boots must be high and laced; with a grey or black, velvet costume, and cord velvets are quite the thing, grey suede boots look very smart. Here is a costume I have seen in grey velvet. The short skirt is pleated from below the knee, the pleats being surmounted by five rows of narrow black velvet ribbon. The bolero is trimmed with a high, deep collar and waistcoat of cream guipure. From underneath the collar falls a long stole of "petit gris" held at the waist by a cream leather belt and buckle "nouveau art," the ends of the stole falling to hem of skirt are trimmed with skunk tails. The sleeves are tight fitting to the elbow, and then fall in loose pleats to the waist. These are surmounted with the same black velvet ribbon to match the skirt. With this costume was worn a grey-velvet hat, raised at the left side, trimmed with a long black collar and white aigrette fastened in front with a buckle, curling over the raised brim and onto the hair at the back.

In automobile costumes a new paletot very comfortable and warm is composed of four bands of skunk fur "dentelees" or cut to form teeth, posed one above the other and the top one forming the high roll collar. The sleeves, which are bouffant at elbow, are mounted in three, overlapping each other to match the coat. The deep, tight cuff is cut in points top and bottom. The skirt worn with this is in dark brown broad-cloth made with wide pleats, stitched with fawn silk. Five rows of this stitching trim the hem. The hat is a plain, soft, felt, sailor shape, with the crown bent in. A gauze veil forms the trimming: taken from the front as usual it is fastened in a knot at the back and brought down under the chin where it is tied in a large bow, the two ends being finished with a frill of Chantilly lace.

* * *

Another costume, in black velvet, has a skirt built in large pleats, each pleat falling open towards the bottom and showing a white-satin lining. The straight sack paletot with high roll collar is in seal and has three bands of black velvet strapped across the front, fastening, two at the right side and one at the left, with passementerie buttons. The fur sleeve is taken to elbow, only finished with a large puff of black velvet, gathered into a narrow cuff, the puff being surmounted with a velvet band to match the front of paletot.

* * *

The illustration shows a very handsome gown in golden-brown velvet. The skirt trimming is a very handsome embroidery, gold and brown on white satin. The tabs of the bodice, falling loose, give it the effect of a bolero over an embroidered satin blouse. The lace frills of sleeves and collar are of guipure. The belt, which is not gold, is fastened in front with a buckle "nouveau art." The collarette is in sable.

* * *

A very plain but particularly smart costume is in dark violet cloth—"forme regingote," tight-fitting, fastened with hooks, edge to edge. A high, upright collar is edged with chinchilla, which is continued down the front to bottom of the long coat. The sleeves are slightly "evas'ees" and bordered with chinchilla. Two rows of cut steel buttons are taken down the front either side of the chinchilla and two buttons trim the back at waist. The plain skirt is double stitched at the seams and round the hem.

* * *

The newest blouses are being trimmed with incrustations of embroidery or lace, the seare in almost every imaginable shape. A pretty model is in pale blue mousseline-de-soi with bloused front. The bust is formed of empiecements in organdie embroidered pale blue, with the knot and basket Louis XV. The empiecements are diamond shape and strapped together with alternate insertions of open work and lace. The sleeves are trimmed to match, are full below elbow with wristbands made of alternate strappings of open work and lace. The tight-fitting collar is of the same.

* * *

Another blouse in pink pastel cloth has a round yoke back and front formed of round, dollar-sized incrustations in open-work lace, the pink cloth just showing between each one. The front is very slightly bloused with a hand-embroidered spray of leaves running up to each side of bust. The collar and cuffs are embroidered in white silk to match.

* * *

A pretty evening blouse is in the palest green crepe de chine with a chiffon embroidery of white and pale pink roses, the stems being of chenille (green.) These roses form a garland around the decolletage and trim the blouse front. The sleeves are puffed to the elbow, finished off with a band of the roses and a deep frill of lace. The waist-belt is in a darker green mirror velvet.

* * *

Here is a blouse of peau de soie covered with white muslin, which is tightly gathered both for bodice and sleeves. The collar is a tight-fitting band of the peau-de-soie, below which is a small, round yoke of embroidery, then a deep round collar of ochre guipure falling to well over the shoulders. The sleeves have a tight, deep cuff of the peau de soie, stitched like the collar, the muslin, cut very wide at the elbow being gathered into them. The waist-belt, also of peau de soie, is swiss shape both back and front.

H. M. D.

A DECIMETRE.

Editor Dry Goods Review,—Being a true reader of your publication, I remarked in your number of this month, a description of one decimetre. As I am an European and never learnt of any other than the metric system, I wish you to remark that the measure given by you as a decimetre is only the tenth part of a decimetre or one centimetre, and that one centimetre is also divided in ten parts or millimetres.

Quebec, January 19, 1903. S. Zephirin.

AGENT FOR THE LEIGH MILLS, BRADFORD.

The Leigh Mills Co., Bradford, Eng., inventors and sole manufacturers of "Orlwoola" unshrinkable flannels, have just appointed Cowie & Charlton, of Toronto, their sole agents for Canada. The Leigh Mills Co. are extensive spinners and manufacturers, having several mills throughout England. "Orlwoola" is but one of their many lines, principal amongst which are "Admiralty" all-wool serges; also plain and fancy dress fabrics of every description. This is considered one of the finest agencies that has been placed in Canada for a long time, and Cowie & Charlton should do a large business with the afore-mentioned company's extensive lines.

THE CALENDAR OF THE YEAR.

One of the handsomest things in the way of a calendar, it has been our good fortune to see, has been issued by the advertising department of the Intercolonial Railway and Prince Edward Island Railway of Canada. It is a unique specimen of the lithographer's art being an imitation of burnt leather or wood engraving, with the familiar moose head of the road as a central idea The Calendar bears the stamp of The Toronto Lithographing Co., Limited, and reflects credit on the work of that institution. We understand that copies of the calendar will be mailed to all those applying for them. A mention of THE DRY GOODS REVIEW would confer a favor.

PERSONAL MENTION.

Mr, C. B. Hume, of C. B, Hume & Co., general merchants, Revelstoke, B. C., was recently in Toronto. Hume & Co. have been building a large store, and expect to move into it about Feb. 1. Mr. Wm. Hornell, who has been with the T. Eaton Co., is going over to them in the dry goods department.

The death of Mr. Thomas C. Watkins, Hamilton, Ont., took place on Jan. 8. The deceased was 85 years of age, the oldest dry goods merchant in Hamilton, and was highly esteemed. Messrs. Thomas W. and Edgar Watkins are sons.

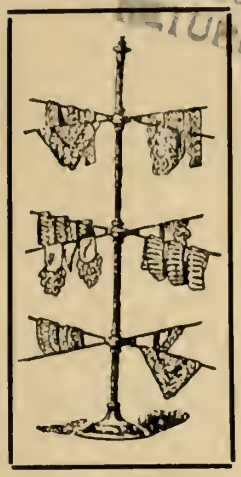
Mr. Herbert Bishop who has been employed in the Toronto store of the T. Eaton Co., Yonge street, has been appointed one of the staff representing that firm in Paris, France. He is a son of the Rev. G. J. Bishop, of London, Ont.

Mr. James Woods, for many years head of the firm of Woods & Taylor, Galt, and one of that town's oldest and most respected residents, died at his residence there January 23. James W. Woods, manager, and George A. Woods, salesman for the firm of Gordon, Mackay Co., Limited, Front street, Toronto, are sons.

WHO CAN TELL ?

WHY, WE CAN.

FEB 23 1903 RETURNED



To be successful in business to-day you must make your store attractive.

Send for our catalogue it tells you how and what it will cost.

We are the largest makers in the Dominion.

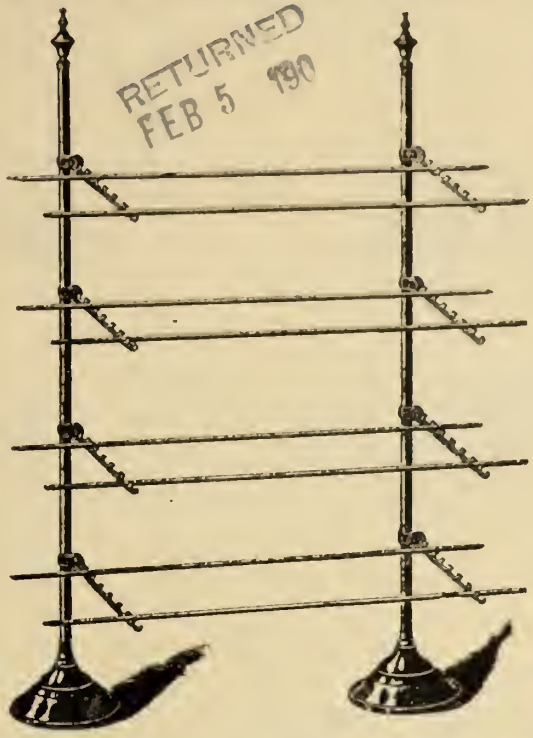
The Toronto Brass Mfg. Co.

91-93 Richmond St. West

'Phone Main 814 TORONTO, ONT.

DISPLAY FIXTURES

RETURNED FEB 5 190



Your new Fall goods will look best if shown upon our up-to date Fixture.

We carry a full line of Window and Counter Stands, Triplicate Mirrors, Glass Counters and Show Cases, Wax Figures and Forms, Mantle Racks, etc.

Clatworthy & Co.,

46 Richmond St. W., - Toronto, Ont.

The Trade-Mark of Excellence

THE BEST WARRANTED KLEINERT TRADE MARK

Is stamped on every one of

KLEINERT'S DRESS SHIELDS

WHICH,
IT IS UNIVERSALLY
ACKNOWLEDGED,

ARE THE BEST

A GUARANTEE WITH EVERY PAIR.

I. B. KLEINERT RUBBER CO.,

26-28 Front St. West, TORONTO.

Wholesale Millinery

The Date

We have decided to hold our

GRAND SPRING DISPLAY

March 2

AND FOLLOWING DAYS.

We extend a cordial invitation to the trade.

The D. McCALL CO., Limited

DEBENHAM & COMPANY

LONDON { City - - St. Paul's, E.C.
West End - Welbeck Street W.
PARIS - 115 Rue Reaumur
BERLIN - 44 Mohrenstrasse

DEBENHAM, DEBENHAM & CO.

AUSTRALIA { Melbourne - 277 Flinders Lane
Sydney - 62 King Street.

DEBENHAM, GARDINER & CO.

U.S.A. - New York - 111 Fifth Avenue.

DEBENHAM, CALDECOTT & CO.

CANADA { Toronto - 77 York Street.
Montreal - 18 St. Helen Street.

CABLE: Yongedeb, London

NEW MILLINERY HOUSE

Debenham, Caldecott & Co.

Will have ready for inspection in a few days at *18 St. Helen Street, Montreal,* a large stock of *Millinery Goods* in all the *latest styles* and of a most *exclusive character.*

Our Buyers, Messrs. de Grandepre and Caldecott have just returned from Europe and will be pleased to meet the trade and bring to their notice a splendid range of *High-class Novelties in Ribbons, Silks, Hats, Bonnets* and all *Millinery requirements.*

All will be ready by the *25th of February.* The trade cordially invited—orders will be promptly filled.

DEBENHAM, CALDECOTT & CO.

The Canadian Millinery Review

SPRING OPENINGS AND SHAPES AND COLORS IN VOGUE

WHOLESALE millinery houses are beginning to take on a busy and Spring-like appearance. They have all had a very satisfactory Fall season, and are making every preparation for a greatly extended Spring trade. Millinery openings will be the first week in March, but there will be advance lines shown during February for the benefit of the buyers from the Coast and others who come from a long distance.

• • •

After seeing the lines of new millinery for Spring, although they are varied and beautiful, the feeling that they are more or less familiar, grows upon me. Shapes and styles shown so far are all seemingly modifications of old friends. The capeline is still the most fashionable shape Box turbans and toques are still to the fore. Flat effects, as in the Fall, are the note of style, and even when there is a crown, the style of trimming employed makes them flatter, in seeming something other than they really are. All the crowns seen are of the bell order and very low, but there may be higher crowns in the later styles, though nothing of the kind is at present shown The picture hat is still with us and many of these picturesque shapes are gracefully raised Gainsborough fashion on the left side. One of the most novel shapes is perfectly flat, turning up a little on both sides to show the facing underneath.

• • •

The newest shape is the new boat, which can, perhaps, be described best as a combination of both toque and boat shape. Many of the new shapes are very broad across the head and the trimmings are put on in such a style that this tendency is emphasized.

• • •

Almost all the new hat shapes come out far over the face in front, and often, also, at the sides, while at the back they fit closely to the head. This style of hat has been gradually increasing in favor for some time and promises to show even more strongly in the headwear of the future. While some very large models are to be seen, the tendency is towards a more moderate size.

• • •

Plain straws are not shown in any of the lines that have been introduced so far, but leghorns are said to be as popular as ever, particularly in the deeper shades. Fine hand-made braids of Italian, French, and Swiss make, are largely employed in the construction of these shapes for Spring, and are all of the bright, light, lacy order. Mohair braids and many plaited combinations are used. For the tailored hats, plaid braids in subdued colors with a brighter shade such as green, red, etc., running through, is the height of style. Burnt and yellow shades are very prominent, and white, pearl, ivory, castor, pale blue reseda, Nile, pinks, etc., are all fashionable.

• • •

Trimmings are many and varied. Almost everything seems to be used. Chiffons and tulles are very prominent, "impossible to do without them on the present style of hat," said one milliner. Quantities of Chantilly lace, both black and white, are fashionable. Point d'Arab is another lace much used. Irish lace and motifs are importantly used on many hats. Large flat picture hats of all-over laces, in white, ecru, Paris, and black, are very smart. Jetted laces, and nets have a considerable vogue, and jetted and embroidered chiffon scarves with a fringe of jet at the ends, are very fashionable. With the airy tulles, chiffons, and laces, velvet is the favorite combination. Velvet ribbons, in all widths, are used on Spring hats, and black velvet ribbons are as popular as ever.

• • •

This is to be a great season for ribbons; not a hat but has ribbon trimming in some shape or form. Soft taffetas, satins and moires are the kind most liked. While some ribbons showing a different color on the underside are noted, the shaded or ombre ribbons do not seem to be used extensively

• • •

Ribbon wreaths form a novel and pretty style of trimming, and are much used, particularly on the cape lines; a pretty example of which was in ivory-white, fancy straw braid, and trimmed with two of these large ribbon wreaths in soft pale yellow, curving gracefully from the crown to the brim, and finished with a bow and flowing ends of the ribbon behind. The next favorite mode of using ribbon is the rosette. These rosettes are centred with a cabochon, generally of old silver and mother of pearl, and on all black hats of jet. Many odd and novel forms are introduced into rosettes this season, and much ingenuity has been expended in this direction. Ribbons are folded very evenly and flatly, and where bows are made of them they are, I was going to say, stiffly pleated, but there is no stiffness in the effect gained. The ribbons are too soft for that, and the bows are, as it were, crushed flat to the hat.

• • •

The large picture hats do not seem complete without ostrich plumes. These are used to match the prevailing colors, and it is under the trim and gracefully curling over the hair that they are almost invariably placed. Shaded feathers are very much the fashion. Egrets and ospreys in white, black and shaded effects form a part of the trimming of almost all the fashionable hats.

• • •

Unmounted flowers are the most fashionable this season, and with the exception of roses are all small blooms. As always is the case, the rose is the favorite flower, and crushed and flat roses are the chief features in flowers. Not only do roses come in the natural shades—the pale shades in pinks and blush are ones most seen for Spring—but black roses are most fashionably used, particularly on black hats. Black flowers are very smartly used on many of the hats, often in combination with other flowers. Among the popular flowers are shaded silk popies, cowslips, small daisys, buttercups, forget-me-nots, apple blossom and many others. Fruits are again favorites, cherries, shaded berries and currants finding

great favor. Flowers this year are very natural; indeed, each year an improvement is shown, and nature more closely copied.

* * *

Foliage plays a very important part in Spring hats. The favorite mode of facing most fashionable hats is with row after row of shaded leaves, very often in combination with shirred chiffon or tulle. Besides the unmounted flowers long trailing garlands are seen, and buckles of shaded foliage.

* * *

Lovely toques and turbans are composed altogether of unmounted flowers. The hat is covered with single blooms, and with the underbrim faced with foliage. Roses, corn flowers, violets and forget-me-nots, are the most-used flowers. Sometimes part of the brim is in shaded tulle and the rest of the flowers, and a very pretty effect is gained in this way.

* * *

Large black chiffon hats, very much shirred, and heavily decorated with jetted laces and spangled nets, and with underfacings of unmounted roses and handsome ostrish plumes are very stylish. Besides chiffon and lace, large hats entirely of black violets or roses are the style. The large black hat is always a favorite for many occasions.

Hats altogether of rolls of tulle or ribbon are a new departure.

* * *

In the Spring colors there is a wide choice. Perhaps the smartest shade is cornflower blue, which is the first shade on the syndicate card. Red, too, is having some prominence, and the all-red hat has a certain vogue, while white and black, pearl, burnt shades, castor, pale blue, reseda, Nile, pale pink, and yellow are all in vogue.

* * *

The cachepeigne is still used on the back of the hat, but is not so pronounced as last season, and falls just over the hair; not in long streamers as heretofore.

* * *

Lovely sets of Irish lace and soft, fluffy chiffon, consisting of large picture hat, boa in the new cape shape with long stole ends reaching to the hem of the dress, and large soft muff are shown in white, pale blue, and other pastel shades.

* * *

The Spring of 1903 will be largely a fancy season, and much will depend on the originality and artistic taste of the trimmers. So many materials and so many colors, though subdued, are used, that it requires a nice sense of what is fitting to effect a stylish and pleasing combination.

A NEW WAREHOUSE.

RATHBONE, McNEIL & CO., Montreal, have leased a large flat at 2 Lemoine street, which they intend using as a warehouse. For some time past they have been crowded for room, and have been unable to give perfect satisfaction to their customers as regards the shipping of goods, but are now in a position to fill all orders promptly. Their offices and sample-rooms will remain at 185 St. James street.

JOHN MILES OF NEW YORK.

A UNIQUE advertisement is being issued by John Miles to the millinery trade, in the form of a playing card; showing a royal flush. This justly celebrated, wholesale millinery house of New York, are now flushed with royal bargains in new designs of Spring headwear, Canadian buyers who visit New York, in search of bargains, should drop around to 610 and 614 Broadway, where they will be given a glad hand, and shown the latest styles and biggest values in millinery in Manhatten.

Truly the most wonderful millinery house in New York City is that of John Miles. There one can see a great army of milliners and trimmers busy in making ready-to-wear pattern hats.

"Do you do much Canadian trade?" we asked Mr. Miles. "Yes," he answered, "we did not know Canada was on the map of the world until the past few seasons. Now, we have a great many Canadians coming here for one special new style in hats. We have already received a number of duplicate orders in hats from Canada. Now, take J. N. McKendry, of Toronto, he is a fair sample of our Canadian customers. He has an eagle eye for bargains and a brain like a Gladstone, he knows a good selling line the minute he sees it. Your Canadian buyers are keen for values, and that is just where we agree," and then Mr. Miles turned to greet a buyer from a distance in his own inimitable manner.

The scribe put his pencil away with this thought: "Too bad, there are not many more John Miles in business in New York."

HEADWEAR.

IN straw hats for the coming season, Rathbone, McNeil & Co., Montreal, are making a special effort. For the city trade they are showing a very nice line of fine straw sailors that are looked upon to be the favorites for 1903. The Panama shape is in great demand for towns and the country trade. They have also several other lines of straws that are good sellers. Their children's headwear is well assorted and is meeting with general satisfaction.

LATEST PARIS AND NEW YORK NOTES.

MOST of the Paris and New York hats are very large. The colorings are generally in soft, pale tones, but a few strong colors are seen. Champagne, but in a slightly yellower shade than in the laces is, perhaps, the leading color. Three shades of cornflower blue, the first three on the syndicate color card will be very stylish. Red, particularly one pretty shade, is receiving much favor.

Straw braids in great variety and all vevy soft, light and pretty, are used in great profusion. Burnt shades are particularly strong, and champagne, neutral shades, tans and modes, are most favored.

There is a decided tendancy towards higher crowns, but all, so far shown, are on the bell shape. Flowers and foliage are as strong as ever. The small, fine, flowers, such as small roses, and rose buds, and small, fine foliage to match is used, and maiden-hair fern is likely to be very much used.

Malines, and maline laces, are in great vogue. All laces are used in great profusion from fine Mechlin to a new variety of heavy lace with stamped or punched effects called Encrustean.

In feathers, ospreys are strong, and handsome plumes are used on the large hats. White ostrich feathers are used with a smart effect on colored hats in Paris and New York. Shaded feathers are also in favor.

Many of the new shapes roll softly on the left side, and some have the roll at the back also.

Paris is paying a great deal of attention to the profile of the hat. The full face effect is generally well attended to, but this important point is often neglected. Turbans are in favor, but with a higher crown than formerly, and in the long oval shape.

The shaded ribbon is very much in evidence.

Misses' hats are very pretty this season, as the shapes rolling at the side are just suited to their fresh young faces.

There is a great improvement in the style of trimming. For the past few seasons the idea seemed to be to lump as much trimming as possible on to a hat. This is now happily out of date, and a much more artistic style is in vogue, in

YOUR CALL.

THE DAY—the great day of our Millinery Opening is fixed. ***Monday, March Second,*** opens the ball for the season.

No matter where you are located in this fair Dominion, or how large or small your business may be, if connected with the trade this call is for you. We cannot say "Meet me at the stile" or "Meet me at the fountain," but we can and do invite you to meet with the army of fashion leaders at the fountain-head in Canada for style in Trimmed Models, Millinery, Millinery Novelties, Laces and Ladies' Jackets and Skirts—we are leaders in the race.

In a word, let us say that our immense stock will be found most comprehensive, attractive and complete, embracing as it does all the latest productions of the season, direct from the great centres of fashion and sources of production. We therefore feel assured that it will be to your interest to pay us a visit on the occasion of our opening. And we hereby take pleasure in extending a cordial invitation to all milliners and merchants visiting the city.

Special—For the benefit of far-off buyers who find it necessary to make their selections previous to our general opening dates, we will be in shape by the 12th of February to wait on all such early buyers.

S. F. McKinnon & Co.

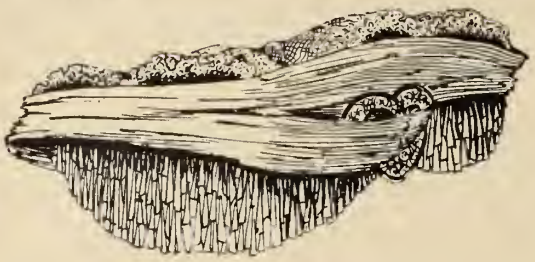
LIMITED

TORONTO——and——MONTREAL.

Caverhill & Kissock

RETURNED FEB 17 1903

We give a few cuts of the very latest in



Imported Paris Pattern Hats.

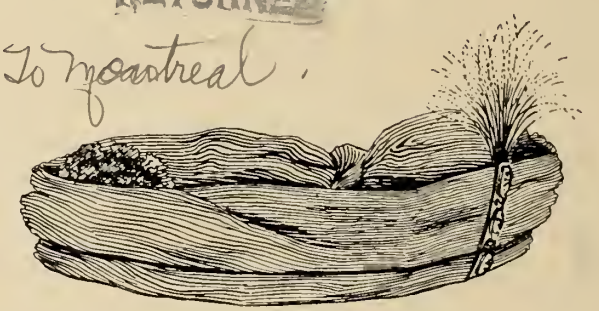
A few of the Trimmings used are:

Wide Chantilly Lace, folded chiffon, wide Louisine ribbon, brush ospreys, sequin trimmings in lace and fringed effect, satin finished straw trimmings, small effects in flowers, mostly roses, fruits (principally grapes), and foliage used largely.

FEB 17 1903
RETURNED
To Montreal.

Our Millinery workroom is now open, and patterns on view for copying.

Novelties in ready-to-wear hats arriving from New York markets every day.



Look out for our Ad. in the Daily Papers regarding our

SPRING MILLINERY OPENING.

RETURNED FEB 17 1903 Montreal

Everything



—in—

Millinery

Explains completely and simply how we are situated for the **Spring Trade.**

Time brings ***experience*** ——

Experience brings ***results*** ——

Results bring ***confidence*** ——

We have our customers' confidence, our ever-increasing business proves it.

For your

MILLINERY and NOVELTIES

Go to

Caverhill & Kissock

Also QUEBEC, TORONTO and OTTAWA.

MONTREAL.

which every touch and combination tells. The exaggerated streamers have gone too, and in their place is a soft pretty droop of lace, flowers, ribbon, or other trimming over the hair at the back.

SMITH, WHYTE & RUNCIMAN.

Smith, Whyte & Runciman report that their preparations for the coming Spring season are well advanced, and their new goods almost all received. They have had a most satisfactory early-placing trade, and the prospects for the future are exceptionally encouraging. In a recent letter from Mr. Smith, the resident buying partner in Paris, he states that the new styles in hats are large and flat, although a marked tendency towards higher crowns is very noticeable. The under brims are very heavily trimmed, while the hanging effects at the back finished with drops of jet, straw, etc., are very popular. The new colors indicate that blues, especially on the bluet or wedgewood shades, will be well to the front. Yellow from tuscan to orange will be a favorite for Spring, while browns, greens, and castors will be very prominent.

In new materials, chiffons will still be a standard favorite, but for fine millinery, malines will be the leading article, lending itself so readily to the dainty effects so much desired by artistic trimmers. Many fancy effects are shown, among others chiffon and silk straw interwoven, malines with silk and satin straw, all-over straw, etc. Straw braids promise to be more in evidence than ever, also straw Bondeaux, crowns, etc. In ribbons, a big season is predicted, in fact the largest for years, and manufacturers are taxed to their utmost capacity. Plain colors predominate, but a marked interest in fancy effects is being shown. Dresdens in tasteful designs and tones are a pleasing novelty, while for rich colorings the ombre effects lead. Taffeta moires in changeable hues, gauze with taffeta stripes and also plaids are among the new ideas. In plain ribbons, the soft, bright liberty satins, mousselines and taffetas, in exquisite shades, will be strong favorites. Velvet ribbons in blacks and colors promise to be extensively used, while a new velvet moire ribbon is a pleasing change from the plain goods. Laces in immense variety are shown. Plauen, Cluny, and silk Chantilly combine nicely with the new materials. Appliques, in medallion and grape effects, are in high favor.

Ostrich feathers will be much in demand as being wel suited to the large picture hats; some beautiful effects in ombres are particularly rich in coloring, but long, black and white plumes will take the lead. Ospreys will be very popular and advancing rapidly in price.

In flowers, foliage will be extensively used, small roses, and, indeed, small flowers of all kinds are much in evidence, but the leading feature in the early part of the season will be fruit. Grapes, berries of all kinds, cherries, etc., promise a tremendous run and even already are said to be scarce. Black flowers with tinted centres will be one of the new ideas on colored and white hats.

Ornaments in long straw, jet, and gold effects, medallions, large sequin cabechons, jet beads, and drops, fancy stick pins with large heads, are among the most noticeable of the many attractive novelties of the coming season.



An Easter Millinery Display.

GETTING READY.

AN EVENT which is always looked forward to with interest is the Spring millinery opening of Caverhill & Kissock, Montreal. This year it commences on March 3, and preparations are now in full swing. Their Paris and New York buyers have returned, bringing from those centres and others a vast array of hats and trimmings. A walk through the building gives one a general idea of the styles for the coming Spring, though until the arrival of all their lines it is impossible to give details.

On the fifth floor where there are a great number of French patterns, one notices that brush osprey is much in evidence. Wide ribbons in satin and louisine, in soft makes, wide Chantilly lace foundations of folded chiffon, and several novelties in sequin trimming in fringe effects are features which attract attention. The fourth and third floors are devoted to laces of all sorts, chiffons, and chiffon veilings, flowers, grapes, foliage, etc. Straw braids are also much in evidence here. These are a feature of the season. On the second floor, which is the ribbon department, they show a big range of louisine, duchess and taffetas, in soft makes, from 40 to 100 widths. On this floor, besides the millinery, there are Japan silk blouses and a

Millinery Opening

First Display { French and English Model Hats and Newest Novelties, **Monday, March 2nd.**

The John D. Ivey Co., Limited

ARE YOU LOOKING FOR

Bandeaux Trimmings, Pendant Ornaments, or any of the Novelties for Spring?

The Canada Veiling Co. has them all. Stock now complete in every line. Early visitors welcome.

SPECIAL OPENING DISPLAY, **March 2nd**

AND FOLLOWING DAYS. DON'T MISS IT.

CANADA VEILING CO., 50 Bay St., Toronto.

JOHN FRIED. CABLE ADDRESS "INGLIS LONDON." W. D. I. WRIGHT.



Business Established 1874.

FRIED, WRIGHT & CO.

WHOLESALE

Hats, Caps, Furs, Robes, Rugs, Straws and Waterproof Clothing.

Canadian and American Felt Hats and Straws. Latest Novelties in Stock as Soon as Produced in New York.

Best assorting house in Canada
Send us your letter orders

LONDON, ONT.

nice assortment of outside skirts, rainy-day and dress skirts. We were fortunate in securing a good line in lace stripe designs, for blouses principally. A large range of tameline silks is also shown here.

The buyer in Paris has added to the assortment some very fine ombre ribbons, and also some spotted ribbons used on ready-to-wear hats. A range of chiffon hats, also a line of English mohair flops should not be overlooked in the assortment. They are selling many velvet and satin ribbons, which are to be good again, in width 7 to 22 in. for millinery purposes, and 1 to 5 in. for blouses.

THE J. D. IVEY CO., LIMITED.

THE J. D. Ivey Co., Limited, report that large black chiffon hats, very much shirred and elaborately decorated with jet embroidered laces, spangled net, unmounted roses and ostrich feathers, are to be much worn. White tulle hats of box-turban order made entirely of rolls of tulle, the full width of the materials being used in each roll, are an extreme novelty. Castor in combination with white, nasturtium and with pale yellow flowers is very good. Ribbon wreaths are a new and popular trimming, particularly on the fashionable cape lines.

The crowns of hats are on the bell order. Burnt straws are well to the fore. Flowers are all in small, fine effects, and many black flowers are used. Unmounted roses are very popular. Crushed and flat shaded green foliage forms the fashionable facing for most of the newest hats. Hats made entirely of flowers are perhaps the smartest efforts of the season. The flat is still the favorite of fashion, and though some very large hats are shown, the tendency is to a more medium size. Very much lace is used, mostly in the finer makes such as Chantilly and point d'Arab. Tulles and chiffon are in great favor. The new bluet is a very fashionable color. Shaded berries and grasses, cherries and currants are all in vogue. Buckles of shaded foliage and long trailing wreaths will be been. Ribbons are very much used; shaded ribbons are seen, but plain give a more distinguished effect. Black velvet ribbons are just as strong as ever.

Ospreys and egrets are used on almost all the new hats.

HEADWEAR THEIR SPECIALTY.

NIGHT work is the order of things with us, report The Knox Mfg. Co., every department is humming. The outlook in the millinery trade is bright. Payments are good and prospects better. Headwear is our specialty—hand, machine, and tailor made. As to shapes, the large low crown and flat effects have the call. The ping pong and draped styles are also holding their own and are sure to be strong sellers later, especially in pecque, duck, etc. The colors in front at present with us are black, and white. Bright cardinal is also taken freely in the larger cities. In materials, deep wove tucked chiffon daintily edged with chenille lace, and narrow straw we find are our best sellers. Contrary to our expectations, chiffon will be a strong factor in the millinery trade again this season.

G. GOULDING & SONS.

THE Goulding Co. report that everything points to a very busy season. Many early orders for Spring were received by this house. For the benefit of the buyers from the Coast and long distances they will make a special show every Monday during February.

In hats, flower and foliage toques take the lead. Shaded flowers are used for these stylish hats. Blues are popular, particularly in the bluet or Wedgewood shades. Reseda with white is a popular combination. Rosettes in many new styles are freely used, generally centered with pearl and old silver cabochons. Plaited effects are very strong, and guipure, Chantilly, malines, and indeed all kinds of laces are very fashionable.

The new shapes are very large, and many are wider than longer. Box turbans and toques are much in evidence, but the most novel shape is perhaps the new boat shape. The one shown was of shaded red poppies. Flowers and fruit, particularly berries, cherries and currants are much seen, and in flowers, unmounted roses, poppies, violets and other small blooms are all in use.

M. WOODLAND & CO.

THIS is altogether a fancy season. Ribbons will play an important part in millinery this season. Plaited effects are very strong and some of the newest hats are made of plaited ribbon. Hats for the Spring are to be worn over the face. Chiffon is strong for this season. In shapes, the cape-line is most prominent. Bell crowns are most seen. Fancy straws in large variety are in use. In the ready-to-wear hats the most seen colors are black, black and white, navy, navy and white, and natural shades. Turbans are very fashionable.

A BRIGHT OUTLOOK.

DURING a conversation with one of the representatives of S. F. McKinnon & Co., he said: "From our view-point, the millinery outlook has not been brighter or more encouraging for many seasons. We feel confident that, generally speaking, the season just closing will show satisfactory results, with stocks low—a healthy feature.

"Our field of operations is from the Atlantic to the Pacific. We have had 20 representatives in the field since the middle of November with samples of our importations for the Spring and Summer trade, and our forces are now working late and early filling and shipping the largest number of orders from all sources ever taken by us for any one season. And, while our orders certainly show a justifiable liberal buying, no extravagance or over-buying has been indulged in.

"With our stock well forward and, as you can see, every available table, bunk and space filled up with new creations, we could, with time and space at our command, write a most interesting book on the millinery situation, but, having neither the necessary time or space, we must be brief, and, therefore, cannot go into details on the different lines of goods.

"One thing you may proclaim to the trade, and more particularly to those whose taste and genius has placed them in the first places in the millinery world as designers and idea producers, namely, that the coming season is what might be termed a milliner's season in the truest sense of the word, where taste and genious will have full scope.

"In speaking of hats, leading features are large shapes; many flat effects, also turbans in great variety. From all that can be gathered from the world of fashion, and taking a focus of the whole situation, the prime factors to be employed in the manufacture of high-class millinery for the coming season will be flowers, as in the past, at the front or first place, with many friendly relations or combinations, such as ribbons, chiffons, and gauze effects. Mechem's braids promise to be used more abundantly than ever. Laces, ostrich effects, ospreys and ornaments are also much in evidence. Sequin effects in crowns, bands and trimmings promise to be in high favor, but in regard to goods of a more simple character such as silks, ribbons, silk velvets and veilings, our stock contains all that is new in weave, designs and colors.

"Our general millinery opening takes place on Monday, March 2, but knowing that there are those who, on account of distance from this market and other reasons, find it necessary to make their selections previous to the general opening dates, we will be ready by February 12 to receive and wait upon all such early buyers."

All cuts returned Feb 23/03



JOHN MILES,
Born in Ireland, Proprietor.



CHAS. COUMBE,
Born in England,
Buyer for Silks, Velvets and Laces



OLIVER CHICHESTER,
Born in America,
Buyer for Flowers and Feathers.



TOMMY HILL,
Born in Wales,
Buyer for Hat Dept.

All cuts returned Feb 23/03



DAVID LINDHEIMER,
Born in Bohemia,
Charge of Hat Factory

We were born on the square
We were photographed on the square
We do business on the square

WHOLESALE MILLINERY GOODS.

9 Men Born in 10 Different Countries

Can you tell me what Country Bob Sims was born in ?

JOHN MILES.

This Broad Day-Light Store is run on broad principles. We don't draw the line in regards to creed or nationality, every man has a right to select the country he wishes to be born in, and every man has a perfect right to chalk out his own route to Heaven. I also wish to say that although all were foreign born, except one, they are all naturalized American citizens, and are all willing to stand and fall for that incomparable and unconquered beautiful strip of bunting called the Stars and Stripes.

This is the greatest country in the world for patents. I have noticed several articles in the European countries, even amongst the farmers, patented articles, marked "Made in America." It is the general mixture of brains that brings out the various winning ideas and keeps this country awhirling so rapidly that we are actually a puzzle to the European press, but don't you know, my business chum, that the Sun moves America around every day, and it takes a week to move the European countries around ; that is why we are six times faster in America.

It's really getting tiresome on our part to repeat to you that this is the greatest and biggest hustling Millinery Cash Bargain Shop in the country Our wonderful and powerful Gunpowder Values, made of the Dewey Manila Material, are bound to hit the mark straight and quick. The sound of them is echoed through every town in every State of the Union.

Send your orders in. Our well-trained night owls will put them on the next lightning express.

Yours without exaggeration,

JOHN MILES.

All cuts returned Feb 23/03

John Miles

(INCORPORATED)

610, 612, 614 Broadway, NEW YORK,
and 148, 150 Crosby Street,
2, 4, 6, 8, 10, 12, 14 and 16 East Houston Street.





CHAS. SCHMIDT, Superintendent,
Born in Germany



HARRY BROWN,
Born in Canada,
Charge of Pattern Hat Dept



ALPHONSE DeLAND,
Born in France,
Our European Buyer, Lives in Paris



JACOB MEYERS,
Born in Austria,
Head Bookkeeper



BOB SIMS,
Buyer for Small Wares

Bobs father was Irish, his mother was born in Switzerland, he was born aboard of a French Steamer in American waters Bob is puzzled to know what he ought to claim The boys call him foot Bob without a country or a flag

STAPLES AND COTTON GOODS

THE Canada Colored Cotton Mills Co. have advanced their prices on all lines of blue and brown denims by from 5 to 7½ per cent. They have also made advances of about 5 per cent. on two lines of tickings, and all their lines of cotton blankets. This is believed to indicate a general advance all along the line, not only in colored goods, but in all Canadian cotton manufactures.

* * *

Two of the largest cotton concerns in Canada, viz., the Dominion Cotton Mills Co. and the Montreal Cotton Co. have also issued a circular warning the trade that in all probability an advance will shortly be made in all the lines manuactured by them. These advances are owing not only to an advance in raw cotton, but to the effect of a probable shortage of 500,000 bales of raw cotton over the same period last year.

* * *

In consultation with different wholesale houses, it has been found that these views are shared pretty generally by the whole trade, and an advance is looked forward to at any early date, perhaps before this number of THE REVIEW goes to press. Consequently, retailers who have already placed their orders, or expect to place them in the near future, will probably get better value than if they hold off for any length of time. At least, there is little or no prospect of a famine in any line. There are lots of goods, but the trade will have to pay for them.

* * *

The woollen mills have now almost completed their sales for the Fall season of 1903. Many lines show no advance as yet. In others there have been slight advances. Blankets, especially, have moved up quite perceptibly. "Merchants will certainly have to pay more for heavy woollen goods than last year," said a jobber who is in pretty close touch with the woollen industry. However, it can be asserted that the advance is not so great as the advance in the price of raw wool would seem to warrant.

* * *

From all accounts it would seem as if there had been a good deal of cutting among the mills in some lines of underwear. At the prices these goods have been booked at, the mills are bound to come out short. Woollen manufacturers are lamenting because of the insane policy of taking orders at unprofitable prices.

* * *

Jobbers report an excellent business in prints for the past month. One house claims that, with a single exception, this has been the best year for prints they have ever had. Business in dress canvas has also been active. White cottons are now arriving in large shipments and are being cleared out rapidly.

* * *

New York advices show that there are few, if any, accumulations of linen stock to be moved. Retailers also are pretty well cleaned out, and it is expected the linen season will open up earlier than usual. Prices will open on a parity with those of last season. Heavy low-end linens and unions will show moderate advances. A steadily-increasing demand for mercerized goods is noted. In damasks, large effects in open-border designs are likely to be the leaders in high-grade pattern cloths.

* * *

Belfast despatches show that with the new year the drop in flax came to an end and prices have since been advancing. Yarns are, consequently, in considerable demand, and business generally has been much more active than usual for the time of year. Brown goods have been bought well, transactions being fully equal to those for a long time back. Dress linens have sold freely.

ADVANCE IN COTTONS.

THE Montreal Cotton Co,, The Canadian Colored Cotton Co., and The Dominion Cotton Mills Co. intend to intend to increase the price of their products to an extent which will mean from 3½ to 8½ per cent., or, in some cases,10 per cent. to the retailer. As in other lines of merchandise, the high price of fuel has a good deal to do with the proposed advance. Especially in the printed cottons, where additional machinery is necessary, the cost of fuel has been a serious drawbaek to the prosperity of the manufacturer. The advance in the price of raw cotton, however, is the primary cause for the increase in that of the manufactured article.

In regard to the advance, R. R. Stevenson, of Stevenson, Blackader & Co., told a DRY GOODS REVIEW reporter that the Canadian manufacturers were also suffering on account of the condition of the English market. "The English manufacturers," he said, "have been in a bad way for some time. Their margin of profit has been growing smaller and smaller, and at present there are altogether too many spindles in Great Britain. The trouble with them is that the Southern States have taken their China trade, and they have no outlet for their product. In consequence, the Canadian market is being flooded with English goods, which are sold here below the cost of Canadian-made cottons, and in the face of a tariff of 16⅔ per cent. We have suffered from this dumping process before, when American manufacturers undertook it, but this is the first time that goods have come from England in any great quantity and sold here under cost. At present, there is a great deal of English-made goods coming into Canada, and it is of serious import to domestic manufactures. If it should continue our tariff of 16⅔ per cent. would be utterly useless to protect us against the invasion.

"Raw cotton is nearly 1c. per lb. higher than last year at this time, while we have advanced the price of our products very little. Of course the unusually high price of fuel has much to do with the cost of production. The Dominion Cotton Mills Co., which we represent, uses more than 40,000 tons per annum for motive power, heating and printing, and that does not include the power used to drive the Hochelaga and Ste. Anne's mill, which is partially furnished by The Montreal Light, Heat and Power Co. In the dyeing business at Valleyfield about 18,000 tons of coal a year is used, water being the motive power. So taking all things intoconsideration, it is hardly possible to continue on old prices.

"We have sent the trade a circular which explains the condition of the market about as well as it can be done." The circular is as follows:

There is a large quantity of cotton in this last crop only fit for making rope, and the coarser makes of goods.

Mannfacturers of medium and fine goods all over the world are finding it hard to se.ure the requisite quantity of raw material for their needs.

The visible supply of American cotton this week, including all the cotton only fit for coarse cloths, is 3,966,000 bales against 4,500,000 same week last year, leaving a deficit of 500,000 bales.

We have written to you in this way as we find a number of customers are guided by newspaper quotations on cotton which is only in the air and used principally for gambling purposes.

There have been already advances in various lines of cotton goods and in a short time you may expect a further move in the same direction.

Mr. Stevenson stated that only a very small margin of profit per yard would make a mill pay, while just as small a loss would be disastrous. For instance, ⅜c. per yard, an increase of about 1c. on the cotton in an ordinary shirt, would mean a dividend to the company of about 6 per cent., while without it the company would suffer a loss of 6 per cent.

The cottonmen intend to raise prices from ⅛c. to ½c. per yard, or 2½ to 7½ per cent.

A few illustrations from the Headwear House that Sets the Pace.



"Knox Hats are Sellers"

THE KNOX MFG. CO.,

48 and 50 WELLINGTON ST. EAST.
TORONTO.

J. W. PENNOCK

MILLINERY

You are invited to attend our Spring Millinery Openings and inspect our display of Millinery Novelties and Trimmed Hats.

Date of Openings will be announced later.

J. W. PENNOCK & COMPANY, 44 Yonge Street, Toronto

NOTIONS, FANCY GOODS, SMALLWARES.

BUSINESS with the fancygoodsmen is beginning to pick up again after the reaction following the holiday season, and orders for spring are coming in nicely. The smallware departments of the wholesale houses appear to be the busiest of all the sections just at present. They are all well stocked, and the ranges of goods shown display novelty and good value.

* * *

A new idea in men's belts is bound to be well received wherever it is introduced. Every man who wears a belt in summer knows how it is constantly being turned around and the buckle displaced from its proper position. It is to relieve this disadvantage that a catch is fastened underneath the buckle, which attaches to the fly-front of the trousers, holding the belt in its proper position.

* * *

Seal and walrus are to be the most fashionable leathers for Summer, the seal in black, the walrus in grey and black. The novelties are golden seal and onyx calf. Golden seal is rough bordered seal, the indentation being black, and the raised portions a rich burnished gold, Onyx calf is a smooth, glazed calf.

* * *

Galloons and lace galloons are having a big run at present. There is also a considerable demand for lawns, organdies, muslins and such like goods. The prices of all the lines are reported to be on the up grade, and it is doubtful if repeat orders can be issued at the prices now current. This advance in price is shared by all departments of the smallware business just as much as in the staple departments. The shortage of labor and the higher prices of all kinds of raw materials render an advance absolutely necessary.

* * *

The prime novelty in leather goods is the "Nitsuki" bag, which New York dealers expect will have a tremendous sale. The bag combines the good points of both the chatelaine and the wrist-bag. It closes either with a flap or a snap catch. It is suspended by a chain, ending in a large round or oval ornament. The ornament is carried in the hand, the chain passing between the fingers, or the ornament may be slipped beneath the belt.

* * *

Owing to the frequency of deaths from the accidental drinking of poison, an ingenuous individual has invented a device to prevent the mistake being made. The device consists of a grinning scarlet skull pierced by a stout pin and affixed to a little brass chain ending in a rubber ring. The skull is fastened to the cork and the rubber band put over the next of the bottle. Thes kull gets in its fine work whenever any person removes the cork.

* * *

The "Two-in-One" suspender, recently introduced on the market, has as its main feature what is known as a whiffletree attachment at the back. This enables the suspender to conform with every movement of the body, giving ease and comfort to the wearer. Another feature is the cast-off both at the front and rear of the suspender. These cast-offs can be removed and by adjustment the suspender can be used as a belt.

& COMPANY

MILLINERY

We intend going out of some lines of Millinery we now handle. There will be many things sold far below value. We will show a special line of Trimmed Hats at very moderate prices.

J. W. PENNOCK & COMPANY, 44 Yonge Street, **Toronto**



A Course in Advertising by Mail for

One Dollar

The most practical instruction possible to receive may be had by reading each issue of Impressions regularly. Live articles by the very best authorities. One dollar a year.

The Print Shop
St. Catharines, Ontario



Take One, Please!

Of the Buyers who are soon to visit New York, those who call on us regularly need no special invitation to see our Spring Display of Pattern Hats, and the charming array of styles in untrimmed hats for Ladies and Misses which we are offering. They are expected, and are welcome.

To others, such an invitation is herewith offered. The reputation of our Exhibit in these and other lines is a guarantee that your time spent in looking through—is well spent.

Opening February 10, 11, 12 and succeeding Tuesdays.

HILL BROTHERS,
Millinery Goods
707-709 Broadway, - NEW YORK.

THE WORLD OF FINANCE

Some of its Features.

TEN new branch banks have been opened in Canada since January 1. The Union Bank has new branches at Didsbury, Fort Saskatchewan and Lims-len, in the Northwest Territories; the Metropolitan Bank at Brockville, Brussels and Milton, in Ontario; the Royal Bank at Caraquet, N.B.; the Sovereign Bank at Havelock, Ont.; the Bank of British North America at Fenelon Falls, Ont., and the Dominion Bank at Madoc, Ont.

* * *

Bradstreet's summary of failures for 1902 show that there have been 20.6 per cent. fewer failures and 27 per cent. less liabilities in 1902 than in 1901. Lack of capital is the predominating cause of failure, 134 of the total 1,095 being due to this. In spite of the great talk of the fever of speculation during 1902 only seven failures are traced to this cause, against eight last year and 10 in 1900. The excess of liabilities, too, are only $193,000, while in 1901 they were $213,000, and in 1900, $227,000.

* * *

Last year 256 limited liability companies were organized in Scotland with a total capital of £7,762,220, as against 202 companies in 1901 with a capital of £5,512,142. Of the companies registered last year, 60 per cent. were private concerns, i.e., the shares were not offered to the public. In 1902 the percentage was more than 70. The iron and steel trades, with 33 new companies, head the list in number. Chemical and oil companies, although only two in number, have the heaviest capital, which amounts to one-fifth of the total capital. The public are just as eager as ever to put faith in gold mines, and last year almost £1,000,000 were risked. In educational, theatrical and musical companies, about £175,000 was invested.

* * *

The tedious work of auditing the books of the British Columbian Packers' Association is in progress. Fifty separate sets of books have to be examined, but Mr. Helliwell, the auditor, hopes to have it completed some time during the month of February. It is expected, according to a statement issued by AEmilius Jarvis & Co., that a dividend of 7 per cent. will be declared on the preferred stock and yet leave a good balance to the credit of the company. On account of the shortness of the run and the anticipated advance in prices, the company's agents in England have been ordered to stop selling.

* * *

For the past week Canadian-stock markets have been very quiet, but no cause for alarm is discernable. Money is easier on account of the large exports of cereals and the buying of American stock in London. By this means our foreign obligations have been considerably reduced, but until the reduction is greater, AEmilius Jarvis & Co., think that the banks will discourage speculation.

* * *

In the banks the only items of interest are the favorable aspect of Bank of Ottawa stock, which is selling around 225, due to the new issue of stock, and the statement of the Metropolitan Bank, after six weeks of business. This statement shows a profit of $1,696.66, after the payment of all expenses in connection with the organization of the bank and its management.

The strike of a second oil gusher in the Raleigh, Ont., oil fields has renewed the interest in drilling operations and is being made the most of by oil-company promoters. This second well is reported to have been so rich that when oil was reached it spouted nearly 60 feet, and with such force that the well could not be capped for half an hour. This is interesting, but it should also be remembered that the Gurd gusher started its career with a similar outburst, but has greatly moderated its force since. Moreover, since it was found, thousands of dollars have been sunk in speculative drilling, and the field has been almost abandoned by experts. It is believed now that there are several pools of oil in the district and that two of these have been struck. Whether they will yield anything like enough to pay for the money spent in drilling operations or not is as yet a question. The man who invests in an oil company is taking a long chance.

* * *

The Toronto branch of the Royal Bank of Canada, under the local management of W. F. Brock, was opened for business on February 2.

* * *

A branch of the Union Bank of Canada has been established at Baldur, Man.

* * *

A very satisfactory report was placed before the shareholders of the Metropolitan Bank at the first annual meeting of this institution. Besides the payment of all organization expenses, there remained a very creditable balance to the good. Two new branches are shortly to be opened in Toronto, as also one in Montreal and one in Petrolea. Their prospected new building, for head offices, to be located on the corner of King and Jordan streets, Toronto, promises to be an imposing piece of architecture.

* * *

We are very glad to learn that A. E. Jarvis has greatly improved in health and every thing points to his speedy and complete recovery.

* * *

The Bank of Toronto is opening a new branch in the Board of Trade Building, Montreal. The offices are rapidly approaching completion and will open for business about the beginning of March.

FACILITATING SAVINGS.

UNDER new regulations recently adopted to govern the savings department of The Canada Permanent and Western Canada Mortgage Corporation, the facilities afforded its depositors have been greatly increased, and deposits may now be made and money withdrawn as may be desired according to the most modern methods. To enable all classes to avail themselves of the facilities and to encourage the savings of small sums, the company receives deposits of $1 and upwards. Interest at 3½ per cent. is paid twice a year, or, if not withdrawn by the depositor, is added to the account, and bears interest at the same rate. In its thoroughly modern and well-equipped offices on To-

ronto street is a trained and courteous staff of officers, and depositors who visit the office in person are assured of having their business transacted expeditiously and to their entire satisfaction. For the convenience of its lady customers a special writing room has been comfortably fitted up for their sole use. Every facility is also afforded those at a distance from the office for making deposits or withdrawing either interest or principal by mail. The company has a paid up capital of $6,000,000, a reserve fund amounting to $1,500,000 and assetsexceeding $23,000,000. It stands, therefore, in the front rank of our strong financial institutions

AMERICAN CAPITAL IN CANADIAN BANK STOCK.

By J. R. Foster, U.S. Consul at Halifax

ANOTHER notable instance of the disposition of American capitalists to invest in Canadian enterprises is shown in an offer on the part of an American syndicate to take 5,000 shares of the stock of the Royal Bank of Canada at $250 per share.

The syndicate is composed of some of the most prominent bankers and capitalists in New York and Chicago. The price offered is much in excess of the present market value of the stock, which has recently been quoted at about $185 per share.

The directors of the bank have accepted the offer, subject to the approval of the shareholders. If the sale is approved, new stock will be issued to the members of the syndicate, the bank having been authorized at the last session of Parliament to issue $1,000,000 of new stock.

According to the report of the Canadian Government on October 31, 1902, the total assets of the Royal Bank of Canada amounted to $20,216,961; the present capital stock, fully paid, is $2,000,000, and the surplus $1,700,000. The bank now has a branch office or agency in New York City, and the management expects to soon open an office in Chicago. The remaining $500,000 of unissued authorized capital stock will be offered to the shareholders pro rata, presumably at an early date.

The Royal Bank of Canada was, until about two years ago, known as the Merchants Bank of Halifax. The name was then changed to prevent confusion with the Merchants Bank of Canada, which has its head office in Montreal.

WESTERN ASSURANCE COMPANY. Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital Subscribed - $2,000,000.00
Capital Paid Up - 1,000,000.00
Assets, over - - 2,320,000.00
Annual Income - 2,300,000.00

HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

POINTER FOR BUSY MEN

A SHORT TALK BY LONG DISTANCE TELEPHONE OFTEN SAVES A LONG WAIT. TRY IT.

The Bell Telephone Co. of Canada

FIRE AND BURGLAR-PROOF SAFES.

Great fires often cause ruination. Protect against what may come by buying a

CARY Fireproof Safe.

We are the only importers and dealers in Canada of the celebrated world-famous **Cary** Safes. The only safe sold in Canada where the filling is warranted not to depreciate; being a dry filling, will last a life time. No refilling required when you buy a **Cary** safe. See our seven flanged, double underlocking, tongue and grooved door with asbestos packing, making them water and air tight. See our latest improved up-to date Safes before buying. Catalogues and prices sent on application. Money saved by consulting

Ford & Featherstone,

IMPORTERS AND DEALERS,

10 John St., North, - HAMILTON, ONT.

ESTABLISHED 1855
TAYLOR'S
DOUBLE TONGUE & GROOVE
SAFES
145 & 147 FRONT ST. EAST. TORONTO.

THE TIME TO INSURE IS

NOW

While you are WELL, STRONG and INSURABLE.

THE

Confederation Life

ASSOCIATION issues policies on all approved plans of Insurance, and is a prosperous and progressive Canadian Company.

PROTECTION FOR YOUR FAMILY.
PROFITABLE INVESTMENT FOR YOURSELF.

Pamphlets and full information sent on application.

W. H. Beatty, Esq., PRESIDENT.

W. D. Matthews, Esq., Frederick Wyld, Esq., VICE-PRESIDENTS.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO.

Dr. Deimel Underwear
(LINEN-MESH)

SPRING AND SUMMER LINES NOW READY.

It is not a fad or a fancy. It is not an experiment. It is underwear that is made upon a common-sense principle—underwear that sells to the best class of trade —underwear that brings profit and prestige to the store that sells it.

The cleanliness, the comfort, the healthful qualities of Dr. Deimel Linen-Mesh Underwear are what make every wearer an enthusiast, who converts his friends.

Now is the time to place orders. Write for our terms.



This Label on every Garment.

THE DEIMEL LINEN-MESH CO.

2202 St. Catherine St.,

LONDON, E.C., ENG., 10, 11, 12 BREAD ST.

MONTREAL, CANADA.

Salem Waists

If you have not yet placed your order for heavy weave white waists, it is advisable that you should do so at once. Our samples contain a handsome assortment. Also solid embroidery effects.

We carry the highest grade waists made in Canada.

Manufactured by

THE SALEM COMPANY, Limited

323 ST. JAMES STREET,

P.S.—Mr. Stewart and Mr. LeMaistre have not severed their connection with this company.

MONTREAL.

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK

A WRITER in a recent number of a Toronto evening journal had occasion in his wanderings after novelty to make an attack on the garb in which the city's numerous statues are clothed. He took as his first text the monument to Sir John A. Macdonald, which looks serenely down University avenue from its pedestal in Queen's Park. Sir John's frock coat, he asserted, was quite noticeably out-of-date. The style of the garment in which the old chieftain is doomed to appear to the eyes of future generations was that of many years ago. It is naturally absurd to suppose that the apparel of a statue can be made to correspond to the prevailing style of each succeeding decade, and the writer of the article realizes this. But still, he considers that the invention of some plan to keep the statue up-to-date is quite possible. He suggests that some scheme might be devised by means of which coats might be made to slip on and off of statues. That being the case, what more simple than to have the statue fitted up, say, every five or ten years, with a completely new outfit of clothes.

* * *

Every now and then clothing journals make a run on certain individuals, usually English noblemen, and describe down to the minutest detail every foible and fancy as regards dress, that they may indulge in. The latest victim is the young Marquis of Anglesey, who has been dubbed the "Very Last Dandy." According to accounts, the youthful Marquis has a mania for small jewellery in the way of studs, cravat pins, links, rings and such like fripery. Though it is claimed that during one of the Marquis' peregrinations last year a hotel thief got away with about £70,000 worth of these choice little articles, he was not in the least discommoded, for the remainder of his possessions in this line more than made up for what he lost. In his ancestral castle at Anglesey, he keeps a most redoubtable wardrobe, with the contents of which he daily astonishes the natives. To take care of this extensive establishment he employs three valets. Number one has exclusive charge of his grace's cravats, jewels, and walking sticks. Number two superintends his linen supply and his dress clothes, while Number Three is intrusted with the care of the remainder of his wardrobe.

* * *

A New York house has invented a new form of string tie, which one wonders no one ever thought of before. Apart from the difficulties actually encountered in tying string ties in their ordinary form, there are many disadvantages connected with their use, both as regards wear and tear and appearance. All these troubles the new patent is calculated to obviate. To describe the tie without having an illustration to refer to is by no means simple. Practically, the tie adopts the same contrivance as the collar and buttons on to the same button in front. The patent is applied to all string ties and Ascots. The sole disadvantage that the scheme possesses is that it will be necessary to have all ties properly sized to the corresponding collar. Whether this will act against the success of the innovation is matter of doubt. There are certain ties at present, which are made up in an assortment of sizes—dress ties, for instance—and it does not seem unreasonable to suppose that this button tie will receive acceptance from the public. It must not be understood that these ties are made up. Far from it. They are to be tied by the purchaser, and the button scheme aims at making the process of tying simpler and easier. Such people as find it always a nuisance to make a respectable tie, will hail the event of the new scheme with delight.

* * *

They say that the gentlemen of ten years ago, if set down in a fashionable thoroughfare to-day, need feel no inconvenience whatever from a sense of wearing old fashioned clothes. Whether this is true or not is not for us to say. We are inclined to believe that the gentleman, if at all self conscious, would pretty soon feel that he was in different company and would hasten to hide himself from view. To be serious, however, there has been no very vital change in a man's apparel for a good many years. Looking back over, say, a period of ten years, the changes from season to season have been so small and so retroactive, as to make up in their entirety, no very considerable difference. The top hat, the dress coat, the frock coat and even the trousers are to all intents and purposes the same general articles of clothing they were ten years back. The hat may exhibit a slightly different bell in the crown, the dress coat may be cut without certain features that marked its predecessor, and the frock may differ in style by a few degrees, but the alterations are only visible to experts, or to those who pay particular attention to the dress question. The natural conclusion to be drawn from this discovery, if discovery it may be called, is that mankind is fairly well satisfied with its present fashions.

CURRENT STYLES IN NEW YORK.

Office of "The Dry Goods Review,"
New York Life Building, January 28, 1903.

WINTER, with its rounds of theatre, balls, At-Homes and healthy outdoor sports is now in full swing with us. In my last letter I directed attention principally to formal dress at indoor functions. This time I shall try to complete or rather supplement what I then wrote by paying some heed to what is being worn by those who indulge in skating and other Winter amusements of that nature. Some may imagine that fasnion can scarcely dictate what these people ought to wear, believing that, in the pursuit of outdoor sports, they are untrammeled by the requirements of any style. But this is a mistake. The sportsman here is just about as much held down by style out of doors as he would be in the swellest drawing-room.

DRESS FOR SKATING.

To begin with, the best taste at present frowns on the use of knickerbockers at the city rinks. While knickerbockers cannot be said to be out of style, there is an undoubted tendency on the part of good dressers to relegate them as much as possible into the background. It is probably because the cheap swell persists in wearing them to the rinks that the man of fashion has discarded them for skating wear. Instead, he appears in a sack suit with the long trousers. The costume possesses one great advantage, which justifies its use. It enables the wearer to put on almost any kind of headwear, and consequently puts him at his ease when going to or from the rink in public conveyances. With knickerbockers, on the other hand, he would feel constrained to appear in a cap, and many men object to wearing caps thus in public.

THE CUT OF KNICKERBOCKERS

As remarked, however, knickerbockers have by no means disappeared from the man of fashion's wardrobe. They are still to be found there, differing in style to a considerable extent from the standard of a few years back, but still essentially the same old article of apparel. The style with which we became familiar some years ago possessed a characteristic tightness at the knee, making the knickers resemble riding breeches to a certain extent The present style exhibits a decided fulness from the band down to the extensions, and there are no vents or slits in the material over the knees. The cloth does not hang over the extensions in a roll, as was the case many years ago, but swells out from them in somewhat of a balloon shape, giving plenty of play and room for the knees. The extensions are occasionally to be seen made of the same material as the knickers, but it is considered smarter to have them made of light colored boxcloth and the buttons of light-colored bone or horn. These should be placed directly in front. The materials are still the rough Scotch and English tweeds and homespuns.

KNICKER STOCKINGS.

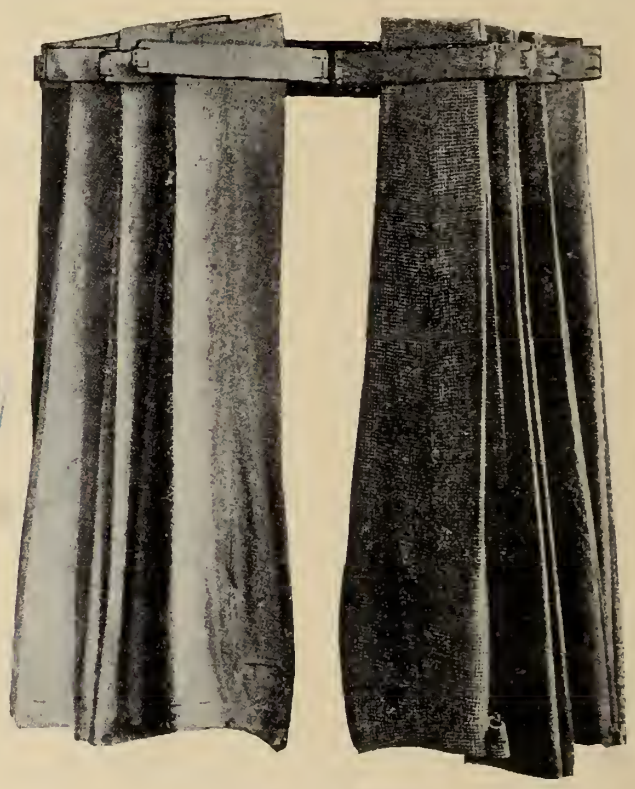
The style in stockings to accompany the knickerbockers is at present rather modified. The loudness in checks, diamonds and plaids, so common when knickers had their memorable run, has disappeared and given place to much less striking weaves, designs and colorings. A variety that receives the commendation of careful dressers is a dark red and brown mixture with heavily-ribbed top. Stockings like these are worn under long trousers for skating purposes. They thus serve a double use most conveniently, being equally serviceable for wear with or without knickers.

SWEATER OR JACKET

For skating, either a high-neck sweater or a Norfolk jacket is recommended. In the sweater, the wool should be exceedingly soft and should combine lightness of weight with great warmth. The weave should match that of the stockings as much as possible. The Norfolk jacket should be of heavy tweed or homespun. A very neat cut is one with both front and back boxplaited, with belt running all the way around, with patched pockets and with buttoned flaps on the sides and buttoned tabs on the sleeves.

CONVENIENT TROUSER HANGER.

For trousers there are several patent hangers in the market, all with strong points in their favor. One that is recommended as being probably the best is known as the "Irresistible Innovation." This consists of a piece of wood about 14 in. long from which eight movable arms project. Each arm has a contrivance for catching the bottoms of the trousers. The hanger is fastened to the wall or door



Innovation Trousers Hanger.

of the closet, and eight pairs of trousers can very conveniently be compressed into a space of 6 in. When any particular pair is to be removed, the arms are swung around until the desired one is reached, when the trousers are removed from the clamp.

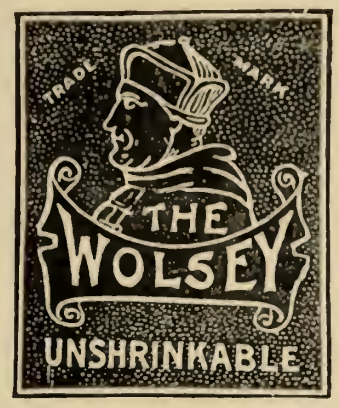
WINTER NECKWEAR.

Neckwear this Winter exhibits several changes of some importance. The narrow four-in-hand and the small tight knot have passed out of the realm of fashionable wear. The correct thing is now a four-in-hand of from 2 to 2½-in. in breadth. Combinations of black and white and pearl grey silks are the particular choice of the man of fashion as regards color. Some deep purples and dark red and blacks are worn considerably. Blues and greens are not as popular as they were a few years ago. The bow tie is being very little worn by smartly-dressed men. Between the ord-

"WOLSEY"

The Best Unshrinkable Underwear In the World

FOR MEN, WOMEN AND CHILDREN.



BEST IN EVERY WAY

Make, Fit, Style and Price.

Every garment bears this trade Mark, without which none are genuine.

Every Single Garment Guaranteed Positively Unshrinkable.

May be had from Leading Wholesale Houses.

Established 1867. Incorporated 1897.

TRADE MARK tape-woven across the ends of each piece.

OXFORD TWEEDS

The Celebrated

Oxford Tweeds

can be had from all the principal wholesale dry goods and woollen houses in Canada.

Ask your wholesale clothier for garments made from the Celebrated **Oxford Tweeds.**

FRANK W. NELLES, MONTREAL } SELLING AGENT FOR P.Q.

NISBET & AULD, TORONTO } FOR TORONTO AND WEST.

Oxford Manufacturing Co. Limited

OXFORD, NOVA SCOTIA.

DOMINION SUSPENDER CO.

NIAGARA FALLS

MAKERS OF

Trade D Mark

SUSPENDERS

GUARANTEED

NIAGARA NECKWEAR Co LIMITED

NIAGARA FALLS



MAKERS OF

AMERICAN STYLES OF NECKWEAR

inary Ascot and the onecover there is little to choose, though the Ascot may possibly be a trifle the better style.

GLOVES.

The current novelty in gloves is the canary-colored glove in kid and chamois. These are worn with business dress. For wear in coldest weather there are the Ringwood gloves and the hand sewn dogskin gloves. Evening-dress gloves exhibit no changes, the cream white with a single large pearl button being the favorite. Formal day wear still clings to the grey suede glove. Embroidered backs, however, are out of style, and instead are to be seen needle or imperial points.

COLLARS AND SHIRTS.

Turning to collars and shirts, the notable feature is the tenacity with which the fold collar clings to its position of pre-eminence. In spite of the most strenuous efforts on the part of those who attempted a general revival of the wing collar, they have at length been forced to acknowledge defeat. The wing collar only interested the most select dresser. The tendency in wings is at present towards smaller wings and less opening. The round-point wings are becoming popular and have been gaining ground. In shirts, there is a rather notable reversion towards a more brilliant coloring. The designs are still neat, but they are now brighter. Such stripes as are being shown are small and well separated.

CARE OF DRESS.

Recently a New York fashion paper paid some attention to the subject of the care of dress, and collected some useful information about ways and means of keeping clothing in good condition. This is a subject which appeals even more forcibly to the man who spends only a moderate sum on dress, than it does to the man who indulges every foible. The great necessity in the care of clothes is to have them always carefully brushed. Every time a suit is taken off it should be brushed. Light-colored clothes must not be permitted to deceive their owner. Dust does not show to any extent on them, but it is there just as much as it is in the darker-hued clothes. If this dust is allowed to accumulate in the texture of the cloth, in time it will give it a dingy, rusty appearance. For rough and hard cloths nothing is better to remove the dust than a whisk. For soft materials, like silk, satin and velvet, a soft brush is necessary. When dust has had a chance to gather it can best be removed by first beating the cloth with a flat stick or ruler, and then brushing it out thoroughly.

HAT CASES.

Nowadays hats are put away in cases and small trunks that are capable of containing half-a dozen hats or caps of all sizes, and keeping them in place and free from dust. A specially advantageous design is about 24 in. in length, 11 in. broad and 15 in. high, constructed to hold a silk hat, opera hat, two derbies, straw, soft felt and several caps. The opera hat should never be folded when put away. The silk invariably becomes creased if kept long in this condition. The silk hat should always rest on its crown, not on its brim. As for the derby, the recommendation is to see that it is brushed at least once a day.

INNOVATION CLOTHESHANGER.

For hanging clothes, the "Innovation" hanger, now in pretty general use, appears to be the most convenient design. This consists of a steel bar 9 in. long, with a set of graduated hangers and automatic-friction clutch in the shape of a T square, which, when closed, presses gently against the backs of the coats and holds them in place. The end of the bar is screwed to the wall and three sets of graduated hangers may be hung on it in small compass. When a coat is to be removed, the clutch is released and the desired hanger taken from the bar.

"BEAU BRUMMELL."

CATALOGUES, BOOKLETS, ETC.

DOMINION OILCLOTH COMPANY.

THE calendar presented this year by The Dominion Oil Cloth Company, Limited, is large and striking. Unlike many calendars, prominence of the date sheet is not sacrificed to the advertisement. The figures are distinct, and therefore the calendar is useful for the office. The advertisement consists of a half-tone engraving of the factory, surrounded by a wreath of maple leaves in green and red. The background is a bright yellow and the firm's name appears in red with green shadings.

THE LARGEST CALENDAR.

The Dominion Oil Cloth Company, Limited, have issued perhaps the largest calendar of the year in Canada. It is strongly made and well designed. Above the month sheets there is an engraving showing a bird's-eye view of the company's works at the corner of St. Catherine and Parthenais streets, Montreal.

THE CORISTINE BUILDING.

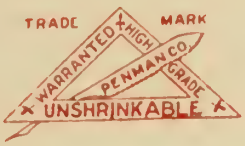
James Coristine & Co., Montreal, have issued a booklet showing the plan of the different floors in their new building. The engravings give a good idea of the immense size of the building, and should be of interest to anyone looking for offices or sample rooms. The booklet contains a map of the business section of Montreal, which shows the location of the warehouse; following it is a large half-tone engraving of the building, and, after a page of descriptive text, follow five plates showing the plan of each of the five floors. At the back a directory of the offices already occupied is given.

A MANUFACTURERS' AGENT.

E. H. TAAFFE, has resigned his position as representative of Tooke Bros., Limited, in Winnipeg, and commenced in business for himself as manufacturers' agent. He will open his office in Winnipeg in March. Mr. Taaffe has lived in Winnipeg for 23 years and has one of the best connections to be had in the West. Manufacturers, especially of men's furnishings or ladies' blouses, will make no mistake in placing their goods with Mr. Taaffe. He is able to furnish the best of references from both wholesalers and retailers.

A BRANCH IN QUEBEC.

ON account of the increased business they are doing in Quebec city, Frank & Bryce, Limited, Montreal, are opening a warehouse there, with a staff which will devote its attention exclusively to the firm's business. The firm has leased premises at 489 St. Valier street and placed J. M. Gillespie in charge. The new place will be open for business about the second week in this month. All of Frank & Bryce's lines of cotton, linen and silk threads will be carried in the Quebec warehouse as well as their boot and shoe laces.



Quality—Durability—Fit—Finish

FOUR IN ONE

Most Essential in Underwear.

FOUND ONLY IN

Penman's Pen-Angle Brands

EFFECTIVE WINDOW CARDS.

By Josephus.

PERSISTENCY brings success. That is the sole reason I am continuing these brief chats on the much-neglected subject of window cards month after month. Just as the results from advertising are not felt immediately, but come gradually and unconsciously, so the results of the persistent use of window cards will, in time, begin to be appreciated by those who make use of them.

* * *

Window cards do possess one advantage, however, over newspaper advertising. A merchant may go on for some time inserting clever advertisements in a paper, but it is likely to be a long time before these advertisements come to be regularly watched by the public. On the other hand, his first window card is just as likely to be noticed by as wide a constituency as any succeeding one, or, very nearly so. It will, therefore, be decidedly to his advantage to see that the very first window card he makes use of is as attractive and clever as it can possibly be made.

* * *

What to do with the old cards deserves some attention. If a merchant is making use of sevral cards a week, it becomes, in time, a drain on his purse to keep on supplying clean, new cards very frequently. One plan that is pursued by some is to make use of white paper and paste to cover up the used side of the card. If care is taken to spread the paste on evenly and to place the card under a weight for a time, practically a new card is secured, on which new wording can conveniently be inscribed.

* * *

Some merchants may be at some difficulty to know what to put on their cards. If they have not much creative ability in that line themselves, or have not access to some journal which supplies wording, that is no reason why they should dispense with window cards. Any person will tell them that a price card is to all intents and purposes alhow constructed. If the price itself is not definitely stated, most the equal of a more elaborately-worded card. (The price should be the basis of every card, no matter how constructed. If the price itself is not definitely stated, the card should at least refer to values in some way.) Any merchant should be capable of making out a price card, and if he can add a few words of explanation, so much the better.

* * *

Speaking generally of window dressing, the dealer should not be discouraged because his window is small. A few articles well arranged are often quite as effective as a window full of stuff. A large departmental store, known to the writer, makes use of comparatively small windows to great advantage. The addition of mirrors, of course, produces an optical delusion that make the windows seem much larger than they really are. Still, mirrors can be secured fairly easily, and a dealer with a small window might, with advantage make use of them to assist him in his window dressing.

* * *

Another point to beware of in constructing window cards is not to get too much into the way of using old and worn out phrases. "Cheapest and Best," "Terrible Slaughter," "Prices Smashed," "Best in the Market," etc., are all antiquated and meaningless. Nobody will be deceived by them for an instant.

TOP NOTCH CRAVATING.
The best that can be loomed ; ideas, color, design, all out of ordinary.
F. A. STEER & Co.

WHY BUY COAL
To keep warm when our underwear is cheaper ?

IF YOU HAVEN'T THOUGHT OF YOUR NEW SUIT BEFORE
It's time you did now. If you wait, you lose the chance of a complete stock from which to make your selections.

THE CLIMAX HAS BEEN REACHED
in hoisery manufacture. Men's half hose by the pair for the same price you would expect to pay for a single one usually. Only 25c. per pair.

OVERCOATS . . .
At underprice—we mean our prices are lower than others will charge you for the same qualities.

Never be afraid to come in and look at our stock any time and as often as you please.
E. HART.

IF YOU DON'T WANT TO BUY, DON'T; BUT LOOK.
E. HART.

ARE YOU THINKING?
We mean thinking about getting that new suit or overcoat.

HERE THEY ARE, GENTLEMEN!
The latest in overcoats.

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishings.

WE STOCK

ENGLISH FULL DRESS SHIRTS,

Cuffs or Bands, - $ 9 00 per doz.
Cuffs only, - - - 12 00 per doz.

Agents for "Magic" Clasp Garters and Hose Suspenders.

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLLEN UNDERWEAR, FLEECE SLIPPERS, Etc.

Dominion Agents for

Young & Rochester

Manufacturers,

LONDON, ENGLAND.

Spring 1903 Ranges Shirts and Shirtings

Anderson's Oxfords and Zephyrs.
Lateet Silk and Mercerised Stripes.

In SUMMER VESTS we can ensure perfect fit, and have the finest set of patterns brought into Canada.

Our full ranges for Fall Dressing Gowns, Smoking Jackets, etc., READY MARCH 1st.

Tress & Co.

High-class LONDON, Manufacturers,

HATS and CAPS

The "TRESS" Hat for Spring 1903 is now being shown.
For comfort with style, the "TRESS" Silk, cork-lined, is the correct Hat.

If not in Toronto write and arrange for our travellers to call.

Hine Parker & Co., Limited

HOSIERS AND SHIRTMAKERS

SPECIAL MAKES In all classes of HOSIERY and SHIRTS **London, England**

Men's Shirts and Drawers
" Half-Hose
" Knicker Hose
Cardigans, Sweaters, Jerseys
White and Colored Shirts and Tennis Shirts
Collars in all newest shapes
Women's and Children's Hosiery, Vests, Drawers and Combinations.

See our line before placing Fall orders.

REPRESENTATIVES FOR CANADA AND UNITED STATES

The British Import Co.

1 WEST WELLINGTON ST. (Corner Yonge) TORONTO

Wholesale . .

Headwear Merchants

THE R&M TRADE MARK

Letter Orders Solicited.

Office and Samplerooms :
185 St. James Street.

Warehouse :
12 Lemoine Street.

RATHBONE, McNEIL & CO., MONTREAL.

JOHN FISHER

SON & CO'Y,

WHOLESALE WOOLLENS

— AND —

Tailors' Trimmings

Cor. Victoria Sq. and St. James St.,

MONTREAL.

SAMPLE ROOMS: 158 Bay St., TORONTO.
101 and 103 St. Peter St., QUEBEC.

AS SEEN ON LONDON STREETS.

Office of "The Dry Goods Review,"
109 Fleet Street, E.C., London, January 25, 1903.

IF one were asked wherein this Winter's coats, both over and under, exhibited variations from their predecessors of last season, the reply would probably be "in their length." The tendency this Winter is towards increased length. For instance, the frock coat is now cut so that the skirts just cover the knee. This is probably an extension of 2-in. over the skirts to be seen during last Summer. The tails of the morning coat are not cut quite so long, reaching only to the bend of the knee. They are cut away a trifle more than has latterly been the rule. The correct length for the tails of the evening dress coat is just a trifle shorter than this. The skirts of the frock coat are still made full and cut to spread a little below the waist. The latter is made close-fitting and rather high. As regards color, the public seem to be tired of grey and are now only buying blacks or the new shades of blue. The latter are tending to become the favorite colors for coats.

* * *

The motorist has come to be an established personage in English society at present, and of necessity a regulation dress has been invented to better distinguish him. Our fashion papers here are full of descriptions and plates of motor coats and other motor accessories. As yet there is a considerable variety in the coats. Motoring has not become quite such a general pastime as to produce an exclusive style for those who would wear the correct dress. There are the bear coats, the leather coats, the oilskin coats, the box-cloth coats, the fur-lined coats and many others. A useful coat that seems to be a favorite is one of Irish tweed. It has deep pleats at both sides, providing sufficient body-fulness and preventing wrinkling at the back when the motorist takes his seat. The pleats likewise afford plenty of knee covering. The collar is large and is made to cover a good half of the face when turned up. The coat, though plain, is exceedingly serviceable.

* * *

As an addition to the motor coat there has been put on the market what is known as the "Drimosit" motor apron. To such motorists as have to drive much in cold, damp weather, the apron should prove a veritable boon. It is planned upon bifurcated lines, so that its disposal and arrangement never interfere with the steering of the car. The apron is completely wrapped around the driver from the back, and he thus sits upon the undivided part. From about 6 in. below the edge of the seat, the apron is separated into two parts, each of which terminates in a large overall boot. It can then be secured around the leg by a strap and button just above the ankle. The flap from the left side is passed over the knees to the right hip, whence a strap passes round the waist at the back and meets the flap from the right side of the apron. This flap is wide and completely covers the knees. The apron is made of box cloth, lined with camel fleece, though other materials are also employed.

* * *

Cravats are worn here of much the same make and style as for some time past. The rule that a coat with tails must have an Ascot, while a sack jacket is worn with a knot, still holds good. Another rule worth noting that prevails here is to the effect that on no account can a cravat pin be worn with the double collar and very seldom with a knot tie of any kind. An Ascot must of necessity have a pin to hold it in shape. A novelty in the way of an evening dress-bow, is the Parisian stock-bow. This is made of the very finest French cambric. It is simple in construction and easily manipulated. It is made in one long piece, about twice the length of the ordinary tie. In the centre there is a small stud-hole, which fits on over the front stud. The ends then pass around, cross each other at the back of the collar, and are tied into a bow in front. The cambric is very fine and the double thickness is not inconvenient. The ends are shaped for tieing into a butterfly bow. This shape is out-of-date in Paris, but still sells here. The correct shape is cut straight and square, broadening slightly towards the ends.

* * *

Some of London's best-dressed men have lately been giving a trial to the dress coat with square-ended tails. This revival of this old-fashioned style, however, does not seem to have given them much satisfaction, for it seems as if they had returned in great haste to a more modern style. One reason, perhaps, for their disapproval of the coat, was because the square tails were apt to turn out at the corners. The dress coat of the season has either a cloth collar with silk lapels, or collar and lapels both of silk. In both cases the silk of the lapels is brought to the edge. The skirts or tails are a little longer than usual, reaching a couple of inches below the knee. The sleeves are put in high at the shoulders and set with a slight tucking; the cuffs are, in many cases, turned up, and in all cases closely cut; and the waist of the coat is decidedly more shapely than was the case last season. The cloth waistcoat is double-breasted; the white waistcoat is the long-fronted kind, single-breasted, and with white enamel or mother-o'-pearl buttons. The trousers, which taper noticeably from the hips, and are close over the boot, have two very narrow lines of silk braiding down them, placed about half-an- inch apart. In regard to the wearing of grey evening dress, it is said that there are a few London men who had worn it for some years, though their example had not been followed. There seems absolutely no chance of its general adoption in this country.

* * *

The fiat has gone forth that men must narrow their waists and pad their hips. No man can consider himself perfectly dressed unless he has a nice slim waist. Mr. Vincent, president of the London Tailor and Cutter Association, says: "The nipping in of the waist and the padding of the hips will be most required when dress clothes or overcoats are worn. To a less degree the tendency is the same in all kinds of coats. Lounge jackets are being made with a seam down the back so as to closely encompass the waist. The top buttons of the frock coat are left unfastened. This appears to add to the slimness of the waist." The change from the style that has prevailed for some years is most decided. Then the waist was obliterated and clothes were made to fit straight and loosely. One thing to note is that the padding must be confined to the hips. None must appear on the shoulders. Slimness must be aimed at all around. As to whether this style will be adopted, it is difficult to say. Many writers on fashions are inclined to think that it is all ridiculous and that the prevailing styles will not be altered.

J. W. K.

SHIRTS AND COLLARS

INTEREST in the collar branch of men's furnishings centres mainly around the position of wing and fold collars. The straight single band collar is always in the merchant's eye and at this season particularly, when it is worn almost exclusively with evening dress. "Almost," is a necessary adverb, for there are some well dressed men who have appeared wearing wing collars with evening dress, and others, who never forsake the old turn down, no matter what the occasion. The straight standing collar is selling in a variety of forms; even a limited demand is felt for the overlapping style.

* * *

But the struggle for first place lies between the wing and fold collars. The latter has never retired from the top notch, as far as the young men's trade is concerned; but with the older and, perhaps, the really best dressed man, the wing collar came as a boon which he quickly took up and has made a success of. With most of the largest city furnishers, who cater to the finest trade in their locality, the wing collar is given the most prominent place. Medium sized wings are shown as a rule, and in some quarters, the smaller are best liked. Some English makes on the market have quite large wings, but it is not stated that they have met with any degree of success.

* * *

Both round and square points are shown in the fold collar. If there is a preference it is, perhaps, in favor of the former, provided that the points are not too rounded. The extreme heights of last Winter are not as well liked at present. Some of the fold collars which have sold well run as low as 2 in.

* * *

A good deal is expected of the wing collar during the coming Spring. Sales have gradually increased after the first objections to its return to the market, until now it is one of the strong features of the collar trade; and for Spring, 1903, retailers should be able to dispose of fair-sized quantities of this collar.

* * *

Last Summer when the very low fold collars were introduced on the market for hot weather wear, one result of its appearance was that a few inquiries were received for the long-forgotten, old-style turndown which the man who follows the fashions had considered dead for years. But like the first Christian martyrs, hiding in the catacombs of Rome, it still existed in obscure and lonely places—around the necks of small boys, fat men and others, who from choice of necessity, ignored fashion's changes. Remembrances of this long lost friend brought up dreams of very comfortable necks, and some young men of fashion adopted it for Summer wear. A general resurrection was spoken of, but this is not likely to occur for a time yet. It is thought, however, by more than one good authority that some demand for these collars will be felt later on, and that even the low fold collar will be affected by it. Retailers are in a better position to pass judgment on this than anyone else. For our part, we do not believe that there will be much more than the ordinary trade done in this style of collar.

* * *

When one recalls the unusually cold and wet weather which characterized the Summer season of 1902 throughout the Dominion, it is not a little surprising to learn that the movement in negligee shirts is fairly satisfactory. But such appears to be the case. Of course, there are many retailers who have been unable to dispose of much of their last Spring's purchases, and considered that their goods will do fairly well for the coming Summer. In the case of the later patterns and colors this is likely so.

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But while last Summer was a hard one on negligee shirts, a great portion of the retail stocks were disposed of at late Summer sales, and the dealers who were thus fortunate have been liberal in their orders for 1903. Speaking in a general way the designs for Summer are not materially different to those shown toward the close of the past season. Small spots or figures, in combination with hairline stripes or squares, narrow stripes composed of the tiniest dots, and other designs in which neat effects and delicate treatments prevail, will be the rule of the coming Summer.

* * *

A good proportion of the shirts shown still have the grey grounds with black patterns and other such very quiet designs; but in the higher priced goods brighter colors are shown. These do not include reds, either ox-bloods or lighter shades, except here and there where a narrow line stripe in this color is shown. But there are more tans shown and also some greens, blues and browns. Combinations of these colors in group stripes are frequent and result in attractive patterns, rather pronounced in some cases, but never what could be termed loud. A noticeable feature, to which we have before directed attention, is the liberal use of white space, and the tendency is more and more in this direction.

* * *

Indications are that a return to flannel negligees will be noticed in the Spring. The best trade have favored flannels, and though past experience reminds an interesting wearer that their tendency to shrink in laundering was a very objectionable feature, it is yet expected that this will be overlooked in the new goods.

* * *

White shirts are selling very well; better, in fact than they have for some time. The demand for dress shirts, of course, is now on, and the leading furnishers report business excellent. It is so long since the white shirt has been the leading feature, that no surprise would be called for if it were taken up by the finest trade in preference to anything with color.

* * *

The fad for embroidered monograms on sleeves and bodies of shirts has grown to such proportions that arrangements are being made by specialists to have their ready made shirts embroidered to order.

Wing collars are in fair demand, though their threatened ousting of fold collars from the market has not amounted to anything. The popular shapes show a return to the small tab and narrow stitching. In fold collars the round corners are the favorites. The best-selling shape in New York is said to meet close at the top and spread out like a V at the bottom. Popular heights are from 2 to 2¼ in.

CANADIAN VS. AUSTRIAN COLLARS.

Editor "Dry Goods Review":

Dear Sir,—I was very much surprised to read in your January issue under the heading of the "Domestic versus Foreign" collars, that you particularly pointed out the inferior quality of the Austrian collars against the Canadian. The inquiries in "The Dry Goods Review" are certainly incorrect and misleading to those not acquainted with the general merits of the Austrian-made collar.

In the first place, you state that four years ago there was a brand of Austrian collars brought into this market; this is not so, as it is over 10 years since we have been selling Austrian collars, and the sale of these goods has increased each year.

The wearing qualities are such that we never lose a customer. In fact, we have many letters from our customers stating that since they are handling our goods their trade has more than doubled. These goods have become so popular that it is hardly fair to the readers of your valuable paper that the article should pass unanswered. I think that it would have been only fair on the part of the editors of your paper to have investigated both sides of the question before publishing the article in question. You have at times admitted that the Austrian goods have many good points in their favor, of beautiful finish and the superior buttonholes. The reason why so many manufacturers in this country do not wish to make the buttonhole, is simply the amount of time it takes and the enormous amount of handwork.

You ask why it is there are so many foreign makes of collars in this country in view that all the Canadian manufacturers can deliver very promptly and have an article of equal value, if not superior. It would seem strange to me that with all the advantages claimed by the Canadian manufacturers, that there should be Austrian and American and English collars brought into the country. I am of opinion that if the foreign collars were not superior in their make the merchants all over the Dominion would not purchase regularly, from year to year the imported article.

The writer is prepared to give to any charitable institution, either in Montreal or Toronto, the sum of $100 if any Canadian manufacturer can prove that their make will outwear our "M. J. & L." quality. I would suggest that one dozen collars of our manufacture be put through the laundry as many times as the Canadian make, and have experts make a satisfactory test. If the Canadian manufacturer has to use all sorts of unfair argument in favor of his collars, competition of this sort will never harm the imported article, which possesses superior qualities.

I trust this information may be the means of placing the matter in its correct light.

J. A. JACOBS,
Manager Canadian Underwear Co.

Montreal, January 30, 1903.

IS THERE ANY AMALGAMATION?

From The Montreal Herald.

NEGOTIATIONS have just been completed for the consolidation of three big companies engaged in the manufacture of shirts and collars in this city.

The companies are Tooke Brothers, Limited., A. H. Sims & Co., and The Standard Shirt Co., Limited. With these companies are The Colonial Bleaching and Printing Co., Limited.

Rumors that the organization of a new company was going on were corroborated to-day from many sources, though the principals concerned refused to discuss the matter.

The new company will establish a new factory at Shawenegan Falls, where it will manufacture its own cotton and prints. An issue of bonds and preferred stock will in a few days be made to the public. The proceeds of the sale of bonds and preferred stock will be used to a certain extent in the erection of the cotton factory. The firms interested in the new amalgamation would, it is said, accept common stock in payment for their interests.

The factory would manufacture cottons—especially prints—not at present on the Canadian market—to supply them as raw material for use by the new company in the manufacture of its shirts and other lines.

At the present time various lines of printed goods must of necessity be imported from the United States, for the simple reason that they are not manufactured in Canada. The installation of proper machinery and the saving of duties and other manufacturers' profits, it is calculated would result in profits to the new company.

A representative of "The Review" could secure no statement from the firms concerned beyond that what appeared in the daily newspapers was printed without authority and that there was no foundation for the report.

NECKWEAR AND MUFFLERS.

IN the men's furnishing trade there is no line of goods which permits of more peculiar innovations than neckwear. The latest peculiarity in this is a string tie that buttons on the collar; two small tabs under the tie do the work. This tie is made in lengths to suit the size of different collars, so that the buttonholes on the tabs meet in the proper place to catch the collar button. This has been patented in the United States. It has the advantage that the tie is always kept in place—providing that one can first button it, which is likely to be a difficult operation.

In staple shapes, the demand for the folded square has been good among the best trade. There has been a good demand for these in white silk, in which they are favorites for such special occasions as day weddings.

Some new shades in heliotrope, pearl, peach, pale blue and lavender have received a good deal of attention, and grey shades are still good. Some large retailers made a special display of green ties, solid greens and green grounds with black figures.

The figures are mainly small on the ordinary forms of neckwear. On some of the large shapes, however, some figures of good size are shown and some pronounced effects in allover patterns.

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Polka dots are reported to be in somewhat better demand this season. Small dots, about the size of pinheads, spaced ¼ in. apart, are preferred. The big demand, however, calls for plain or fancy stripes. In string ties, the graduated club is likely to supersede the batwing in popular favor. The great bulk of bookings for four in hands are for 2¼ and 2⅜ in. widths. De Joinville are not selling very well.

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A hit has been made in New York, it is said, by the introduction of a new neckwear weave of silk grenadine with braided edge. This fabric, being very sheer, is particularly adapted for Summer cravatings, though it is also being ordered quite freely for Spring delivery. It comes in 20 different color combinations.

HOSIERY, UNDERWEAR AND KNIT GOODS.

BUSINESS in Summer underwear has not been marked by any particular activity as yet, but there is an optimistic feeling on the part of manufacturers and jobbers who look for a good trade in the lighter grades later on.

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The movement in woollen and other heavy garments during the Winter months has been all that could be desired. The feeling on the market is firm all around. Prices of wool are by no means likely to go lower for some months, in view of conditions in the producing markets, and there is no inclination whatever to shade prices. Prices on fleece goods are accordingly also strong.

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Fleeced-lined undergarments are moving satisfactorily, although these goods do not meet with the extensive demand which greeted them on their first appearance. Still, they are a staple line, and are likely to remain long on the market, notwithstanding predictions to the contrary.

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Linen-mesh underwear has sold remarkably well in Canada this Winter. Indeed, sales have been very nearly doubled. These goods have been well advertised to the trade and public now for some time, and the more the subject is looked into the more one is inclined to acknowledge the manufacturers' claims as to their comfort and sanitary properties. Consequently there is a large and growing section of our people who are turning their attention in this direction, and it pays to be ready to supply their wants.

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Balbriggans are in fairly good demand. There are a variety of fancy patterns not changed in the main from those shown last season. Solid grounds in a few light pastel shades are expected to go well. The usual number of stripe patterns are shown, but do not appear to be in greater demand than they were last year.

* * *

Jobbers who have given attention to the sleeveless or half-sleeve undervest, with knee drawers, speak optimistically of their chances for Summer, 1903. These garments have been on the market in former seasons, meeting with more or less success, according to the class of trade done. For outdoor athletes they are very desirable. Dealers who do a "college trade" will find these garments useful.

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The quantity of light, fancy half-hose which furnishers have still on hand from last year's purchases, owing to the cold Summer of 1902, has militated somewhat against Spring sales; and yet there is a moderate movement in the new designs, and all branches of the trade look hopefully toward the coming Summer season.

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A great deal of fine lisle hosiery is on the market, and appears to be preferred to other fabrics by the largest dealers. The patterns on these run mostly toward the novelty effects. Hair lines in black, brown, navy blue and other of the darker shades are frequently seen on white grounds. Black and white combinations are largely used, and in some designs a pretty effect is produced from combining black, white and grey. Black embroidered stripes on white and lace open-work effects are among the finer goods.

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Some new plaid designs are shown and are well thought of by the best trade. All small, neat patterns are good, and many are shown, black grounds being preferred to show off the figures to the best effect.

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Grey is a frequent color in a range from very dark iron greys to some light slates. Fawns, tans, browns and chocolates are good. In heavier goods, in addition to the ordinary dark colors, there are some olives and dark greens on view, and, of course, the ever-present heather mixtures.

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Golf stockings are again being put forward for Spring. They dropped off considerably in sales some time ago, and it was not expected that they would revive so soon. The growing popularity of golf, however, has been responsible for a fair demand for these stockings. They are shown in the usual Scotch plaid patterns.

UMBRELLAS, CASES AND GLOVES.

MANUFACTURERS of automatic-opening umbrellas are confident that their product will displace the ordinary article. The first samples of these umbrellas were noticeably heavier than the common umbrella, which was opened and closed by hand, and this drawback kept many retailers from stocking them very heavily. But the automatic umbrellas now shown have very little, if any, extra weight, and being more strongly made, are to be reckoned among the successful innovations.

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An innovation which is likely to have a much harder fight for popularity comes from Paris. It is a man's rainproof parasol. That is, instead of keeping to the respectable black silk top, the inventor of this umbrella has covered it with plaid, figured and striped silk. The colorings are all of such dark shades as dark brown, blue and green, but with even this concession it is doubtful if fancy umbrellas will be wanted in this country before a very long time.

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While silver, gold and copper are all used on the finest canes, and ivory is a frequent ornamentation, there are some handsome sticks shown without the slightest metal trimming. When the wood has been nicely treated, as is the case in all of these, the plain stick appeals to the most fastidious taste, and such canes should be brought to the notice of the particular customer. When ornamented, a single tip at the end of the crook is in very good taste. Canes of this sort are shown with ivory and silver mountings. Some handsome work is shown in oxydized metal, which is well liked.

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An American paper recently announced the appearance on the New York market of canary-colored gloves, made in kid and chamois. It was considered a little too peculiar to create any stir in the glove business.

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The staple tans in a range of shades and suede greys are in the market again, and it will be difficult to introduce anything new which will take their place. For ordinary day wear tans are in order, while for more formal occasions preference is given to suedes.

* * *

The trade in knit gloves this Winter has been of fairly large proportions and preparations for next season will be on a greater scale than ever. The neat plaid and figured patterns have been well sold. White is still in use, and is expected to go again next year. Other solid colors include black, red and grey. In some of these the backs are ornamented with arrow points in contrasting colors. Others are entirely plain.

WOOLLENS AND CLOTHING.

THE woollen mills have almost completed their sales for the Fall season of 1903. Many lines show no advance as yet. In others there have been slight advances. The consensus of opinion seems to be that merchants will certainly have to pay more for their heavy-woollen goods than they did last year. However, it can be stated that the advance is not so great as the advance in the price of raw wool would seem to warrant.

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Rainproof overcoatings are reported to be going off exceedingly well and accordingly buyers are recommended to secure their stocks early while there is a good selection to choose from. Brown mixtures, olive mixtures and greys are probably the leading colors.

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The demand for Scotch-tweed suitings is at present quite strong and as the season advances jobbers believe that it will undoubtedly gain strength. The high-class trade of the country will make Scotch tweeds their specialty. The designs in favor are stripes and overchecks, and there is a great variety of colorings. Next in favor rank the fancy worsteds, also being shown in a large variety of styles.

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The buyers for the wholesale houses are expected back about the middle of the month, and reports on the situation of the woollen market in Europe will then be in order. At present there is not much activity in the woollen departments.

UNION MANUFACTURERS MEET.

ROBT. C. WILKINS returned on January 30 from attending a convention in New York of manufacturers of union-made garments. Manufacturers from all over the United States and parts of Canada were there, among the Canadian representatives being Mr. Tilly, of The Stratford Clothing Co.; James Love, of Winnipeg, and Mr. Thom, of The Hoover Manufacturing Co. Mr. Wilkins took a prominent part in the meeting, and many of the important resolutions adopted were introduced by him. He was elected to the executive council of the association, which is called The Union-Made Garment Manufacturers' of America.

This was the first occasion in the world's history at which manufacturers who recognized and employed only organized labor have had the governing body of the labor organization take part in their meeting, approve of the resolutions passed and pledge themselves to be guided by the recommendations of the Association. At this convention there were present the president and general secretary of the Garment Workers of America.

Among the resolutions adopted was one to the effect that no manufacturer should be allowed to use the union label without also placing on the garment with it his own trade mark or name, so that members of the union could trace its origin. In this way the manufacturers are made to stand by their product and unscrupulous makers of clothing are prevented from making use of the union label to deceive customers. It was also decided that no manufacturer should be allowed the use of the union label if he infringed on another manufacturer's trade mark. The Canadian representatives were very cordially received.

AMONG THE MANUFACTURERS AND JOBBERS.

THE WYLD-DARLING CO., LIMITED, TORONTO

RAINPROOF COATS.

In men's rainproof and showerproof coats this firm have a large stock for immediate delivery, which can be retailed from $2.50 to $12. An increasing demand for men's single and double breasted waterproof pea jackets is reported. The Wyld Darling Company have all sizes in stock, from 36 in to 44 in. These goods will retail at popular prices.

For Spring and Summer wear an extensive range of samples are now on the road in the hands of the firm's travellers. Particular attention is directed to the soft finished grey covert coat, guaranteed rainproof and finished in the latest style. It can be retailed for $10, with a handsome profit. Also attention might be directed to the soft finish showerproof coat, made with the latest cut and finish and retailable at $12. These goods are made by a large manufacturer and are guaranteed.

UMBRELLAS.

In men's umbrellas this firm are showing an extensive range, which far excels anything ever before shown by this house. All lines are made from absolutely new material and with the latest designs in handles. Particular attention is drawn to The Wyld-Darling Co.'s close-fitting umbrella, which will retail from $1 to $3. Samples of this extensive range are now in the hands of the firm's travellers, and retailers are recommended to see these goods before placing their orders.

COLORED SHIRTS.

In men's and boys' colored shirts The Wyld-Darling Co. have paid particular attention to this branch of their business. They have now in stock a large range of colored shirts in white grounds, with small patterns and stripes and also medium dark designs in colors. They have them in starch fronts, with cuffs attached and with separate cuffs and also in soft fronts, to retail from $1 to $1.50. The laundry and general appearance of these shirts is far in advance of anything that this house have been able to offer to the trade before.

SWEATERS.

The Wyld-Darling Co. are showing some fine novelties in boys' and men's sweaters. Especial mention might be made of their boys' fancy-stripe sweaters, now in stock, which can be retailed at $1. These goods are made in many grounds, black and dark cardinal. They are also showing excellent value in boys' sweaters in navy and cardinal and in fancy stripes, to retail at 50c. In men's goods they are showing a line of men's fancy sweaters, to retail from 50c. to $2.50, all put up in assorted grounds.

SPECIAL IN HALF-HOSE.

A large shipment of men's black cashmere half hose has just been put in stock. These goods are of excellent value. They come in sizes from 9½ to 12 and will retail at 25c. Owing to the heavy rise in fine yarns, these hose could not be placed to-day for anything like the price.

UNLINED RAINPROOF COATS.

In men's unlined-rainproof coats The Brock Co. have a very attractive range. One of the most stylish garments is the "Albert," made of Coronation tweed. Another is the "Arthur," of grey covert. Both are of the latest cut, most fashionable material and the correct thing for up-to-date young men. Special mention might be made of two waterproof garments made by Currie, of Edinburgh, to retail at $1.50 each. These are the "Major," in fawn and the "Marshall," in grey, guaranteed impenetrable.

JOHN MACDONALD & CO., TORONTO

FEBRUARY SPECIALS.

For the Spring season The Macdonald Co. announce that their range of men's waterproof coats is complete in all lines.

They are bringing forward a special line of men's braces, union made, that can be retailed at 25c.

Another special linse consists of double back and front shirts, in black and white stripes, that retailers can readily dispose of at 50c.

A third special comprises men's fancy cotton half hose. These, they have in a large range of patterns, to retail at 25c.

THE W. R. BROCK CO., LIMITED, TORONTO

The W. R. Brock Co. are offering special inducements in overalls, notwithstanding the tremendous advance in heavy cotton goods, such as denims, etc. Their No. 1125 blue denim with bib and No. 1000 without bib, can be retailed at 50c. No. 1525 with bib and No. 1200 without bib, will sell at 75c. and No. 925 with bib and No. 700 without bib at $1. They are specially heavy and well made. The Brock Co. have also secured the surplus stock of an overall manufacturer at a great reduction and can offer a line to retail at 50c. and $1, prices 20 to 25 per cent. below regular value. In boys' goods they are showing "Brownies" and bib overalls to retail at 40 and 50c. per pair.

WATERPROOF GOODS

For April showers The Brock Co. are showing a large variety of waterproof and rainproof garments. They have never had such a large variety of good value or up to date styles as this season—all at popular prices.

"GRIZZLY" BRAND SHIRTS.

This brand of shirts, a cut of which appeared in the last issue of "The Review," is having a great success. The following are some of the styles which should prove of interest: In regatta shirts there are the "Pottsdam" and "Saxonia," to retail at 75c.; the "Numidian" and "Majestic," to retail at $1. In soft front or negligee shirts, the "Somali," retails at 50c., the "Favarian," "Mohawk" and "Bracebridge," at 75c. and the "Celtic" and "Etruria," at $1. These are goods that will sell readily and give good satisfaction. The names are selected from Brock's list of ocean liners of the "Grizzly" brand.

SOCKS.

In men's socks, besides the heavy staple lines to retail at 5, 10 and 15c., Brock's show a good selection of fancy goods. In their fancy cotton hose, they have D137 to retail at 20c. and D142 to retail at 25c. In figured cashmere hose they have D135 to retail at 35c. and D136 at 50c. In lace stripes, CC6 to retail at 15c., RR9 at 25c., D116 at 35c and 2nice at 50c. will sell readily.

UNDERWEAR

In men's underwear for Spring Brock's show an unusually large range of balbriggans to retail at 25c. Ask for "Dazzler," to retail at 40c. F137 at 50c., "Satin," or F11 at 75c. and "Blane" at $1. In natural wool they are showing two specials (made in Canada), F138 to retail at 75c and F139 at $1. Both lines will be sure to please and will secure large orders.

BRACES.

In men's braces The Brock Co. show one of the largest assortments in Canada. They have recently received 12 or

15 cases of the latest novelties to retail from 10 to 75c. Every number is guaranteed to please and wear well. Send for sample boxes of good lines to retail at the popular price of 25c. Customers are recommended to describe what they want, whether fine quality, light, dark, or medium weave, policeman's or crossback style. In addition to this large range they carry a range of colors in their well-advertised "President" brace; also the "Regal," to retail at 25c. and "Chester" and "Everelastic" at 50c.

NECKWEAR.

In men's neckwear, in addition to the large stock of "Grizzly"-brand neckwear, The Brock Co. are daily expecting a large shipment of Teek's new derbies and novelty bows for Easter trade. Brocks make a point of getting new goods in neckwear almost every month to keep their stock up to the minute.

BATHING SUITS

Merchants laying in supplies of bathing suits and trunks should send an order to The W. R. Brock Co.

MEN'S WHITE SHIRTS.

The Brock Co. call special attention to their "Wobbler" to retail at 50c., their "Warrior," at 75c. and "W.R.S." at $1, either short or long bosom in laundered goods. Their two specials in unlaundered are "Willgo," to retail at 40c. and "Temper" at 50c. In each case, retail prices leave margin for dealer.

SWEATERS.

The W. R. Brock Co. are showing ranges of sweaters for boys and men to retail from 50c. to $3.50 each. These are selected from the mills of Germany and Canada. Every idea can be satisfied. They have striped collars and cuffs and come in club colors in both all wool and worsted.

WORKING SHIRTS

In spite of the big advance in shirting, Brocks are still offering their F197, F198, to retail at 50c., and F224, F231 at 75c., at the same prices as last season.

COLLARS.

New styles of collars are being constantly received in order to keep the stock up-to-date. Their latest are "Baden-Powell, 1¾ and 2 in.; "Cornwall," 1¾ and 2¼ in. stand-up-turn-down collars. In Imperial collars they carry "XK," "XC," "XD," "XR," together with a large assortment of roll and turn-down to retail from 10 to 20 and 25c. Their popular cuff to retail at 25c. is "Golddust."

C.P.R. OVERALLS.

The new patent overall with the "C.P.R." letter design, which are made by R. C. Wilkins, are being very well received in the Northwest, where orders are being taken for May delivery only. As yet this is the only part of Canada where these new goods have been shown. The reception they have met with is encouraging.

ENLARGEMENT DECIDED ON.

At a meeting of the shareholders of The Truro Knitting Mills Co., Limited, held at Truro on January 19, it was decided that owing to the ever-increasing demand and popularity of "Stanfield's" unshrinkable underwear, to double the capacity of the Stanfiels's mills, and just as soon as the frost is out of the ground a large, brick addition, 250 x 60 ft., with all the latest improvements will be erected. The directors expect to have the new mill in full operation before August 1.

Spring Styles.

THE BEST THAT HAVE EVER BEEN SHOWN.



SAMPLES NOW ON THE ROAD.

It will be advantageous for the Trade to see them before placing orders.

THE AMERICAN SILK WAIST CO.

1853 Notre Dame St., MONTREAL.

One of Our Popular Lines

Tailor-Made in every way.

Best quality taffeta tucked front; back, sleeves fancy briar stitching; extra large pearl buttons on front; new collar and sleeves.

This waist can be retailed at a popular price.



The....

New York Silk Waist Mfg. Co.

40 St. Antoine St., MONTREAL

WAISTS

Beauty of the Spring Styles—Growing Demand for Better Goods—Bright Trade Outlook.

IT is the opinion of all who have seen the lines of silk waists for the coming Spring that they are beyond question the finest, most beautiful and, at the same time, the most practical that we have ever had. The separate waist is essentially a modern institution, and each year, naturally, the makers add something to their store of knowledge concerning the preferences that women have and the styles that are most practical and taking.

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This is going to be a great silk waist season. Women are becoming more and more alive to the value of attractive costumery, both in Summer and Winter. Not that comfort is less considered, but style must be combined with comfort to make any fashion a success at the present time. Then, too, the use of the separate waist for so many different occasions necessitates the creation of a large variety of styles, all of which must be practical, useful and artistic.

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The silk waist maintains its lead because silk is a material that admits of so many different manners of treatment, it can be plainly made, and yet be suitable for smart occasions, or it can be tucked, gathered, shirred and trimmed to an extent that is not possible in other goods, and quantities of lace, embroideries, passementeries, braids, buttons, etc., are admissable on silk that would be out of place on other materials. All the fashionable silks are used for these dainty waists, taffeta, peau-de-soie, liberty and louisines, and other fancy silks are in use.

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About the most satisfactory feature of the Canadian waist trade is the evidence seen on all sides that the cheaper waists are giving place to better grades. The waist, whether cotton or silk, is becoming more and more a garment distinctive and of individuality, and for such an important item in dress no cheaply-made article will do. For the Spring trade the purchases of the medium-priced waists, up to $7, have been extensive, both buyers and consumers realizing that it is worth the money to pay $2 or $3 more to secure better material, design, fit and wearing quality. This tendency ought to be satisfactory to all concerned, from the manufacturer to the wearer.

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Orders for silk waists are now being filled rapidly, and there are still several coming in. Crepe-de-chine, chiffon, China silk and peau-de-soie are all among the fashionable silks, and, of course, taffeta is well to the front. China silk, in particular, will be much in demand for Summer, and we advise the trade to order their styles now, as indications are that there will be a scarcity of well-made China silk blouses by the time the hot weather arrives. The best colors in this will be white and black; but it is a safe prediction that ten of white will be sold for every one of black.

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China silk waists are shown with tuckings on front, back, sleeves, collars and cuffs, and also with lace ornamentation on the front, collar and sleeves.

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Some of the waists have a small amount of hemstitching, either as an edging or mingled with the tucks; but as a fashion, hemstitching has fallen off almost entirely on the high-priced waists.

Large buttons are still considered good property, and a most successul Summer trade is expected in them. Metal buttons are at present striving hard to regain their former popularity, and, judging from the many beautiful designs shown, there is little doubt but that they will again rank with the favorites next season. Pearl buttons are still good, and are shown on many of the styles, in some of which they are employed as edgings to tucks.

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Lace will be used as extensively as ever on the finer waists. In some a combination of fine lace and sheer embroidery makes a decidedly striking effect, and for the Summer season should be among the most popular. Medallions, both cream and black, are also in as great favor as ever, and will be much in evidence on high-class waists.

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All the dressiest and most elaborate designs are expected to go best during the coming season In these, louisine silks, peau-de-soie in the lighter weights, crepe-de-chine, chiffons and wash silks, which were best liked last season, will be good again. White is to be the prevailing color, and in order after it, blacks, sky blue, reseda and the other shades of the season.

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Some change is taking place in the shape of the waists. Amongst other things it is noticed that there is a tendency to get away from the extremely broad effects, which came in a while ago, toward a more drooping sleeve. The shoulders, however, are still broad, but not exaggerated.

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The shirt-waist suit is again on the market for Summer retailing, and orders have come in for it most satisfactorily. The designs show continued improvement; for the coming season a number of the finest artistic effects have been produced. The popularity of the separate waist, however, will in no way be injured by the presence of the shirt-waist suit on the market. One does not take the place of the other, and both the tailor-made style of silk waist and the more dressy effects will hold their own.

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A limited business will be done in heavy waists this season, in designs similar to those shown in New York. Lawns, organdies, Madras piques, etc., are all being called for, and are shown with lace insertions, medallions and heavy embroideries. For the Summer trade preparations for the cotton waist have been on a somewhat larger scale than usual. The finer goods are likely to go well.

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In the matter of colorings the coming Spring is to be a season of staple shades: cream and white will be the mainstays of the showing, and will be the most stylishly worn. The color, however, that fashion is to run to this Spring is light blue. The vogue for this color will not be confined to any one shade, but will take in anything from the palest tones of sky and turquoise to a shade that will be on the verge of royal. Navy is never a popular Spring color in waists. Besides blues, resedas, niles, yellows, pinks, and, of course, blacks are leaders.

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

JOHN MACDONALD & COMPANY.

For the Spring trade The John Macdonald Co. find canvas cloths and twine cloths are very strong at present, and there is a fair demand for tweeds, the tendency of fashion being towards these goods. Black goods are strong sellers, particularly in Bearritx cloths and nepolines. Kniekers, hopsacks, melanges and fancy coverts are selling freely for Spring. Creams in all dress materials are in very strong demand.

In waist cloths this company show many novelties, among which is a line of silk-embroidered linen, with silk stripes, the stripes in sky, pink, navy, etc. They are showing a fine line in fancy opera flannels, and also a range of colors in satin cloth and in wool taffetas.

This company report that serges are better property than for some time past.

In cotton goods this firm make special mention of black-striped muslins and black dimities, and wish to call attention to a complete range of white-mercerized waistings in light Summer weight, in honey-comb stripe and spot.

STAPLES.

Great activity is to be noted around the staple department of The John Macdonald Co. One of the Macdonald specials for February is a range of 35 and 36-in. striped flannelettes. These can be retailed at 10c., with a good profit to the merchant. The range includes a large variety of patterns. The firm will be pleased to send samples or to show their goods to customers who visit the warehouse. Excellent value in fawn and black-dress canvases are being shown at present, which are reported to be selling very fast. Owing to the fact that The Macdonald Company placed orders for a special range of bleached and unbleached towellings before the advance, they are able to dispose of their stock at popular prices. Values are unsurpassed in these goods. They also have an excellent range of white cottons, which they have run now for two years with great success. Repeats are now to hand and the firm is able to fill all numbers. Merchants should send for samples of a new range of dress muslins in all the latest designs.

WOOLLENS.

The John Macdonald Co. report that their rainproof overcoatings are going off exceedingly well and buyers are recommended to secure their stocks early. They are showing a large variety of brown mixtures, olive mixtures and greys, both in plain and check blacks. There are four different qualities. This department also state that the demand for Scotch-tweed suitings has opened up very strong and will undoubtedly gain strength as the season advances. Their range at present is most complete and they recommend buyers to avail themselves of the opportunity of seeing the lines in the warehouse or asking for their travellers to call with samples.

In ladies' tailoring goods quite a range of novelties in stripes, boucle effects and zibelines are now in stock.

THE W. R. BROCK CO., LIMITED, TORONTO.

STAPLE DEPARTMENT.

In their linen department The Brock Co. have just secured a lot of bleached-damask napkins, made for an American concern, but too late for delivery to them. The Brock Co. accordingly were able to get them at 25 per cent. below the regular price. They are now able to offer six special lines. In ⅝ size No. 1 will retail at $1.25, No. 2 at $2, No. 3 at $2.25. In ¾-size No. 1 at $1.25, No. 5 at $2, No. 6 at $3. These goods are put up in cartons of five dozen. The DJ1 is an 18-in. "Barnsley" crash without a border, heavy weight, bright round thread to retail at 10c. as a leader. No. JB1 is a red and blue check glass towelling, which can be retailed at 5c. No. 100 is a 25-in. striped flannelette, of which they have closed out the mill stock of last season's patterns. The goods are worth 6c. in the regular way, but may be bought to sell at 5c. H16, H17 and H18 is a stock-lot of double-warp, silk-finished sateen. The Brock buyer cleaned out all the mill had left and Brock's now offer them to retail at 20c. They come in black and white, navy and white, greens, blues, helios, pinks and cream grounds.

WOOLLEN DEPARTMENT.

The Brock Co. are carrying a large range of fancy pantings in stripes and checks of the newest design. They also handle a complete range of fancy-stripe flannel suitings, as well as ladies' suitings in "Broadcloths, "Homespuns" and "Cheviots." They come in all shades, fawns, greys, browns, blues and blacks. The latest thing in ladies' suitings, they announce, is a handsome black and white stripe.

LADIES' RAINPROOF MANTLES.

Brock's "Nellie" is claimed by them to be the latest up-to-the-minute garment, the creation of much thought and skill. It has the new oval pockets, straight back, flounced skirt and wide sleeves. It comes in grey or fawn and is a style quite out of the ordinary run of rainproof garment. Another up-to-date style is the "Ashton." in grey ar fawn, to retail at $4. This garment is well made, with full back, fly front and wide sleeves. In fawn and grey there is the "Stellg." It is ¾-length and has fly front, wide cuffs and side pockets.

CHILDREN'S RAINPROOFS.

The "Darling" comes in all sizes, from 37 to 51 in., navy or blue, the latest style, with the vertical pockets. It can be retailed at $2.25. The "Dearest" is a coat in dark grey, full back, slash pockets, all sizes from 37 to 51 in., and to be retailed from $3 to $3.50.

SMALLWARES.

New arrivals in the smallware department include "Brownie" hooks and eyes, both black and white, novelties in ivory coat and vest buttons for high-class tailoring, silver thimbles on ¼-gross fancy cards, useful for window and showcase displays, chatelaine bags, wallets and bill-holders, two new lines of brush binding, the "Bremhild" and "Satin-de-Chine," better-class binding, for which there is a good demand, and a choice selection of ladies' belts from the largest New York and Canadian manufacturers in silk, leather and velvet.

MUSLIN.

The stock of all lines of muslins is well forward in fancy black and white stripes, flowered stripes and spot effects, tucked-apron lawns, Victoria lawns, India linens, Persian lawns, organdies, Swiss mulls and nainsooks.

EMBROIDERIES, ETC.

Never has The Brock Co. had so large and attractive a stock of cambric, Swiss, or nainsook embroiderings, edgings, insertions, galloons, lace galloons, Valenciennes and cotton, silk and plauen laces. In both laces and embroideries there is a large selection of plain or figured beadings. Neck ribbons are still in active demand and Brock's are showing some fancy effects in addition to their five or six lines of staple shades. New lap-over collars, lace collars, dress trimmings, cut-steel buttons, pearl buttons and ball pearls are some of Brock's latest arrivals. The Brock Co. are showing in their glove department a large range of new lace gloves to retail from 15 to 75c. per pair. They have elbow lengths in cream, white or black to retail from 30 to 75c. Another feature to be received during February is the new "Hilda" kid glove for ladies. This comes in tan and black, sizes 5¾ to 8. In cashmere hose The Brock Co. have been so fortunate as to secure a large contract before prices were advanced. 2-1-ribbed new "Cario," 1-1 "Italy" have six-fold knees and seamless feet. In plain goods "TC" and "TE" are fashionable cashmere goods, all sizes, to retail at 25c. In addition, The Brock Co. have in stock two job lines, "A" and "B," one plain and one ribbed, to retail

at 25c. Their regular values range to $1.50 per dozen. Brock's have, to retail at 10c., in plain-cotton hose "Invader," "Catchose," "Rival," "Slick," and in ribbed cotton hose "Tickler"; in unbleached vests, W186, W191, and in white vests W196 and W200; in gloves, W10 white, B10 black and T11 tan.

In plain cotton hose, "Whopper" and 038, and in ribbed cotton hose, "Canture" and "Steelnee"; in unbleached vests, W192 and in bleached, W203 and W205; in gloves, W11 white, B11 black and T11 tan, to retail at 15c.

To retail at 25c., in plain cotton hose, "Electric" and "Cachewool" foot; in ribbed cotton hose, TT7, "Ironclad" and HH3, in plain cashmere, FFA; in vests, W215, W212, W219; in gloves, special black, 514 cream, 650 white and 361, tan.

Hose, to retail at 50c. Large assortment of fancy open work child's and ladies' plain and ribbed cashmere, plain 720 and TCB and ribbed AE250; in vests, "Korso" and W223; in gloves, BB black, WW white, CC cream, TT tan and GG grey.

In dress goods The W. R. Brock Co. show a fine line of satin cloths in cream, pearl, castor, slate, old rose, royal, navy, myrtle and garnet. One of the most popular novelties of the season is the shepherd's check. This company have this check in a fine worsted cloth in five sizes of checks in black and white and blue and white to retail at 75c.

They show a complete range in plain etamines to retail at 35, 50, 75c., $1 and $1.25 in navy, castors and pearl; also mixtures in the same cloth in navy and white, castor and white, cardinal and white, slate and white to retail at 50 and 75c. Crepe-de-chenes are very popular this season, and The W. R. Brock Co. have a very fine line of these goods in both black and colors. In fancy lustres they show a novelty in the Neptune spot, in navy and white, to retail at the popular price of 50c. Another fancy is a flaked effect, also in navy, to retail at 25c.

The W. R. Brock Co., Toronto, report the trade in black silks as almost phenomenal in peau-de-soie, taffetas, tamolines and lonisines. In the much-wanted tamolines this company have a complete stock, including cream, which is in extra demand; pearl, grey, castors, sky, reseda, rose, myrtle, brown and cardinal to retail at 50c. In colored taffetas this company have a good range in the same colors as in the preceding line, to retail at 50, 75c. and $1; also a line in silk sublime in cream and colors and in colored lonisines.

The W. R. Brock Co. carry a large line in black sateen underskirts to retail up to $3. They show a skirt that is of especial value to retail at $1. In ladies' separate skirts they show a navy-serge skirt, good style and value to retail at $1.75, and in wool homespun, in four shades of grey, to retail at $2. A line of all-wool frieze skirts to retail at $2.75 and $3.50 in navy, grey and black, and in other numbers to retail up to $8.

The Brock Co. expect a large shipment of a job lot of white cotton, which they say will create a furor in the trade. These goods are marked from 12½ to 15 per cent. below regular prices.

BROCK CO., LIMITED, MONTREAL.

The W. R. Brock Co., Limited, Montreal, report that their lines of baibriggan shirts and drawers are almost complete, and they are also showing g very complete range of negligee and regatta shirts in all patterns. They also beg to announce to their many friends that they are now carrying a stock of the well-known "President" suspenders, and will be pleased to accept orders for them from now on.

Brock's Montreal smallware department is showing a fine range of Calcutta pearl buttons to retail at 10c. per dozen.

Brock's Montreal warehouse is showing two lines of skirt protector, "Mamosa" and "Satin-de-Lyon," which are excellent value.

They have evidently great faith in navy and cream mohairs, judging by the range being shown by them for Spring. This feeling, in our judgment, is justified, as these goods have been going in the United States and are due in Canada for this Spring.

Fancy silks have not had much success in Canada for several seasons, but people, such as The W. R. Brock Co., who have a completely new range, are doing quite a business in printed warps and fancy taffetas for Spring.

In looking through The W. R. Brock Co.'s extensive range of blouse cloths we notice a very striking novelty in flowered crystalline to retail at 50c.

The Brock Co.'s representatives are now showing cotton hosiery in ribbed, plain and open work, among others, their "Daisy" lion black to sell at 10c. In fabric gloves they are showing a large range of dome fasteners, with lace effects. In cotton vests they have a full range at all prices with short or long sleeves; also a sleeveless line.

About Brock's "Lion" brand. The dye now being used on this brand of goods is the richest shade of black ever dyed on cotton. The makers absolutely guarantee that this black is strong, soft and clean, and will not lose its rich color by wearing.

The W. R. Brock Co., Limited, Montreal, are showing their new Spring fancy muslins and lawns, and it will pay any merchant to see the samples being shown by their representatives on the road. They are in white, black and linen shades, and the assortment of designs is the finest ever shown. They are showing the finest range of Spring veilings ever shown. Write them for samples. They have a printed sample card which they will forward on application. They have the completest range of embroidery, galloons, allovers, laces, etc., they have ever shown. Don't fail to ask to see them.

Brock's housefurnishing department is showing a special honey-comb quilt, which can be retailed at 95c. They have over 2,000 to clear out. The carpet department is busy getting ready for the assorting trade in carpets, chenille curtains, tapestries, etc. This is a new department which has shown phenomenal success.

Brock's print department are busy shipping their special prints, viz.: 103 and 105, two lines that can be retailed at 10c. per yard.

S. GREENSHIELDS, SON & CO.

S. Greenshields, Son & Co., Montreal, have just passed into stock a special range of black chiffon neck ruffs. These are imported goods and are the best finished ever sold to the trade. They are offered at $1.25 to $1 each.

S. Greenshields, Son & Co., Montreal, have done exceptionally well with their ladies' golfing jerseys.

S. Greenshields, Son & Co.'s hosiery department contains one of the largest assortments of cashmere, cotton, lisle thread and silk hosiery to be seen in the market. In the cotton and silk goods there are plain, fancy and lace effects, which are being picked up rapidly and could not be repeated at old prices. Prices range from 55c. to $15 per dozen.

S. Greenshields, Son & Co. are showing one of the largest lines of laces in Canada. They are paying special attention to this department.

A few months ago S. Greenshields, Son & Co. decided to make a special push in their ribbon department. The result is that their sales of ribbons have increased beyond all expectations. They have certainly shown wonderful values in them.

THE WYLD-DARLING CO., TORONTO.

Wyld-Darling Co., Limited are now showing a splendid range of cotton and cashmere hosiery. In ribbed cashmere, 6-fold spliced knees, for children's wear, they have their popular numbers 35, 37, 72 and 92 now in stock in complete range of sizes. In ribbed-cotton hose they show 15 different lines in all sizes to retail from 10 to 35c. per pair. In plain Hermsdorf dye they show goods to retail from 10 to 50c. per pair.

Ladies' waterproofs and rainproof coats in latest styles are now being shown in all prices to sell from $3 to $8. This house also handle ladies' umbrellas with 20th century runner in all prices and with choice range of handles and good coverings.

Wyld-Darling Co.'s specials are No. 925 taffeta in 3, 3½ and 4-in. "Gloria," "Royal" and "Liberty" satin taffetas, and W50 moire in all the leading colorings.

Wyld Darling Co. are showing an A1 assortment of muslin-top collarettes, 60 different patterns, to retail from 10 to 35c. each, as well as novelties in embroideries, Valenciennes, torchons, Chantilly's and planen laces, beadings, galloons, edgings, insertions and medallions.

Wyld Darling Co., Limited, Toronto, dress-goods department report their stock now complete with all the new lines for the coming season. This firm show some attractive lines in knicker mattings, snowflake mixtures, knicker voiles, crepe-de-chines, crepolines, knicke minstrals, etc. Their stock of plain goods comprises their special cheviots, to sell at 50c. to $2 per yard. Nos. D18 and D19, 52 in.,

to sell at $1 and $1.25 respectively, in black, blue, brown, green, greens being the big sellers of the range. These goods are dust-proof, unspottable and unshrinkable, and have the reputation of being far ahead of any such lines in the market. Broadcloths, Venetians, Amazons, are a feature here.

Wyld-Darling Co. have some exceptional values. Two specials in colors, D15, 52 in., to sell at $1 and D16, 52 in., to sell at $1.35, Venetian finish; also G29, to sell at $1 and F36 to sell at $1.25 and F38 to sell at $1.75, pearl finish in black and blues; they are strong in serges to sell from 25c. to $1 per yard. Lustres and black and colors and metal spots are in stock; also ranges of waist cloths in silk and wool, printed and plain materials. Cravenette in black, blue, grey, Oxford. Empress velveteen, black and colors; complete range in stock.

The Wyld-Darling Co. are showing a large range of dress ginghams to retail at 8, 10 and 12½c. These come in stripes, checks and fancy openwork designs. They also show all colors in cushion checks. They have two leaders in imported cretonnes in new Oriental designs at popular prices. Their stock of linings is complete in all shades in silesias, surrahs, percalines and all staple linings. They have repeats in this month in their "D.W." prints, which, by the way, are confined to themselves. The new arrivals comprise all colors, viz.: light fancies, blouse stripes, navies, grenats, lilacs, searlets, etc. They are now showing three lines of the newest patterns in art or furniture sateens that can be retailed from 12½ to 25c. Special announcement is made of the arrival of a shipment of their No. 50 white cotton, which they claim to be the best thing in the trade to retail at 8c.

PHILLIPS & WRINCH TORONTO.

Apparently there will be a great demand for leather belts during the coming season. Fabric belts of all kinds seem to have the call. There will be a good trade for sash and belt buckles. The "Dip" shapes will likely be the best sellers. Phillips & Wrinch, Toronto, show an extensive range for the Spring trade. They have belts to retail from 25c. to $3.

BROPHY, CAINS & CO.

"In black dress goods," say Brophy, Cains & Co., of Montreal, "grenadines and light-lace effects are strong. In fact, all classes of light-fabric drape effects in black goods have had a large sale. Some of our repeats are just being put into stock now, which will complete the range of prices and qualities we are showing. Basket cloths, twine cloths, minstrals, granite cloths, crepolines, kopa cloths, lustre cords, sateen cords and a variety of other goods in black are taking a prominent place in the dress-goods department for Spring. In plain black goods, black-wool sateens have had a big sale. The same goods, in three ranges of colors, are just to hand, and should be helpful to any dress-goods department. They can be sold at popular prices. There is still some demand for homespuns, in black and grey shades. In black, brighter effects, like lustres, Sicilians, mohairs and paradigme cloths have evidently met with the approbation of the trade, judging by the orders we are receiving from our representatives and to the letter-order department."

Poplin cloths of foule finish, Venetians, ladies' cloths and boxcloths, in all the popular colorings and prices, are just in stock with Brophy, Cains & Co., Montreal, and there are more to follow. They show a large range in rough curl, nigger heads and flake effects in tweed costumes. Black and white are also prominent and should make up into very stylish costumes.

The demand for mohair goods of all sorts has been unprecedented from all the country, and those who can anticipate their wants should not delay orders. Brophy, Cains & Co. are carrying all shades and qualities.

Among the range of ladies' stormcoats for Spring, Brophy, Cains & Co. report an extra good business in "Dudley" lines at popular prices.

Two cases of new plauen laces are among the novelties just opened up by Brophy, Cains & Co.

A great revival in ribbons is reported by Brophy, Cains & Co., Montreal. Taffeta and satin Duchesse neck ribbons are still in chief favor, but all descriptions seem to be wanted. They are making a specialty of their No. 110, colored moire ribbon, which is taking the place of the low-cord edge variety.

Brophy, Cains & Co. are busy opening up new lines of fancy-dress muslins. They are filling orders as quickly as possible and hope to have all the early orders complete in the next 10 days.

There is a large variety of waistings in Brophy, Cains & Co.'s, in many styles, which must be seen to be appreciated as it is hard to describe the effects. Printed jaconets, organdie Parisian, organdie surfin, all-wool barige and silk-stripe beige, in fancy-flowered effects, are very attractive lines for full gowns or separate waists, and included in the range are some attractive lines in silk and linen, silk and wool, and all-wool waistings in stripes and pattern effects.

TWO FASHIONABLE WAISTS.

The two waists illustrated here are among the best-liked designs of The New York Silk Waist Co., of Montreal. No. 150 is made in peau-de-soie, ornamented with silk-covered buckle rings, with the new broach collar. This waist is tucked on front, back, sleeves, collar and cuffs. It is a popular priced article. No. 166 is a very pretty tailor-made yoke effect, in high-class taffeta. It is all finely



stitched and ornamented with silk-knot buttons. The front is ornamented with large box pleats. The collar is a handsome feature.

I. Mishkin of The American Silk Waist Co. is leaving for his western tour and will call on every large buyer of that district.

The American Silk Waist Co. are speedily increasing their staff. Their Spring samples are the best that they have ever shown. Orders for fancy waists are freely given by each bdyer in the country.

THE "VICTOR" BUSTLE.

The "Victor" woven-wire bustle and hip pads have been on the market for a number of years and have become popular, because they produce not only graceful contour, but do not heat, and are made so light and strong that they are the most saleable bustle on the market to-day. There will be an increased demand for these goods this season. They are manufactured by A. H. Brinkmann & Co., in Baltimore, Md., and their Canadian agent is Geo. H. Evans, 232 McGill street, Montreal, who carries a full line in stock.

TO PUSH THE SALE OF FLANNELS.

R. R. Buck & Sons, Carlisle, Eng., manufacturers of "Remino" unshrinkable flannels, are sending out to Canada their London manager, F. A. Lobley, with the view of

bringing the merits of "Remino" more prominently before our merchants. Mr. Lobley has had a long experience in the flannel business, and as he has one of the best articles to-day on the market, he is sure of a hearty welcome in Canada. R. Flaws & Sons, of Toronto, are the Canadian agents for "Remino."

WILL BE PLEASED TO MEET CANADIAN FRIENDS.

The German Artistic Weaving Co. are removing their New York office and salesrooms from 274 Church street to the magnificent premises at 683 and 685 Broadway, where they will be pleased to see Canadian friends and customers.

AMONG DOLLS AND TOYS.

There is a wonderful display of dolls and toys at Samstag & Hilder Bros., 557-559 Broadway, New York. They are showing a wide range of their own manufacture in exclusive designs which they control. One of their best-selling lines is the "Royal Walking Doll," patented in Europe, United States and Canada, which is the invention of A. U. Steiner, who is at the head of this department, and delights to explain the merits of this line to the trade. He has had for many years practical experience in this line, both in manufacturing and selling. There are no better lines of dolls offered to the trade of America than this firm's "Daisy," "Duchess" and "Majestic"; they are thoroughly up-to-date goods, with all the new improvements. They are also headquarters for doll accessories, house furnishings for every room, etc. It is simply impossible to describe them in detail, but buyers who want a complete line cannot afford to overlook these goods. For import they are showing a wide range of goods from the best factories, side by side for comparison, which will be shipped direct.

MAKING A NEW LINE.

Robt. C. Wilkins intends to place in the travellers' hands in April a fine line of union made suits, thoroughly tailored, and ranging in price from $7.50 to $10.

NEW YORK SILK WAIST CO.

The New York Silk Waist Co. have now their complete plant in full operation, including the new machines installed last week. Their plant is now in a position to turn out 20 per cent. more work than last season.

The personnel of The New York Silk Waist Manufacturing Co. was, on January 1 changed by the admission of Richard Boronow, financial manager of The Canadian Woollen Mills Co., who will be similarly occupied with The New York Silk Waist Company. This firm have been so liberally supplied with orders that the previous proprietor, Tob. Jacobs, has considered it advisable to attend only to the manufacturing department, under whose care the firm has grown to its present standing. Their silk skirt and jacket department also wish to thank their patrons for the orders placed for Spring, and promise the skirts and jackets will be finished in the same efficient manner.

The travellers of The New York Silk Waist Company, now on their Spring trip, all report satisfactory business.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - UNEQUALLED IN QUALITY AND PRICE.

..... Sale Agents for Canada .....

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"WHAT WE HAVE WE'LL HOLD."

Of Interest to Glove Buyers.

FROM LADIES' FINE LINED GLOVES TO MEN'S HEAVY MANITOBA MITTENS.

Style— Our new Manager has had experience in Paris and other Foreign Centres; also United States and Canada.

Quality We tan our leather, and with each pair goes a policy against Imperfection, payable on demand and proof of same.

Price— Just look over samples **before you buy.** Traveller will call. We have something new in "Railroad Goods." Ask for booklet if interested.

You should see my New 1903 Designs. A good many are exclusive. Patents Pending.

W. J. CHAPMAN, Tanner and Glove Manufacturer, WINGHAM.

Arbuckle, Smith & Co.,

General Shipping, Forwarding and Insurance Agents, Carting Contractors and Storekeepers,

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Inward consignments or export shipments attended to on behalf of merchants upon most favorable terms. C.O.D. system.

WANTED—An assistant in the dress goods department; must be good window-dresser and card-writer; permanent position and good chance for advancement. Address, Box 2, THE DRY GOODS REVIEW. (2)

A well-wrapped parcel should be the trade mark of every well-kept dry goods store. Our Brown and Manilla

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Carpets and House Furnishings

Men's Furnishings, etc., etc.

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"PINTO SHELL"

CORDOVAN

MITTS and GLOVES

Water proof—wind proof—scorch proof—boil proof—great qualities for a mitt and glove leather, eh?

But they are all in "Pinto Shell."

Not a particle of oil in "Pinto Shell Cordovan to draw the cold—only pure vegetable tan—

Tough—pliable—good looking. This is the crackerjack mitt and glove leather of America.

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Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
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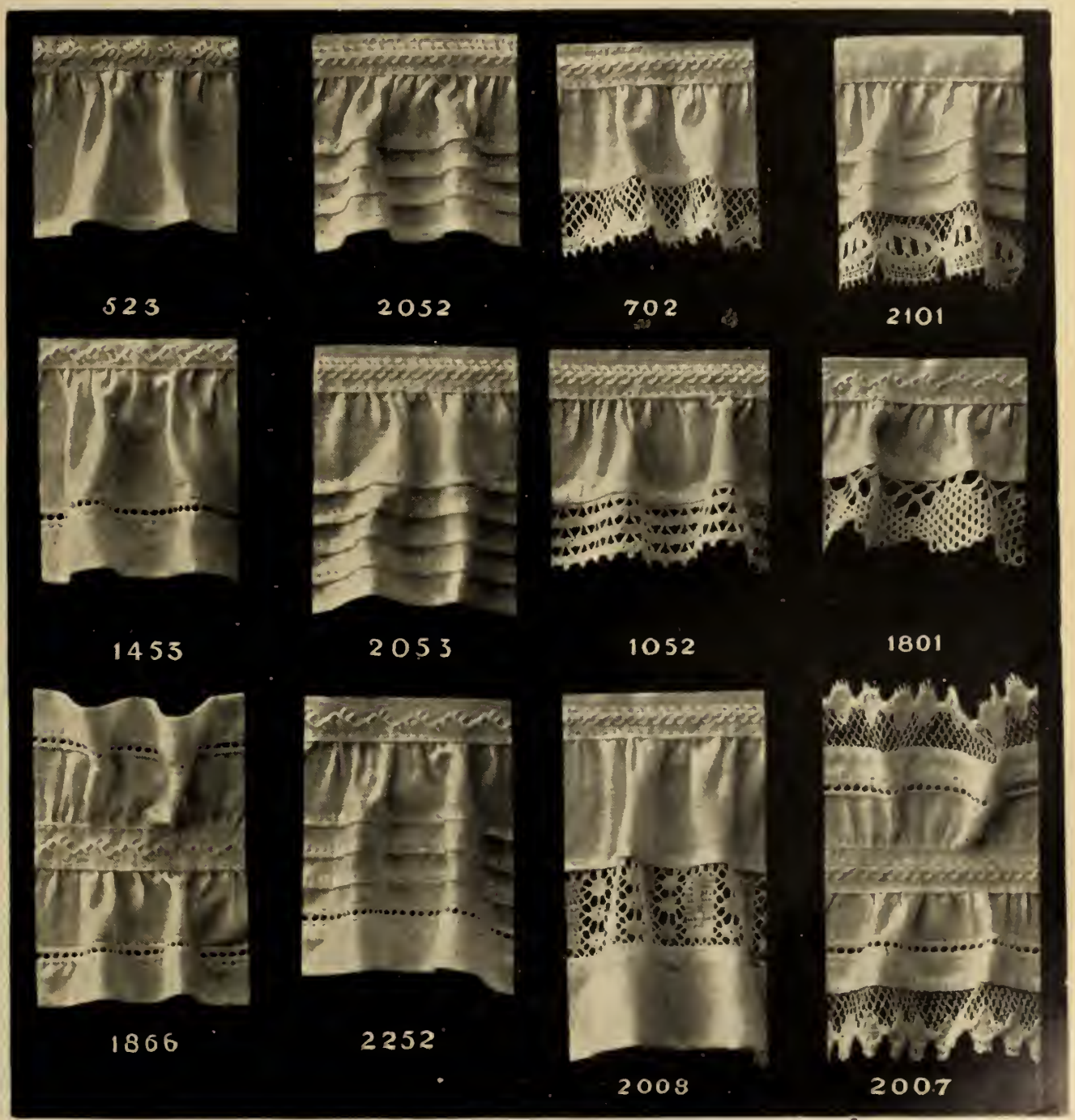
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For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

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SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET."
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THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

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Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

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"Too Full For Utterance"

We are again literally filled to the roof with new goods, and every department is full of orders. This is "no merry jest," as both our purchases and sales for Spring 1903, exceed anything in our history, and our reputation as the **Leading Fancy Dry Goods House of Canada** is fully sustained by the appreciation shown throughout the entire trade, of our elegant line of stuff.

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TORONTO.

"SALTAIRE"

Serges, Vicunas, Cheviots and Dress Coatings.

THE NAMES OF THOSE CELEBRATED CLOTHS NOW IN STOCK ARE:

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Colors and quality guaranteed as the following letter shows.

SALTAIRE, 15th Dec. 1902.

THE W. R. BROCK CO., LIMITED,
TORONTO.

DEAR SIRS,—We are in receipt of your memo and in reply **we guarantee** every piece branded with our "Saltaire" brand is dyed in absolutely the best dyes we use for **any** goods made at Saltaire, and also made from the best quality of pure wool handled by us, and, in addition, we guarantee the colors to be absolutely fast in all climates and under all circumstances other than with the use of acids. This guarantee we give through you to every wearer, and hold ourselves entirely responsible to make good any garment which is shown to have faded by wearing or exposure.

Yours truly,

(Signed) SIR TITUS SALT BART, SONS & CO.

SOLE AGENTS FOR ONTARIO

The W. R. BROCK CO., Limited, TORONTO.

THE CANADIAN DRY GOODS REVIEW

VOL. XIII. MONTREAL AND TORONTO, MARCH, 1903. No. 3

COMMENT ON CURRENT TOPICS.

THE Toronto Trades and Labor Council has spurned the offer of Andrew Carnegie to give $350,000 to the "Queen City" for library purposes. Mr. Carnegie may or may not have been wrong in his method of dealing with his employes. But granted that all the wrong was on his side, can he make better restitution than by distributing his fortune, not for the benefit of the wealthy, but for the benefit of the students and others who cannot possibly buy for themselves the books they desire to study and read? If the idea of the Trades and Labor Council prevailed and the offer of Mr. Carnegie was rejected, Toronto would simply be cutting off her nose to spite her face.

* * *

Trade is expanding and it is only natural we should swell with pride.

* * *

Pelf is evidently more appreciated by Mr. Gamey than principle. And the fact that the pelf is for his constituency and not for himself does not materially alter the case.

* * *

Grains of truth will build a reputation and grains of wheat are building up the Canadian Great West.

* * *

Everyone is concerned in the transportation problem and its solution would doubtless fill everyone with transports of joy.

* * *

In Canada the farmers cannot get enough "help" and in Europe the "help" cannot get enough work.

* * *

Some politicians are most self sacrificing. They are willing to sell themselves and their principles and to buy the "other fellows."

* * *

The promoters of the proposed Grand Trunk Pacific Railway have decided that the main line shall pass through Winnipeg. To have left Winnipeg off the main line would have been like Hamlet without Hamlet.

* * *

The Socialist believes in the distribution of wealth, but when Andrew Carnegie proposes to distribute his wealth among public institutions the world over, he demurs. Is there not some inconsistency here?

* * *

The people of the Canadian Northwest have long had unbounded faith in the possibilities of their country. And judging from the tide of immigration which has set in towards the Northwest from Great Britain and the United States, there are many in these two latter countries who are imbued with similar faith. Faith can build up a population as well as remove mountains.

* * *

York County Council a few days ago discussed the question of scarcity of farm hands and suggested that the Government interest itself in the matter. Perhaps, in an emergency, the clerks in the stores might be persuaded to come to the aid of the farmer in his hour of need.

* * *

Longshoremen's strikes drove shipping away from Quebec. It is to be hoped the threatened strike of the longshoremen at Montreal will be averted in order that the experience of the "Ancient Capital" may not be repeated in the "Commercial Metropolis."

* * *

It is to be hoped that Dr. J. Orlando Orr, the new manager of the Industrial Exhibition, will be able to successfully prescribe for the ailments of the organization.

* * *

Business on the new Pacific cable via Canada is not very encouraging. It is claimed that the influence of The Eastern Extension Company has something to do in the premises. It certainly has a great deal to do in delaying the construction of the cable and it is scarcely likely that its adverse influence would cease with the construction of the line. Corporations do not stop fighting while there is a shot in the locker, whatever individuals may do.

* * *

The United States Congress has created a Department of Commerce. It is to be hoped the Minister of the new Department will exhibit more zeal for the duties appertaining thereto than the gentleman who fills the corresponding office in the Canadian Department of Trade and Commerce.

* * *

Turkey has 100,000 armed men on the Bulgarian frontier. The intention is, no doubt, to gobble up the trouble some Balkan States.

* * *

A clergyman has been elected president of the Prince Edward Island Fruit Growers' Association. The cultivation of the fruits of the orchard with the fruits of the spirit should prove a happy combination.

* * *

A Newfoundland paper says: "The promise of the coming season is most gratifying. In lumber, mining and manufacturing there is a better prospect than ever before." This is also gratifying to Canadians. We always like to see our prospective partners doing well.

The independent tobacco manufacturers of Virginia, North Carolina, Pennsylvania, New York and other States in the Union have organized for mutual protection. They are now smoking the pipe of peace.

* * *

Peter Ball, who has been appointed commercial agent at Birmingham, for Canada, ought to be able to roll up a good trade for this country in his district.

* * *

A deputation waited upon the Dominion Government a few days ago asking for encouragement to start a ship building industry. They ought to be able to "float" their enterprise.

* * *

Cuba is to borrow $35,000,000, a sign that the "Pearl of the Antiles" is advancing in civilization.

* * *

The people who are stealing elephants from the British forests in India may possibly now have some "white elephants" on their hands.

* * *

A cable says the colonies are to be given ample time to tender for supplies for South Africa. It is to be hoped the colonies will take time by the forelock.

* * *

A press despatch says that Mr. Tarte is skeptical. We understand it was because he was not orthodox that he was forced out of the Cabinet.

* * *

The people who deposited their money in the Oakville private bank are now coming in for public commisseration.

* * *

A good deal is heard these days about municipal control of public utilities. That is all right as far as it goes, but, first of all, would it not be well if business men were to first get a little more control of the municipal authorities.

* * *

In spite of the old adage that two is company and three is a crowd, a third party has been formed in Manitoba.

* * *

A newspaper published in Cannington says: "North Ontario is just itching to send Hon. George E. Foster to Parliament." Naturally, therefore, we may expect to see some scratching for him.

* * *

It is becoming more dangerous to travel in railway trains than to go into battle. At any rate, the relative proportion of hits to misses appears to be getting greater in the former than in the latter.

* * *

With Messrs. Root and Lodge representing the United States on the board of jurists who are to define the Alaskan boundary, we may expect them to get at the Root of the matter and Lodge a report in keeping therewith.

* * *

Great Britain, Germany and Italy appear to have been eminently successful in bringing Venezuela to time. If merchants were to act in consort they might also be able to successfully bring their delinquent customers to time.

* * *

Politicians do not always profit by experience. Some 20 years ago the whiskey used in an election campaign in North Ontario became frozen. And yet, in spite of the experience then gained, another campaign has been brought on in that constituency with the thermometer down to zero. If the history of 20 years ago is repeated, the party workers will have a thirsty time of it.

* * *

Another rich strike of gold has been made in the Yukon 25 feet below the finest bed rock in the Eldorado, and the pay gravel is running as high as $25 per bucket. Is it possible that the earth's crust in that part of the world is made of gold-paying gravel?

* * *

The pressers have joined the striking cutters in Toronto. The object is, of course, to press the employers to capitulate.

* * *

If the Canadian shirt manufacturers amalgamate we may expect them to present a stiff front.

* * *

It is said the Boers respect Right Hon. Joseph Chamberlain because he is a strong man. This is sort of returning the compliment, for the British respected the Boers because they were strong men.

* * *

Hon. Samuel Blake deserted the Government party in Ontario and Mr. Gamey the Opposition party, and yet there are a good many people who consider the former the more "gamey" of the two.

* * *

Experts say that the oil fields discovered in Alaska will rival those in Pennsylvania. This is good news. There will be no dearth of oil to throw on the waters in that part of the continent troubled by the boundary dispute.

* * *

It has been suggested in Montreal that Parliament should be called upon to "stop the present persistent stock speculation." Good suggestion. But why stop at stock speculation? Why not embrace all forms of speculation? If people will not be good of their own volition they should be made good by Act of Parliament.

* * *

McGill University is opposed to the wireless telegraph station on Mount Royal. It evidently dislikes wireless conversations passing over its head.

* * *

Viscount Cranborne, Under Secretary of the Foreign Office, says that Great Britain is ready to co-operate with the Powers everywhere. It is more than likely that the Powers would be just as willing to co-operate everywhere against Great Britain.

* * *

A Bill has been introduced in the United States Congress stipulating that no individual fortune shall exceed $10,000,000. A bright idea. Ten million dollars is enough to provide the necessities of any man. But the humanitarian effort will not be complete until Congress brings in concurrent legislation to limit the brain power of great minds. If a limit is to be put on wealth, it will be certainly necessary to put it on brains as well.

* * *

It is said that hungry office seekers are making the life of Premier Laurier a burden. As there never was and never will be enough offices to go around there always will necessarily be hungry office seekers. It would be a fortunate thing for the Government, as well as the State, if a few score of them were to die of hunger.

* * *

Carnegie seems to be afraid of dying rich. This is unique. Most of us are troubled with the fear of dying poor.

* * *

It is estimated that it will cost about $100,000,000 to get rid of landlords in Ireland under the Dunraven Conference scheme. If it brought contentment to Ireland and peace to the British Government it would be a bargain-day figure.

* * *

The committee which has been formed in Great Britain, under the presidency of the Duke of Sutherland, to inquire into the question of Great Britain's food supply, should remember that one way to assist in solving the problem is to help build up the Canadian Northwest.

HINTS FOR SEASONABLE WINDOW DISPLAYS

By
W. R. McCOLL.

WE look each other in the eye and make a mental estimate pro or con. The eyes of every store are its windows, and windows are like people—if they would make a favorable first impression they should be comely, bright, and attractive to look at. The windows of a store are the very best reflection of its interior management, and too few appear to realize how important a feature well-dressed windows are in a business career and its ultimate success. They help to get the people in. Give them good reason to come again by having the store good-looking inside.



Illustration No. 1.



Illustration No. 2.

Catch the customer with your windows—that is a good beginning.

The beginning of everything is the hard part. Many business houses in most Canadian towns are getting out of the rut—they have taken a post-graduate course, as it were; they are looking at business, not from their own point of view, but from that of the buying public, doing some hard thinking, taking a few mental notes, and profiting thereby. Drop into any town, stroll up and down its main street, though a perfect stranger you can pick out the leading store by its windows. The people who are doing the best trade to-day (other things being equal) are those who are paying most attention to store decoration and display. The finest and most fetching display, when allowed to remain too long, loses its effectiveness and selling power, besides taking the newness and bloom off the goods. It is good policy to make frequent changes. They can't be made too often. People like change, and every change is a fresh advertisement. It costs less than the papers and clinches business, because the customer sees the goods and the price tag together. That's what tells!

Whenever you see a new idea, a new puff, fold, design, window, or drape, write it down in a note book, draw a rough sketch, and add enough description to recall it to your memory when wanted. Perhaps you can improve it, modify



Illustration No 3

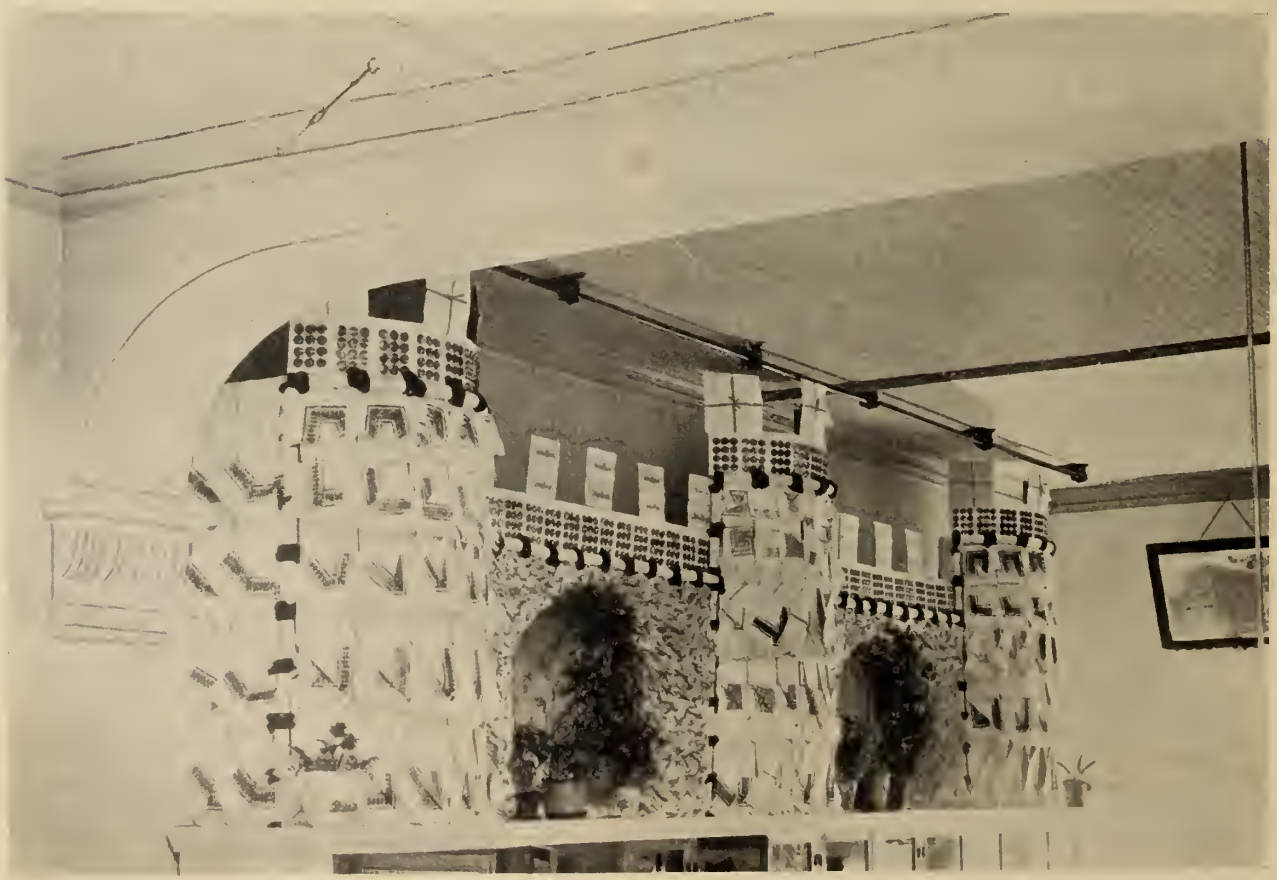


Illustration No. 4.

or change it, and evolve something infinitely better and prettier. No one is original all the time, we all learn from each other. Use your wits. The way to get to the top is to start—and to aid you is why these articles are published.

LOOKING AHEAD.

Learn to sketch or draft out windows ahead; think them out, plan how to arrange or place your draping forms or stands and general arrangement of the design, background, etc., leaving only the elaborating of the design to suggest itself as you progress towards completion. The writer sometimes has as many as three windows arranged for ahead, with frames, stands or forms allotted or set aside in basement, and the goods selected for each trim. This feature saves much time and obviates the necessity of having a window empty more than a day, and often less. There is no excellence to be obtained, however, without painstaking labor, time, and steady application; still, remember you are catering for a reasonable public who are looking for seasonable goods, and will give due appreciation and patronage if your efforts are worthy of it.

ILLUSTRATION NO. 1.

Side wall and background.—Saw barrel hoops in halves, nail these half circles to 1 x 2 in. strips, tack these around the top of the window with rounded side to the front. On window floor, exactly below centre of each half circle, insert an L-shaped screw hook.

With wash goods material, leave out one and one-half yards for top puffing, pin the material over the half circle, carry down and pass around hook in window floor, bringing the material up again and fastening to circle. Repeat, if necessary, for additional fullness. The one and one-half yard end left out for top puffing gather tightly in the hand and tie with twine at a distance of 1 ft. apart; pull the material between each string into large soft puffs and pin to front of half circles for a finish. To fill the tapering ∧-shaped spaces remaining, pleat the end of another web in 2 in. pleats, pin or tie the same, and fasten to nail between each half-circle. Spread the material out in fan-shape, carry to the floor and pin, thus finishing the background.

Central design for floor.—Take a 10-in. board, 5 ft. long, and stand it edgewise to the glass. Close to window front draw a circle on the floor and fasten a hoop exactly over it, ½ in. from the floor and attached to screw eyes. Pass the material under the hoop from the inside, bring the end up and fasten to front-top corner of the board. Again, from the inside, pass the material out under the hoop, over the top of the board, down the opposite side, underneath the hoop and pin to window floor, thus forming three tapered, fluted panels, widest at the base. Fill the two intervening panels with puffed material, of a contrasting shade, pinned to a foundation of cotton; pleat the other end of material into a papered, fan-shaped circle and fasten the same to back top-corner of board. The central back design is an exact counterpart of that just described, but is 8½ ft. high.

The umbrella-like forms on either side of centre design are 4 and 8 ft. high, respectively, and are draped on circular wooden stands in a similar manner to the background already described. The rear or 8-ft. stands are like the 4-ft., but are stood one upon the other. Each having a hole bored in the top, into which flounced parasols are inserted.

ILLUSTRATION NO. 2.

Ceiling.—From the centre of window back at the ceiling run radiating lines forward to front and sides of window like the spokes of a wheel. Upon these lines hang lace curtains edgewise to the window, and cover any vacant spaces on the lines with embroidered white handkerchiefs folded cornerwise. Hang a bunch of curtain-pole rings behind the cur-

WHITE GOODS and FANCY COTTON FABRICS will certainly be POPULAR THIS SPRING.

WE SHOW attractive values and a LARGE RANGE of:

Organdies, Linen Lawns,
Swiss and Scotch Spots, Figured Muslins,
Fancy Stripes, Checks, Brocades,
Mercerized Stripes, in White and Black,
Open Lace Effects,
also Black and Linen Shades in above.

WHITE MATERIALS will hold first place this season. KEEP YOUR STOCK WELL ASSORTED.

WE INVITE INSPECTION of our splendid collection of Latest Novelties

Knox, Morgan & Co.

Wholesale Dry Goods . . . . HAMILTON, ONT.

tains—as many rings as there are curtains—pass a ribbon through the first ring, around the first curtain, through the next ring, around the second curtain, and continue until all have been caught back, draped evenly and tied in position. Drape the walls with Nottingham lace curtains in overlapping tiers, and arrange the floor with fancy dress and blouse silks as shown herewith.

ILLUSTRATION NO. 3.

Whitewear.—This trim was photographed by electric light to avoid reflections; exposure of plate four minutes; size of window, 7 x 15 ft.; lighted with six 32 candle-power electric bulbs. Lace curtains form the background, in front of which are four pillars, 6 in. in diameter, formed by nailing strips of wood to small circular discs.

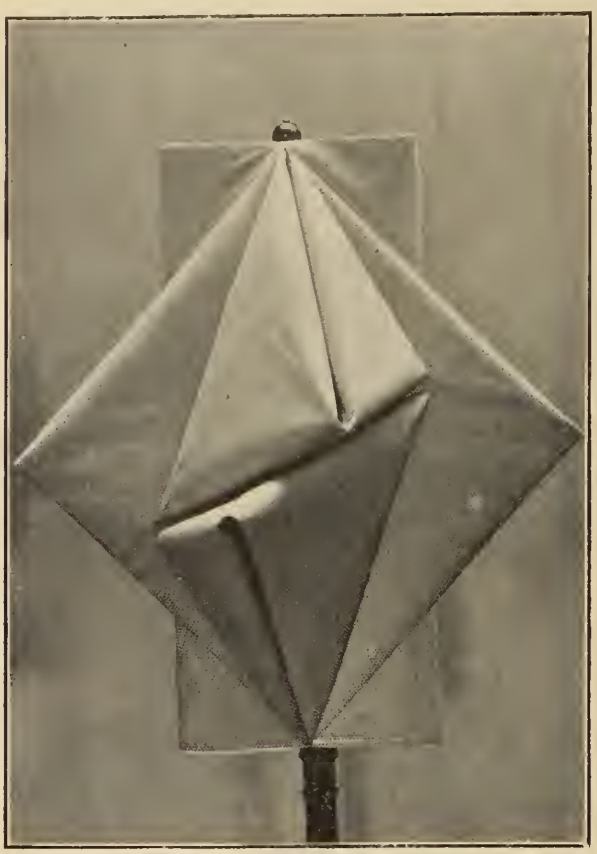


Illustration No. 5.

Between the pillars, spring arches formed of ¼-in. basswood, by 5 in. in width. Trim the four pillars with drawers and the arches with corset covers. Below each arch stand 7-ft. cylinders, or more correctly speaking, three-quarter circles, with flat backs, made from strawboard, tacked to solid centre and end pieces 1 in. thick. Trim the cylinders with skirts, folded around them in tiers; above or over each cylinder fasten a projecting half-circle or shelf, extending over the top of the cylinder 6 in. all around, and trim the edge same as shown in cut. Stand cards of lace on each pillar between the arches, and attach smaller cards of the same on each skirt to lend color and finish to the whole.

Front row on window floor is arranged on alternate high and low T stands. The second row is draped with chemises, on triple-topped stands of graduated lengths. Third row is formed of three 4-ft. boxes, 10 in. square, and stood cornerwise to the glass, on the two faces thus exposed are attached nightdresses divided by alternate dress forms, upon which nightdresses are fitted. Lace cards, with red papering, brighten up the whole trim, and all spaces on window floor are covered with pieces of whitewear, upon a white ground.

ILLUSTRATION NO. 4.

Interior Decoration.—This trim is 25 ft. long, by 3 ft. wide and 8 ft. high. The three towers are half-round, made on light framework and covered with pasteboard. Connecting the towers are two arched openings, formed with pasteboard.

The towers and arches are outlined with handkerchiefs of black-banded Saxony, bordered with button cards, surmounted by turrets of handkerchiefs in full, unbroken packages.

The smaller turrets are made from lace cards with fancy bands. The arches are rippled with art muslins, with a curtain of the same for background against the wall.

Each tower is trimmed with fancy-bordered towels, fancifully folded to display the colored borders.

Each corner of cornice, and in the arches, pots of natural flowers complete the trim.

ILLUSTRATION NO. 5.

Wash goods puff.—This is one of a series of seven designs, somewhat similar; one of which will be illustrated each month.

Open a web of print flat upon the counter, right side up, and paper the first three folds; turn the two corners of top fold to the centre of the web to find exactly the size of puff required; mark each selvidge with a pencil where the angle thus formed strikes it, and pin securely. Take a board 13 in. wide and as long as the print is wide, fold the web of print backwards around the board, leaving out only the three papered folds, tack the selvidges with a piece of twine over the end of the board like a new web of print, take the papered folds at right and left and turn their corners underneath, forming a square, and puff the remaining fold as shown in cut.

CHEESECLOTH PUFFING.

TO have and to hold a good idea is commendable, but to hold it to the exclusion of all others is scarcely desirable. The cheesecloth puffing idea for backgrounds, scrolls, pillars and general window embellishment amounts simply to a hobby, which too many decorators are riding to death. In itself it is beautiful, and often fills in when little else could be used with such good effect, but it should be only used as an accessory, and not as a complete decoration. It may enlarge your bump of egotism and fill you with satisfaction to pose before your window with an "I did that" air; to have the boys pat you on the back and say "You're it." The ladies also may stop and admire your handiwork, but go across the street and buy their goods from your rival, who has had the good sense to dress his window with the latest novelties, nicely arrayed and ticketed. Every trim should be business-bringing, else, why do we decorate, light and spend hours of work upon a design if it is not to bring more business and introduce your goods to a new clinetelle. Colored cheesecloth trims arranged in every conceivable design and lighted with electric bulbs galore are commodities of which the buying public purchase very little.

Use cheesecloth puffing by all means, but don't forget that you are trying to sell dry goods with a profit, and not cheesecloth.

Millinery Goods

Satin Duchesse Neck and Sash Ribbons,
in widths 40, 60 and 80.

New 110 Colored Moire Ribbons,
to replace cord edge, a showy and really very good ribbon.

Taffetta Neck and Sash Ribbons,
all widths and prices in the leading colors.

Just Opened—New Plauen Oriental Insertions.

Black and White Silk Laces and Insertions,
in all widths.

SILKS, Self Colors, Hemstitched or drawn.
SILKS, Fancy, " " "
SILKS, Self Colors in Tamoline, Taffetta, Poplins and Pongee.
SILKS, Black in Tamoline, Surrah, Pongee, Taffetta, Tricotine and Peau de Soie.
SILK VELVETS, 3 ranges of colored and all the desired qualities and prices in Black.
18, 21 and 24-inch SILK GLOVES with Lace Arms, the correct styles.
TAFFETTA and SILK GLOVES in White, Cream, Black, with latest domes, in solid size, ½ dozen in box.

The craze of the day—LADIES' GOLF COATS.

We have now in stock :

Organdies, Sheer Muslins, French Lawns, Swiss Muslins.
and several ranges of very handsome

Fancy French Muslins.

Brophy, Cains & Co.

Montreal

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.



* This department is conducted and prepared by Miss Nora Laugher, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. She will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to her. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

"Our Country's welfare is our first concern, and who promotes that best, best proves his duty."—HAVARD.

"To advertise or not to advertise?"
That is the question
That haunts my dreams
And floats as spectred phantom
Before my mental vision.
I see colossal fortunes rise as pyramids,
Majestically in mid-air;
And as they hover near me,
Instinctively, despairingly I grasp,
But they elude me.
Then I beseech the gods to hear
And answer me: "Why taunt me thus
With vain and fruitless hopes? What lack I
To be possessor?" And the ringing vaults of heaven
Seem blazoned with one interrogatory:
"To advertise or not to advertise?"

* * *

"TO BE CONTINUED" IS THE TRADE MOTTO OF TO-DAY.

TO paraphraze Brutus: "Remember March, the Ads. of March remember." Remember that Easter Sunday will be here in a few weeks, that materials for the Easter hat, or the Easter hat itself, have to be purchased for this all-important event. Remember that bride bells ring at Easter and wedding garments are needed for the bridal season. Remember that "In the Spring a woman's fancy lightly turns to thoughts of new attire." Don't stand still, but be imbued with the sense of continuity in advertising, and do bright Spring work. It will be of more value to you than the proverbial "peck of March dust."

From Aylmer—pointed and comprehensive.



* * *

Josh Billings once observed: "A goose is the only animal that can stand all day upon one foot and not touch anything with its hands." Moral: Don't be a goose. Don't stand still with your hands folded while your competitor is grasping the golden opportunity and offering good, rousing Spring bargains. Standing still not only means goosification, but business stagnation. "To be continued" should be the motto for every man.

* * *

"There are no birds in last year's nests." The manufacturer, or the merchant, who relies upon the advertising he did last year soon finds that he likewise has to rely upon the sales he made last year. Times have changed and the people have changed with them. Live advertising is the only thing that will carry you along in the swim, and it is the livest advertiser who breasts the business-rapids the best. Advertising is the lubricating oil absolutely essential to the wheels of trade. Use printer's ink plentifully—keep the wheels going round with good, up-to-date ads. Don't stand still if you wish to succeed.

* * *

"ALWAYS AT IT" IS THE TRADE MARK OF SUCCESS.

One of the most progressive companies on this continent, Rogers, Peet & Co., have never stood still for one moment since they started their progressive methods of advertising. Even while their big store was in flames, some four years ago, they quickly added a postscript to their next day's advertisements, dated 12.30 a. m., saying that customers could be accommodated at their other two stores. This shows that even in misfortune Rogers, Peet & Co. were still keenly alive to an excellent advertising opportunity. While their style is hardly dignified enough, their ads. are certainly always business-bringing, and that is the main point in advertising. I kept a copy of two of these "posteripts" and herewith reproduce them:

Ever gone to business and found your business gone? One doesn't know just where they're at, but we'll tell you to-morrow, we hope.

Now, if any of our friends are looking forward to a big Fire Sale, just let them look at the sketch above—it's from life.

Annex, though, is still intact, saved by the double walls separating it from the main building—heat couldn't get in.

Our new Hardfold underwear, advertised yesterday, is made on the same principle, two separate folds—heat can't get out.

Warren street salesmen are all at Prince street, and they'll try to make Warren street customers feel at home. The stock is identical with what was at Warren street. It's again duplicated at 32nd street.

It means every good kind of Suits, Overcoats, Shoes, Hats and Furnishings for man and boy.

ROGERS, PEET & CO.

* * *

Unlike Nero, who fiddled his time away, we have spent ours in looking for a new home; 350 Broadway, Corner Leonard street, will shortly be our down town address; ready in a day or two. Ought to know something about warm clothing, shouldn't we? We have enough to fill four ordinary stores in spite of their being but two.

Not the warmed over kind. Fresh from off the fire, not out of it.

Our $3 Derby Hats proved too good to burn.

ROGERS, PEET & Co.

"The Provision King," or Sir "Tea" Lipton, as he is termed in England, is a living illustration of what business ability may accomplish. Next month I hope to give a little sketch of the life of Sir Thomas Lipton, with his views on advertising.

* * *

That the parents of Sir Thomas Lipton were natives of Ireland is a well-known fact, but it is not generally known that to the Emerald Isle we are indebted for the birth of the departmental store. However, the idea really first evolved in the dry goods establishment of Todd, Burns & Co., in Dublin. On this side of the Atlantic the departmental store first gained prestige in the city of New York. Its growth was very gradual. First, fancy goods and notions were added to the dry goods, then laces and embroideries, then carpets and upholsteries, cutlery, patent medicines, books, pianos, furniture, drugs, groceries, hardware, boots and shoes, etc., until to-day, under one roof, can be purchased everything, from the proverbial needle to the anchor.

* * *

Remember, the larger the store the more advertising it needs. Few departmental stores err on the side of too much publicity. A fixed amount of space in each issue of the paper is not always feasible. Space must be used when it is needed. Sometimes, indeed, a business may run along well with only a few inches of space. When trade is dull, however, it must be stirred up, and the merchant who is not afraid to stir it up by taking space and doing brisk advertising invariably pulls trade away from his competitor who is afraid. Lack of confidence means failure. In 99 cases out of 100 business stagnation is the fault of business men themselves, who imagine there is stagnation because they themselves stand still. This "goosification" is not founded on reason. Nature herself never stands still. Now is the time to arrange your store more attractively. Decorate your windows artistically, and see that the old lines of goods are temptingly displayed and your new lines brought prominently to the notice of your customers. Illustrate Spring brightness with a fresh coat of paint on the outside of your store and cheerful enthusiasm on your face within. Cheerfulness goes a long way; animated looks build business.



A Unique Trouser Illustration.

* * *

Busy business men who prepare their own advertising matter do not generally pause to consider the fact that other advertisements may appear next to theirs in the newspapers and thus be compelled to stand the test of comparison. When proofs are submitted to them by the printer, if they were to cut off the white margin, and lay them down on some newspaper page, it would enable them to see the effect much better. Remember that often an ad. appears quite strong when written out in pen and ink, but when the printer's devil has got through with it, when it appears in the paper surrounded by other ads., it is overshadowed—overwhelmed, as it were—and the reflex action in the mind of the reader naturally, though it may be unconsciously, is to place your store and the goods advertised at a disadvantage. In preparing your advertisements, study the effect of a good border, or heavy ruled lines round, to keep it distinct from other ads.; but, above all, see that your ads. are well written, so that they will not suffer from comparison.

* * *

A Bright Heading from Petrolea.

FORD'S | THE BIG DOUBLE STORE | FORD'S

Sensational Prices

FOR THE LAST THREE DAYS OF THIS WEEK

Stock-taking always reveals to us numerous articles that have been slow sellers, or have been lost sight of in the rush of a busy store.

In this we are no different from other stores which have a large volume of business. In going through the stock we have found some lines still unbroken, and other lines where quantities are entirely too large at this season of the year.

Now, for the last three days of this week we're turning things topsy-turvy in nearly every department, and offering shoppers values and prices that are little less than sensational. In some instances you'll note the prices quoted are only a fraction of the regular prices. We stake our business reputation that these quotations are genuine. We simply will not carry goods from one season to another—even if we have to almost give them away; we have proved that "the first loss is the best loss." So here goes :—

BREVITY IS NOT THE SOUL OF WIT IN A CATALOGUE.

Doubtless many merchants have already mailed their Spring catalogues, but to those who have not already prepared theirs I would say: Spare neither time nor money on your catalogue. It is a book to bring you business, and you must therefore endeavor to convince its perusers that the goods you sell are not only the goods the public requires, but the goods absolutely essential to the comfort and happiness of the public. Your catalogue is a list of goods. It is a silent salesman and an immense aid in the interests of your business. As "the apparel oft proclaims the man," so does the catalogue proclaim your store. The better it is dressed, the better it will represent your business as a successful concern. "Success breeds success"—make your catalogue a success.

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO

Natural Japanese Washing Silks



WE MAKE A SPECIALITY OF

NATURAL JAP. WASHING SILKS.

And carry a large stock in the following widths : 20-in., 23-in., 27-in., 32-in., 36-in and 48-in. Any quality and width canbe dyed any shade in a week.

All Widths and prices in twill Japs. in 50-yard lengths.

SHANTUNGS in different widths. Various qualities of **TUSSORE** by the piece or yard.

DYED JAPS., all shades, in 21-in., 23-in., 27-in., and 36-in.

PRINTED, FIGURED AND STRIPED JAPS.

All shades in two qualities of **GLACE** and three qualities of Colored **LOUISINE**, and **ORIENTAL SATINS** and Foreign and **ENGLISH MERVES.**

All up-to-date makes of **BLACK AND COLORED SILKS.** Canadian buyers are invited to give us a call while in London and inspect our latest novelties.

T. RICKARD & CO.

DIRECT IMPORTERS OF JAPANESE SILKS

20 Cheapside, London, England.

OUR SPECIALITY IS ALL DESCRIPTIONS OF JAPANESE SILKS.

CABLE CODE: "CLERKSHIP"—A.B.C. CODE USED.

Plain language is best in a catalogue; tell the truth plainly, but convincingly - nay, persuasively. Tell the people how your goods are made for you; tell them about the high-grade materials used in their construction. Describe the goods in a business-like way and show their points of excellence as carefully and strongly as possible. Put lots of enthusiasm into your catalogue; let it contain plenty of descriptive matter; don't be too brief; let it tell too much rather than too little.

* * *

STUDY THE TRADE JOURNALS TO KEEP ABREAST OF THE TIMES.

Every business man who desires to run a successful concern must keep abreast of the times by knowing what is going on in the outside business world, especially as it relates to his own line of business. One of the very best places to read the signs of the times and to follow the drift of the gulf stream of business is in the trade journals. They contain thousands of items of business news that have more or less direct interest for him, and much that will give valuable suggestions and start him thinking on lines that may prove of incalculable value. The man who fails to avail himself of the help of trade papers in these days of progress and new ideas, gives evidence of failing business health, and his early demise may be surely anticipated.

* * *

A PRICE TICKET IS AN ADVERTISEMENT AND AN INVITATION.

It is wise to attach price tickets to your goods wherever and whenever practicable, because they impart information by advertising themselves. Beside this, they are a direct invitation to customers to make a comparison between your goods and your competitors'—they thus become a distinct challenge. Price tickets in the window invite lookers-in to step inside the store.

* * *

Terse sentences or catchy epigrams are of good value in newspaper or window advertising. Don't despise humor in announcements if it is well seasoned with appropriativeness,

A Hamilton heading.

THE RIGHT HOUSE | THE RIGHT HOUSE

Estab. 1843. "Hamilton's Favorite Shopping Place." Feb. 4, 1903.

GREAT REDUCTION SALE OF GOOD **CARPETS**

We have started a Great Stock-Taking Reduction Sale of high class and desirable Carpets. They are from the best makers in England, are strictly reliable, in good designs and warrantable colorings. An opportunity such as this will be appreciated by every economical housekeeper. Come as early in the sale as you possibly can, for the earliest buyers will have the best choosing.

but above all things, study terseness and pointedness in your daily or weekly talk with the public.

* * *

"If others have not suited you, try me," is to be seen on a neat card in the window of a progressive tailor.

* * *

"Kinsman, the mensman" may be found in plain white letters on a Toronto men's furnishing window.

* * *

SOME GOOD SAYINGS FROM RECENT ADVERTISEMENTS.

"Come early."

"The best we've sold."

"A quick moving sale."

"A head-to-foot bargain ad."

"Easy prices beget easy buying."

"We're always glad to have unbelievers come in."

"Needles, pins, and other notions to the point."

"Bargains that shine like diamonds."

"A farewell sale of all 'winter weights.'"

"Come in and let the mirror do the convincing."

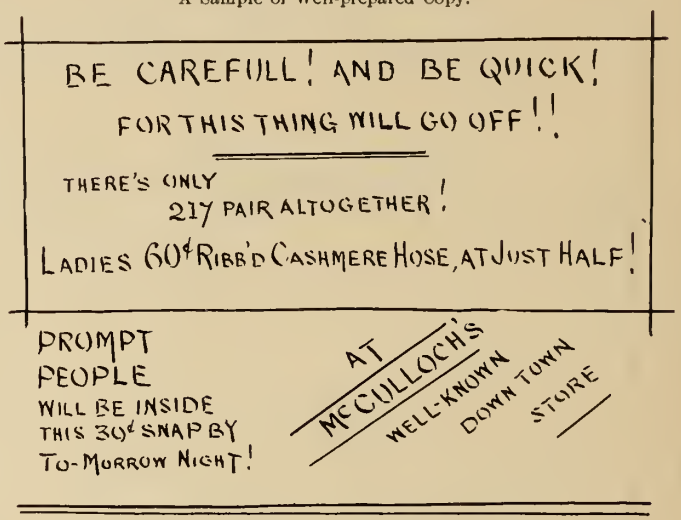
"We demonstrate that there's many a chance to economize by spending."

"Bargains for that blessed baby."

"Hosiery at little prices, from the tiniest tot's kind to the kind that grandpa wears."

"A Winter shoe is a Spring necessity; the balmier the breeze, the damper the ground at this season."

A Sample of Well-prepared Copy.



"Bright new Spring ribbons that ripple with color like moonlight on the lake."

"The biggest bargains that anyone could hope for."

"A sale that will be fast and furious from the opening of our doors at eight o'clock every morning until nine o'clock every evening."

"Friday bargain day with its rich rewards."

"Big returns for money invested await shoppers at this store."

"Stocktaking has enabled us to offer some excellent values."

"The store that saves you money."

"We want you, as a buyer, to whom the spending of money is a matter of careful consideration, to look over this comprehensive list and take note of the figures. It needs no more than this to convince you that this is a great sale.

GOOD ADVERTISING DEPARTMENT OF CRITICISM.

This department is open at all times for correspondence or criticism of advertisements. The editor of the department reserves the right to publish in these columns or withhold any letter or advertisement sent for criticism, as well as any communication made on same.

N.B.—All communications for this department must be received at this office by the 14th of the month.

S——ville, Ont., February 6, 1903.

Miss Nora Laugher, Manager Good Advertising Department, Dry Goods Review, Toronto

Dear Madame,—Our establishment is situated in a small village 15 miles from the city, good train service, good roads, etc., between the two points. We are not favored with a local paper, nor yet with a heavy pocketbook on which to draw to do extensive and expensive advertising. I enclose you herewith two copies of circulars, which we distributed through the mail to our customers and others. We have hardly derived the benefit we anticipated from it, although we always try to do as we advertise. I enclose a stamped envelope, and would like to be favored with any suggestions you might see fit to offer for improvement in our way of advertising. I might add, a large number of our customers

D 77 York St. C & Co.

TORONTO BRANCH.

D 77 York St. C & Co.

Debenham, Caldecott & Co.

THE SILK HOUSE.

A GOOD PLACE TO BUY SILKS.

Just passed into stock several cases of choice novelties in cotton Dress materials including VOILES, EOLIENNES, KNICKER CANVAS, FANCY LINENS, SCOTCH ZEPHYRS, GRENADINES, FRENCH ORGANDIES, ETC. We also carry a large stock of **LACES, CHIFFONS, TULLES, RIBBONS, LININGS, TAFFELINES all shades, ELECTRO SATINS, ROMAN SATINS.** It will pay you to call and see us when visiting the city placing Spring sorting orders.

DEBENHAM & CO.,
LONDON,
PARIS,
NEW YORK,
JAPAN.

CANADA:
DEBENHAM, CALDECOTT & CO.,
TORONTO: 77 YORK ST.
MONTREAL: 18 ST. HELEN ST.

DEBENHAM & CO.,
MELBOURNE,
SYDNEY,
CAPE TOWN,
BERLIN.

ESTABLISHED 1826. INCORPORATED 1897.

ANDREW McLEAN CO.

460 Broome Street, - New York.



Trade Mark.

Manufacturers of

Mosquito Nettings and of Linings

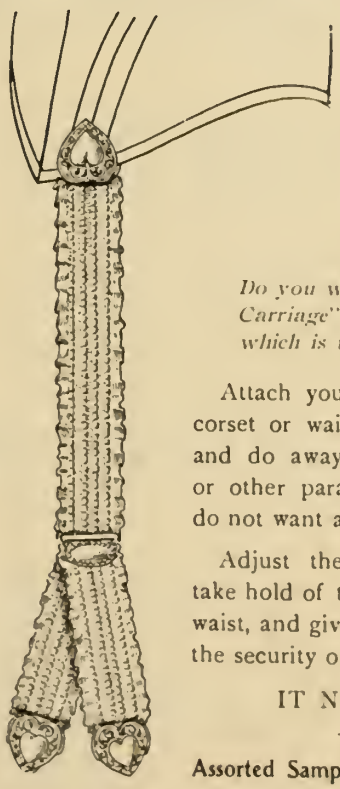
in great variety under The Victor trade mark.

Victor { **Sheer Linings, Silk-Finished Linings, Crinoline Linings, Canvases, Buckrams, Checks, Etc.**

Special Canvases for Stock Collars and Cuffs.

Victor Foulard Linings { 10-yard pieces and on spools. } For Millinery Use.

MILLS: PASSAIC, N.J.



MAGIC CLASP

Do you want the "Erect Military Carriage"—the "Straight Front," which is the present Vogue?

Attach your hose supporters to your corset or waist with the "Magic Clasp" and do away with all pads, bands, belts or other paraphernalia worn where you do not want additional material.

Adjust the CLASP so that the pins take hold of the binding of the corset or waist, and give it a pinch to make sure of the security of the hold.

IT NEVER LETS GO.

Assorted Sample Dozen by MAIL - $2.25.

F. ROBERTSON & CO.

Manufacturers TORONTO.

drive into the city with their produce. Although we are always open to buy and pay as high as the market will allow us to do, still, we find it hard to hold the trade as we would like to. For the past two Januarys we have conducted "Cash Sales" for two weeks to clear Winter goods, and found them successful. Unfortunately, I have no circular left undistributed for such sales. Trusting that I am not taking up too much of your valuable time and to hear from you at an early date,

I remain, your obedient servant,

S. M.

ANS.—S. M., S——ville, Ont.—The circulars you enclose are very well prepared and neatly printed, and altogether creditable to your business, and should have given you fairly good results. The one fact from which you cannot get away is that you are too near the city for satisfactory business purposes, as it is very natural that country people should make shopping and selling produce an excuse for a city outing. Another difficult point is the fact that you have no local paper. It might pay the business men of your town to hold out inducements for some publisher to start a local newspaper, through the columns of which you could at least once a week reach the people on whom you depend for trade, that is, if the population of your town and the surrounding country would warrant it. Circular advertising is seldom profitable except as a supplement to newspaper advertising. Taking facts as they are, the next best thing would seem to be that you should issue a semi-annual catalogue with lines carried and prices fully set forth, making sure that your prices are as favorable as those of the city retail and departmental stores with which you have to compete. This would mean an outlay about equal to what you would spend in a good local newspaper. As you have no local newspaper, special sales specially advertised by circular announcement are very essential to you, and it would be well to have them frequently. If there is any city paper that has a specially large circulation in your locality I would strongly advise you to use its columns as frequently as possible. If you could allow a shade better than the regular market price for produce it would be well to advertise it. No doubt this would amply pay you, as, in most cases, it would be taken in trade, but I would advise you to make it understood that you would pay cash if desired. Some of these suggestions may be helpful in the solution of the difficulties in which you are placed by your proximity to the city and absence of adequate advertising mediums.

From Richmond Hill.

We are Building For the Future

The Concrete House is seeking to build for itself a permanent foundation, based upon honor and integrity. Good character for stores, like individuals, means everything. Send your children to this store and they will be kindly treated. We want to grow into the good graces of the children, that we may have their trade when they become grown-up men and women. We want your trade and will do all within reason to secure it and hold it. Our clerks are courteous and obliging, our store is large and commodious, our departments are varied and complete, our goods and prices are right, and our ambition to please is unbounded.

For the best quality of goods we quote :

J. W. S., MONTREAL.—No. All kinds of trade do not demand a like amount of advertising—you cannot govern all by one. Some goods must be advertised more persistently than others—some articles must have the demand created for them.

A Toronto Heading (The T. Eaton Co.)

New Spring Dress Goods

If you would keep abreast with the correct ideas in Spring Dress Goods your safest plan is to make frequent visits to our Dress Goods Department. Our counters are laden with new goods that bear Dame Fashion's stamp of approval. Every day something new is added to make the showing more complete. No need to buy. We want you to see and then take notes to make comparisons. The more you do the better we'll be pleased.

Ask to see these particular lines. They came to us in the latest shipment from across the seas :

GEORGE B., N.S.—The matter contained in your catalogue was convincing, even snappy; but the get-up was hardly tasteful enough, and I think you made a great mistake in not giving a more complete price list.

"O," TORONTO.—Am just as pleased to answer you as though you were in the "magic circle" of the dry goods. Read above answer to J. W. S., which will, I believe, fit your case. A typewriter is one of the things that demands a steady and a large amount of advertising.

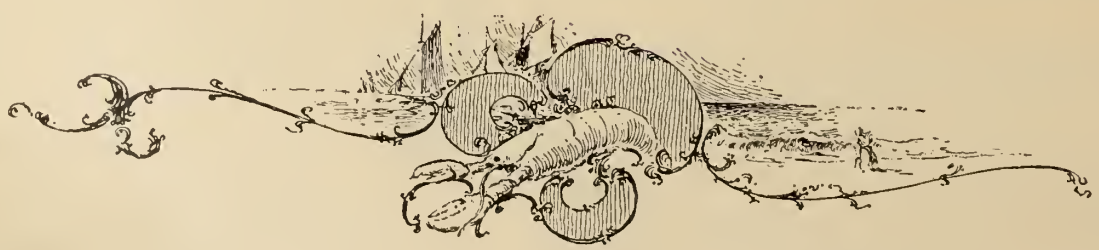
T. C. P., B., ONT.—Don't be discouraged. Your first effort was a little unsatisfactory. Your letter, however, explained that you are fully aware of its weak points, and that shows you know what is good when you see it. Don't be too high-flown; talk in print as you would talk to a customer—use plainer language. Send me your next.

T. W. C., BEDMINSTER, BRISTOL, ENG.—Glad you desire to become a subscriber to "D. G. R.," and that you find "Good Advertising" Department helpful to your business. (Will write you personally by mail.)

C. W., LONDON, ONT.—A rhyme which comes to my mind (from an English advertising journal) could be well applied to your case; kindly read, mark, learn and inwardly digest :

One step won't take you very far,
You've got to keep on walking ;
One word won't tell folks what you are,
You've got to keep on talking.

One inch won't make you very tall,
You've got to keep on growing ;
One little ad. won't do it all,
You've got to keep 'em going.



Flannelette.

If purchasers of this useful material for underwear all the year round would buy the

BEST ENGLISH MAKE

they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

Horrockses' Flannelettes,

Made by the Manufacturers of the celebrated Longcloths, Twills and Sheetings,

ARE THE BEST.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

Menzie Mfg. Co.

LIMITED.

Window Shades Shade Laces

Curtain Poles
Brass Goods

Art Furniture **Screens, Etc.**



"HIAWATHA"

Opaque Shading

is unexcelled for Opacity, Durability, and Smoothness of Finish.

WRITE FOR COLOR BOOKS

MENZIE MFG. CO., Limited

Factories and Offices: King Street Subway.

Toronto.

Salesrooms: 34 King St. West,

N.B.---Our 1903 Catalogue will be issued early in the year



CARPETS.

By W. L. A.

IN describing an ideal carpet-room some plans can be offered merely as suggestions since tastes differ, but in general one first-class carpet-room differs in minor details only from another.

* * *

The best situation for a carpet-room is on any other flat than the ground floor. The reasons for this are not usually known, although most dealers, by instinct, use an upper story. They feel that the ground floor is not suitable, and yet, when asked for their reasons, they are almost invariably unable to answer. The floors above are free from the dust of the ground floor, where the public hurry in and out, and hundreds of miscellaneous articles are thrown about in the general traffic; there is no noise or moving of figures to distract the attention of the dealer and customer. Every merchant knows the time wasted by an interruption when selling carpets, for, in almost every case, he is forced to start again at the beginning and show, quote prices, and explain advantages. The clashing of adjacent articles belonging to other departments and colors of dress goods and similar lines is avoided; a customer feels more free to question, comment and examine, and the department appears to be specialized to a greater extent.

* * *

Some object to carpets being high in the building, as the weight of the rolls to be carried up and down is so great. This has to be done only two or three times in a year, and two clerks, with a carrier made of two sticks fastened together by cross pieces near the end, make the weight scarcely noticeable. Others say that by their carpets being on the upper floor, they can be shown to those only specially in need of them. No woman cares to spend the time necessary to examine carpets unless she needs them, and in that case she will go to your department wherever it is. If you fear she will not know that you handle them, advertise in your town paper, and occasionally have a carpet display in your window.

* * *

If you must have other goods on the same floor place them by themselves, as far from the carpets as possible, and make the division noticeable. Other lines in close proximity to carpets almost invariably detract from their beauty. Furniture appears to be the only line that when seen with carpets does not make them suffer.

* * *

As to light, it must be good; but it is preferable that it should come from one end only, as in looking at carpets a customer should never face the light. Prism glass will throw light into the far end of any room and if the room is long, this should be used. At night I have found acetylene gas by far the most satisfactory light, as it does not alter in the least the colors of the carpets; gasoline is, perhaps, the next best, and then incandescent lights. My reason for placing electricity in the third place is the variations in whiteness in the different towns. A first-class electric light is almost as satisfactory as acetylene, but not one plant in twenty produces a light without the yellow shade that spoils the effect of all colors, except dark reds, greens and black. Coal-oil lamps are no use at all, and the dealer who attempts to sell by them or the customer who buys is taking the greatest risks.

* * *

The room should be long and narrow rather than square, as the narrow room reduces the carrying of rolls by the clerk and enables him to show a longer strip also. The quantity in stock appears greater in a long room. The waxed floor is the best, but in this case it must be of hardwood and new, and the boards should be narrow and dark in color. If another style is required, tack linoleum dark and without pattern, close to the wall. In no case use a patterned oilcloth or linoleum or attempt to show on other carpets, as carpets shown in this way never appear as well.

* * *

Shelves should be arranged if possible along the two long sides only, so as not to interfere with the light and to place the carpets convenient for pulling out and unrolling without having to carry them. The bottom shelf should be some inches over a yard above the floor and under this, on the floor or rather on a board nailed to the floor, place the ingrains and all yard wides. On the shelves above the three-quarters go as being lighter in weight. On the top shelf place the borders for made up squares, and as

often as possible have them above the patterns in three-quarters, which they match.

* * *

The shelves should be as close as possible with sufficient room only to insert the fingers to pull a roll out, and should run in straight rows, not in patches and irregular lines. Have the boards of planed lumber, as a rough board does not look as well and wears the carpet.

* * *

The walls not covered with shelving should not be papered unless in ingrain. A good white or boarded surface is the best. The ceiling should be plain white. Some prefer a simple drapery on the windows, but many insist on there being no pattern of any kind visible but what is in the carpets. Plain blinds are sometimes necessary.

* * *

The disposal of rugs and mats in the showroom may enhance or entirely spoil the general appearance. Arrange the rugs in one corner in their sizes on shelves above the floor, so that the untidy appearance may be lessened and the floors may be swept without filling the rugs with dust. Some rugs, of course, cannot be folded. These should be laid down in an open space, unless the rug display fixture is used. The latter is really the only way to show them. Mats may be kept as described in the December number, or on a bench, a cut of which is given in this number.

* * *

Employ a clerk with experience to show your carpets, and make him keep everything clean and tidy. It is not necessary nor perhaps advisable to have all the rolls and rugs in their places on the shelves. A couple of rolls opened up on the floor, with a rug down in one corner and a mat or two on it, takes away that empty look a carpet-room often has and gives an appearance of business that does not detract from neatness.

DON'TS.

Don't put much money in cheap qualities.

The merchant beginning to handle carpets is the one who is apt to err in this respect. Many old merchants, however, make a mistake here.

The merchant who has handled carpets for years naturally resents advice from a traveller to avoid buying cheap carpets. He says he knows his business and the demand of the people he has to deal with, and the argument sounds very feasible. But he never takes into consideration the fact that he assists in creating the demand, and if his customers see a great stock of cheap qualities they conclude that is what they are supposed to buy.

It is a recognized fact, moreover, that the average shopper buys an article at the cheapest price possible as long as it looks pretty.

Not only don't buy cheap qualities to any extent, but talk against what you have. The result will be a demand for better goods, which means more profit to you and satisfaction to your customer. You will always find ready enough sale for what cheap qualities you should carry without drawing particular attention to their merits.

Don't order from samples at night.

This rule is not arbitrary, but generally speaking it is not safe to depend upon any artificial lighting to show up colors as they are by daylight. Many merchants have felt sure their orders were improperly filled, when the only thing that is the matter is that they have ordered by night and the same colors by day appear quite different, especially when the different effect of a roll from a sample is taken into consideration.

A first-class electric light is safe, but there are very, very few electric lights of that class. Gasoline and acetylene are, generally speaking, as near a white light as possible, but they cannot be absolutely trusted at any time.

An important point to remember in buying by night is to be careful of combinations of dark colors, as these almost invariably look much better by night than by day.

Take the time to inspect samples by day in carpets, if in nothing else.

COBOURG MATTING AND CARPET FACTORY.

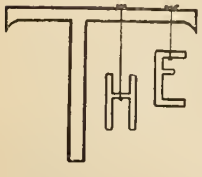
The matting and carpet factory and stock of the late William Mitchell, of Cobourg, Ont., was purchased on Tuesday, February 17, by The Cobourg Matting and Carpet Company. The officers of the new company are as follows: President, John Dick; secretary-treasurer, A. J. Armstrong; directors, Sam Clark and J. D. Hayden.

WON THE APPEAL.

F. B. Hayes, secretary-treasurer of The Toronto Carpet Company, has won his appeal against the decision of Police Magistrate Denison, by which Mr. Hayes was fined $50 for importing an alien to work for the company. It was proven that the workman in question was the son of English parents, although born in the United States. The conviction against Mr. Hayes was quashed with costs against the prosecutor.

WALL PAPER.

PAPER HANGING.



The paperhanger usually remedies small breaks with plaster of paris, but to repair rough or broken walls is really the plasterer's work. The paperhanger should, however, be able to do this, as it will often save him much time and inconvenience.

When the patch is on, if it is higher than the adjacent wall, it should be rubbed down with sandpaper or a steel scraper. Brush out the loose sand, wet the surface and level up with fine plaster. When a hole has to be filled take out some of the loose plaster, brush out the loose sand, dampen the laths and edges of the plaster and then cement the edges of the laths with plaster of paris. Let this dry and then fill hole nearly full of plaster and let it set.

If the hole is where it will come again—from a chair-back, door knob, etc.—fill in the place with a board. If the board can be nailed to studs, all the better, but otherwise it should be screwed to the laths. On the board paste one or two layers of paper until the level is reached.

REPAIRING THE CEILING.

If the break is bad the place should be taken out and new plaster put in, but, if the plaster is simply cracked and drooping, place up against the sagging part a framework made of two pieces of board with laths across. Support this with posts. Then gradually raise the posts by

GEO. H. HEES, SON & CO.

= 1903 =

Beginning the New Year we commenced manufacturing

Muslin and Bobbinet Ruffled Curtains

In ARABIAN RENAISSANCE and other popular styles.

We carry in stock ready to deliver an immense stock of

Lace Curtains

In prices all the way from 20c. a pair to $15.00 a pair.

Also LACE DOOR PANELS in all grades and qualities.

GEO. H. HEES, SON & CO.,

71 Bay Street, TORONTO.

wedges driven under them until the plaster is in place. Nails cannot be used to hold the plaster up, so make a slot in the head of a nail, similar to that in a screw, and push the nail through the plaster into the laths to the joists. This may be done by turning the nail back and forward while pushing.

REPAIRING ROUGH WALLS.

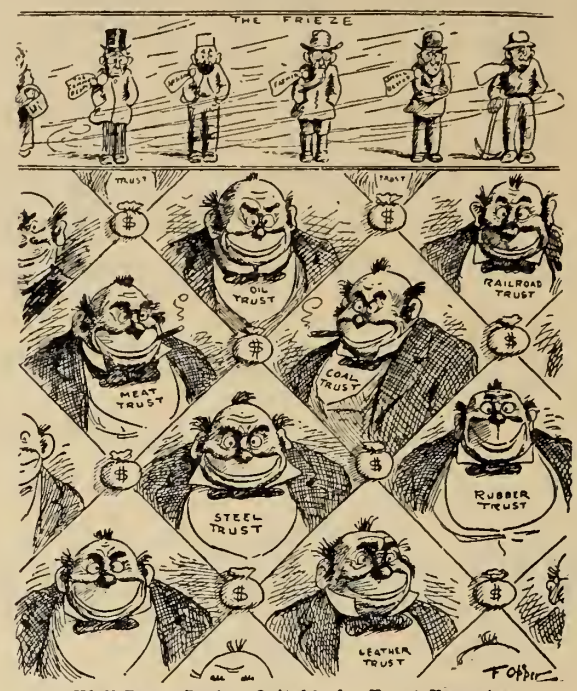
If the walls are rough, go over the whole surface with a piece of wood, then brush the wall down with a broom and apply a thin coat of paste directly to the wall. After this is dry the paper is hung in the usual way. If the wall is very rough a lining paper must be first applied, then the roughness again sandpapered off, and the paper applied over all. Sometimes sand-finished walls are levelled with kalsomine, but this is only done successfully when the room is dry and light paper is to be used. As little paste as possible should be used over kalsomine.

Old walls, if previously papered, should be gone over with lukewarm water applied with a paste brush. Allow this to soak thoroughly and remove old paper with a scraping knife.

PAPERING ROUGH WALLS.

Shrinkage and expansion of boards under variation in the humidity of the atmosphere render it necessary to carefully canvas boards to receive the paper in order to prevent cracking. When expense is no objection the best plan is to use cloth sized with a coating of a mixture of size and whiting. The cloth should be well stretched. The object of the whiting is to form a filler so that the paste will not pass through the cloth and cause it to stick to the boards.

A cheaper plan is to tack to the boards a lining paper—anything will do, old wrapping paper, for instance—then tack on cheesecloth or muslin or canvas, driving the tacks in as far as practicable through the middle of the boards. The object of this is to reduce the shrinkage to a minimum, as the boards shrink from the sides to the centre.



Wall Paper Design Suitable for Trust Magnates.

The lining paper is employed to prevent any paste passing through the cloth and making it adhere to the wood. A strong sizing applied to the cloth will shrink it tight to the walls.

(To be continued.)

CROCKERY AND GLASSWARE.

SEVRES.

MANY porcelain factories have owed their success in no small degree to Royal favor, but none have basked so long and securely in the smiles of kings as the works where Sevres porcelain is made.

From an unsuccessful start in 1740, at Vincennes, where two brothers, Dubois, offered to sell the secrets of the St. Cloud factory, the factory in 1745 passed into the hands of Charles Adam, under the protection of Louis XV. The early products consisted chiefly of flowers, in porcelain and wares, in imitation of Oriental designs.

In 1753, the King became a third owner, and gave it the title of Royalty. From this time, Madame de Pompadour took a very strong interest in the productions, and it was owing to the favor of that woman and the King, and the beauty of the ware, that the works were a decided success.

In 1756 the increase in the business necessitated the building of a new factory. This was done at Sevres, and Louis XV. immediately purchased the entire interest. In 1760, a decree provided that the works should be called "Manufacture de Porcelaine de France," a name which has disappeared in the word "Sevres." The same decree prohibited anyone from making porcelaine, plain or printed, gilded or not, with relief, sculpture, flowers or figures, except only that they might make white porcelain, painted in blue in Chinese patterns.

In 1761 the purchase of the secret of hard porcelain could not be utilized, as kaolin, the necessary constitutent, was not to be found in France. In 1769, however, a woman discovered it by showing some clay to her husband, as a substitute for soap. Thereafter hard and soft porcelain were made until 1804, when the soft was dropped, to be resumed again in 1817.

In 1800 Brongniart, perhaps the most distinguished authority in ceramic history, became director, and occupied the position until 1847. During his regime the factories attained to their greatest success and distinction. Immense vases, of greater size than had ever before been made, were produced, and plaques, 1 ft. by 3 ft. were painted by Raphael, Vandyke, Titian, and others.

Under Regnault, in 1861, was introduced the principal of compressing paste in moulds, of large objects by means of air pressure. Previous to this great vases often collapsed from lack of support to the soft paste.

The history of the Sevres Factory is a brilliant art history. The styles of its products are illustrations of the changing tastes of the upper classes in France, for the ware was always too expensive to be used by any but the wealthy. In the spirit of the times, vast, ridiculous, yet striking uses were made of the porcelain. Furniture adorned with porcelain plaques, entire tables of porcelain, picture frames and candelabra were all made in the most conspicuous patterns. In 1780 an actress appeared with porcelain panels on her carriage; in 1782 the King gave a lady

—MADE IN CANADA—
—Oil Cloths—

Be Patriotic and at same time get best value, by purchasing Canadian-made Oil Cloths.

WE SHOW SELECT AND UP-TO-DATE PATTERNS in

Floor Oil Cloth—3 qualities—$^{3}/_{4}$ to $^{10}/_{1}$ wide.
Canvas and Painted Back Stair Cloth
Mats or Rugs—All sizes

Table Oil Cloth.
Cotton and Duck Back
Enamelled Stair Cloth.

Enamelled Muslins, Drills and Ducks.
Decorative Burlaps.

OUR SAMPLES FOR SPRING are now in the hands of the wholesale dry goods trade and the attention of dealers is called to the advantage of handling Canadian-made goods. It is worth money to get your orders and repeats filled promptly.

We have large producing facilities and give satisfactory deliveries.

The Dominion Oil Cloth Co., Limited, Montreal

Everyone in the Trade

that examines or handles the products of THE GUELPH CARPET MILLS:—

Wiltons, Brussels, Ingrains, Art Squares

is pleased with them. Some consider them superior to any other Canadian carpets and by no means inferior to the much-talked-of imported article.

There is no better equipped mill than ours, and as we are gaining credit for giving a little bit better value than other makers, we are striving to sustain this reputation.

For Spring, we are now showing some new and very beautiful effects both in figure and coloring, embodying the creative ideas of our skilled designers, as well as many outside artists.

Our long-established system of selling direct from our mills to the trade assures the closest prices and most prompt shipment.

Repeat orders of any of our patterns supplied on very short notice.

If our travellers have not recently called, let us know and we will forward you some samples.

GUELPH CARPET MILLS CO., Guelph
LIMITED

A. R. BURROWS & CO.

—Manufacturers of—

Rug Fringes,
Carriage Fringes and
Carriage Dusters

—GUELPH, ONT.

Write us for Samples and Prices.

KEEP YOUR FLOOR CLEAN.



"No More Dust"

How often have you been annoyed by dust, caused by sweeping your floor, settling on furniture, clothing and so forth and doing no end of damage? Sawdust, water sprinkling, and all kindred remedies have faded into insignificance. **The "World's Only Dustless Floor Brush"** will positively lay the dust and do away with all further annoyance of this sort.

A Reservoir for coal oil in the head of the brush supplies sufficient moisture to lay all the dust, while the oil has a cleansing effect.

Write for Price List and All Particulars.

TORONTO SPECIALTY CO.
29 Colborne St., TORONTO, ONT.

a toilet table and mirror in porcelain, costing 75,000 livres; Madame de Pompadour once received the King in a room opening into a conservatory filled with exquisite porcelain flowers in bloom and emitting their various odors.

In dinner services the cost was fabulous. One service of 711 pieces made for Catherine II., of Russia, cost 328,188 livres, or equal in our time to $200,000. One plate of that service sells at auction now for $750; a set made originally for Louis XVI. and purchased by George IV. and placed in Windsor Castle is assessed at £100,000.

The porcelain still produced at Sevres is useful and charmingly decorated, but the old secret of the soft paste which allowed such beautiful effects in coloring is no longer available. It was fine clay and silex and other materials, while the hard paste is china clay and felspar. The soft clay must be pure white, while what is manufactured now is of a greyish hue.

A NEW LINE OF DECORATIVE WARE.

A NEW line of decorative ware in this country is Italian Faience. This has taken well in New York, but is of too recent importation here to have as yet met large success. The style is characteristic of the Italians, and was bound to meet with large sales on



Chippendale China Cabinet.

the other side. This ware is in various shapes, but all in the style of vases, high pitchers, basket-shaped articles and immense bowl effects. The peculiarity of it is that the decoration consists for the most part of flowers, fruit or birds, fastened as it were to the body structure. A wreath of chrysanthemums, life-size and color are placed along the top of a large bowl, not painted on. One very pretty piece is a high pitcher in dark green, the mouth of which is formed by a cockatoo, with wings outstretched. Another striking thing is a basket shaped piece with a huge bunch of grapes hanging over the side, and the handle a grape vine. The prevailing colors are pink and blue. The price runs from $8 to $10.

THE CHINA AND GLASSWARE WINDOW.

Goods well shown are half sold. This is just as true of glassware and crockery as of anything else, although little attention, as a rule, is paid to the display of this line. Remember that no matter what goods are shown, the window is the stage on which goods must speak and act for themselves. No window filled with a mixture of wares thrown in helter-skelter will attract custom, and particularly is this so in the case of that delicate article, glassware.

The common defect in most windows is the abundance of articles shown. The general effect in this case is not good nor are the eyes of the passer attracted to any particular thing. In the case of china and glassware show only a few lines, giving the impression of their being merely samples and not the entire stock. A couple of dinner services, piled as compactly as possible, and yet not crowded, is sufficient for most windows for one display. Another display might be a couple of tea services, and another, bedroom sets, while a window of odds and ends can be arranged effectively.

Beware in every case of mixing in one window dinner and tea services, bedroom sets, vases and bric-a-brac. In such a window confusion cannot but reign, and an observer notices no one thing. It is not a bad display that has a vase or two in the background with the table services, but great care must be taken or the decorator will yield to his tendency and overcrowd. In many cases all the pieces of a service need not be put in a window, but where soup tureens, bowls or platters are of peculiar shape, the entire set had better be kept together.

For covering the floor plain colors should always be used, and dark colors are much more effective. Such shades as deep green and red are the best, as they do not draw the attention from the display, and the white of the wares shows up very prominently against such a background. In the case of a table service a plain white cloth or oilcloth can be used occasionally for variety, but the results obtained are not as good. The plan of having the bottom of the window arranged in steps is not a good one, as it leads to overcrowding and the articles on the top steps are only seen sideways, whereas china should always be viewed from above. Bric-a-brac, on the higher steps, is not out of place, and some dealers have narrow, hanging shelves of plate glass on which vases and ornamental china or glassware are fairly well shown.

Change the window as frequently as possible, and, above all things, keep the articles spotlessly clean, or all display is worse than useless.

CROCKERY NOTES.

Over one-third of the manufactured goods in France are made by women.

Japan produced porcelain and earthenware in 1900 valued at £687,370, against £586,784 the previous year and £197,532 in 1898.

A large delegation of representatives of the pottery business recently interviewed the Minister of Finance and the Minister of Customs with a view of getting more protection for their industry.

The brass bed on which Napoleon died at St. Helena is offered for sale in Paris. The price asked is $20,000.

A Southern States manufacturer is said to have recently observed that 50 per cent. of the furniture manufacturers in the United States are losing money.

THE WATSON
FOSTER Co., LTD.
WALL PAPERS
MONTREAL

EQUIPMENT
RESOURCES
REPUTATION
UNEXCELLED

MARCH 1903

ART FURNITURE AND UPHOLSTERY.

"Of all the arts which are either improved or ornamented by it (architecture), that of cabinet-making is not only the most useful and ornamental, but capable of receiving as great assistance from it as any whatever."—THOMAS CHIPPENDALE.

ABOUT Thomas Chippendale the man, we know little, but of Chippendale, the artist, we know more than of any other originator of styles in furniture. Before him, styles owed their names to the reigning sovereign—the Louis, Marie Antionette—but Chippendale's style was so original, so striking, so beautiful for the most part, that instinctively the public felt the injustice of coupling those graceful curves, that careful proportion, with any other name than that of the inventor.

The dwelling place and shop of the Chippendale family was in St. Martin's Lane, at that time a fashionable and artistic quarter. His father, before him, had been a cabinetmaker, and Thomas owes his success as much to heredity as to individual capacity. Talent for carving had been in the family for generations, but it was left to Thomas to make a name for himself in the use of it.

In 1754 he published "Gentleman and Cabinetmakers' Director," a second edition in 1759, and still another in 1762. Through these books he made himself famous, for they contained drawings of almost all kinds of furniture in his own style. Some maintain many of his plates are impracticable, but Chippendale himself insists that every design can be made by an ordinary cabinetmaker.

The designs ascribed to him are often very poor imitations and can be traced to Ince & Mayhew, a comtemporary firm. Tramelled by the taste of the time, his furniture sometimes appears too heavy and a few designs are beneath notice, but the graceful outline and solidity and honesty carry them all through. The foundation of his cabinets, bookcases and larger woodwork was generally classic, while mouldings of carved wood and fretwork formed the decoration with a pediment generally appearing on the top.

The wood he used was mahogany, as it was then a comparatively recent discovery, and the care he exercised in the choice of material is one of the noticeable features of his work. He mixed the French gothic and Chinese in one harmonious whole, and the effect produced required no further enrichment by inlay or painting. The chisel alone was his instrument of ornament, except in gilding or occasional brass ornamenting and japanning.

But it is in his chairs that he excels, and knowing that fact himself he confined his attention, for the most part, to them. Some deprecate the "riband back," a form of ornament to resemble ribbons, but the taste of the time demanded it. The designs are beautiful in line and spacing, and the "splat" or central part of the back was always made with regard to the space left at each side. The ornament on the legs and frames was delicate, as on the back, and the proportions as well balanced.

From the illustrations accompanying this article a fair idea can be gathered of the prineipal characteristies of the style and the points wherein the modern Chippendale furniture resembles, it can be seen to be, for the most part, poor imitations. A good Chippendale mahogany chair will ever be an elegant and graceful artiele, and in spite of the deficencies in the modern imitation, that artiele is almost always a graceful and attraetive piece of furniture.



CHIPPENDALE.

NOTES.

It is rumored that a furniture factory is to be built at North Bay. The firm which contemplates building is very favorably impressed with the quality and quantity of timber available and the shipping facilities.

The annual meeting of The Listowel Furniture Company was held recently, and the financial statement showed a good balance of profits, after providing for extensive improvements. The old board of directors was re-elected.

A quantity of furniture used in the White House at Washington was recently sold to make room for improvements. The buyers were mostly relic hunters and dealers in antiques.

A new thing on the market in the United States is a bolster case of corrugated paper, such as is used to send photographs between through the mail. It is hollow and has an opening on its side through which the pillows are put inside the roll for safe keeping and to be out of the road in daytime. The roll is covered first, with white muslin and then with the same material as is in the bedspread. They cost over there about $3 each.

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DECORATION.

"As the result of many generations of work along one continuous line, there has accumulated a certain amount of ability in design and manual dexterity, certain ideas are in the air, certain ways of doing things come to be recognized as the right ways." REGINALD BLOOMFIELD.

SANITARY HOUSE DECORATION.

(Continued from February.)



F white-lead paint is used it should be genuine old, ground white lead, mixed with pure American turps and Baltic linseed oil, with the addition of litharge, driers of terebene, according to the weather in which it is used; and such paint gives off little or no odor or valative particles.

Do not use cheap white lead, as it is often adulterated with barytes (sulphate of barium) and avoid "young" or new lead, as it is deficient in covering properties and damages color in its oxidization. White paint is the most healthful of all paints, because apart from its artistic effect it shows dirt better than colored paint, and thus indicates the necessity of cleaning. A glossy surface is more sanitary than a dull or "flatted" surface, as it affords less hold for dirt. In selecting papers or decorations for the walls of bedrooms, avoid large, staring patterns and aggressive contrasts of primary color in masses. The less pattern there is the better. A simple background of agreeable tone is more restful and suitable to a bedroom than any assertive decorative treatment.

As the result of many generations of work along one continuous line, there has accumulated a certain amount of ability in design and manual dexterity; certain ideas are in the air, certain ways of doing things come to be recognized as the right ways.

A room simply decorated with a pale cream—not blue-white ceiling and cornice, cream-enamelled woodwork and papered, painted or distempered walls in a tint of soft non-arsenical green or blue for a warm, sunny aspect, or in warmer tones of terra-cotta, pink or yellow for cold, dark rooms will be quieter and more soothing to the sense, and thus more conducive to repose than many gaudy treatments.

In purchasing paperhangings take care to procure them from a firm of repute, who can furnish an authentic guarantee that no arsenical colors or other poisonous ingredients are employed in the process of manufacture.

The fermentation of the paste used in hanging papers and relief materials is a danger which can be avoided by the addition of a lump of alum, the size of a filbert, to a pail of paste. This helps to thicken the paste, giving better and more adhesive body as well as having a hardening and non-fermentive action. The addition of a small quantity of oil of cloves also assists in checking fermentation.

Lastly, we have to consider the floor, which should be sized and varnished all over, merely having a loose rug this providing a thoroughly sanitary surface which can be kept clean and germ free without the use of the scrubbing brush. All other joints should be stopped to prevent dust dropping through into the space beneath. Permanganate of potash is an excellent dark stain for clean floor boards, and has the additional merit of its disinfecting qualities. The same general principles apply also to the decorative treatment of the reception rooms, staircases, etc., elaborated to whatever extent artistic inclinations or means may permit.

Paperhangings, where used, should be preferably those with a hard, smooth surface, such as the hat pressed silk fibres or oil-painted papers, not flocks, not mica papers which catch the dust and whose particles become detached in course of time, thus failing to comply with sanitary requirement.

Painted and panelled walls and ceilings, hand-painted decorations of flat ornament in monochrome color or stencilling, with the embellishment of gilding in mouldings or compo-mounted enrichments, hardwood, panelled wainscotting, parquet floors and every kind of decorative treatment that does not afford absorbent surfaces or dust-collecting ridges or scrolls, may be fully employed in an entirely sanitary scheme of decoration.

In bath-rooms and closets do not have wooden enclosures to baths, sinks or waterclosets, as such places frequently serve to harbor filth and thus become a nuisance. Let every part of the sanitary fittings be open and above board, so that any leakage can be detected and every part accessible for daily cleansing. Corners behind watercloscts and corners of rooms generally would be more hygienic if slightly rounded to prevent the collection of dirt.

The walls of bathrooms, lavatories and the domestic offices should be covered with varnished paper, paint, or preferably with ceramic or enamelled metal tiling, so as to be impervious and washable. The latter forms of wall covering are strongly to be advocated for larders, pantries and store cupboards. The floors of bathrooms, watercloscts and lavatories, also larders, should be cemented or asphalted.

Mosaic of marble or glass is a material more often employed for the flooring of halls, steps and lavatories in this country than for mural decorations, due chiefly to questions of cost; but it is a matter for regret that this sanitary, artistic and durable material is not more largely used for decorative purposes.

In conclusion, a word may be given to the necessity for ample inlet and outlet ventilation for every room, to promote the health of the occupants and to preserve the decorative adornments. The least injurious form of artificial lighting in all respects is, of course, the incandescent electric lamp, and where gas is used every burner should have outlet ventilation to carry off the fumes.

Carefully search for cupboards under stairs; also cellars or vaults. See that all such places have cement floors. Limewash them twice a year, and do not let lumber or dirt accumulate. Abolish brick or wood dustbins, and have iron portable bins.

Bear in mind that soap and water, fresh air, sunlight and cleanliness in general have as much to do with health as elaborate drainage and the complications of modern plumbing, and there is the advantage, moreover, that such simple things are within the reach of all—the poor as well as the rich.

NOTES.

Miss Alice Roosevelt is not satisfied with the new interior decorations of the White House and is particularly displeased with the color scheme of her room, which she calls "a nightmare in yellow and blue." She will not occupy the room and declares it makes her ill to sleep in it. The furnishings have been removed from the apartment and it will be redecorated with red as the dominant color.

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MONTREAL.

WHITE GOODS

THIS is between seasons with the underwear manufacturers. Repeat orders for whitewear are about filled, and the trade's attention is centering in Fall goods. The past season has been an unusually busy one, and the large proportion of orders for high-grade goods has been a pronounced feature; one manufacturer remarking that two-thirds of his repeats had been in the better grades. This is gratifying; it shows the prosperity of the country, and the manufacturer can afford to put the time and attention in on high-grade goods that is necessary to good workmanship, and that gives satisfaction to the retailer and his customers, besides building up a reputation for the maker himself. This is a beneficial change all around, and not the least benefitted is the woman who buys the better goods, as she gets more comfort, satisfaction and wear, taking into consideration the price paid, out of a well-cut, well-made garment of good materials, and finds by practical consideration that the best is the cheapest in the end.

* * *

The whitewear sales in January seem, generally speaking, to have lost their novelty and interest, particularly towards the end of the month, when supplementary sales were announced to keep things going. But there is no doubt that they were fairly successful, as people are in a buying humor. And there certainly was a tempting display of beautifully made and daintily trimmed goods that were much above the average. However this may be, there is something very fascinating about this display of snowy garments, and the materials, laces and embroideries that go with them, that irresistably appeals to most women. There are few, therefore, who can resist the temptation to purchase.

Less complaint was heard this season about poor cut and the skimpyness of gowns than in previous years. This shows that our manufacturers are advancing along right lines. It is the maker of low-grade goods who is getting the worst of it this season, and the left-overs from the January sales are invariably in the low-priced lines. Cheap cotton corset covers, skirts, drawers and gowns, trimmed with coarse lace are what they are pricing low, now that the whitewear sales are over.

* * *

That retailers generally were alive to the situation is shown by the large proportion of goods ordered for January sales in better materials and neater effects, and this tendency comes out strongly in the repeat orders.

* * *

Soft, fine nainsook is taking the place of cotton in underwear, and this fact alone serves to show where the styles are leading. Though undergarments are much trimmed, the trend of fashion is towards simpler styles and better materials.

* * *

In embroideries everything is seen from the open embroidery "Angalaise" to the blind goods, and the lines in imitation of the beautiful and expensive hand work, Matched sets are very popular, and the new galloon embroideries are much used, particularly on shirt-waists.

* * *

Underwear, as now made and designed, appeals to a large class of women who at one time would not buy ready-made garments, as they could not get the quality, materials and refined finish they required in these goods; but of late years manufacturers have been paying more and more attention to these points, and perfect-fitting garments, made of good materials, and neatly made, yet at the same time daintily trimmed and finished, can be bought for such a price that it does not pay any woman to take the necessary time to make her own.

* * *

Of course, women to whom price is no object continue to wear hand-made underwear, beautifully tucked, stitched and hand embroidered, and these goods are carried by the most exclusive houses, but are quite apart from the general trade.

* * *

Women are generally conservative about changes in the cut of their undergarments, and change slowly under pressure, as is the case with the corset cover, which has had to adapt itself to the straight front corset. The corset cover now in general use is the French cut without darts, and with the only seams under the arms and at the shoulder—when there is any shoulder; for the shoulder strap of lace-edged embroidery is often used.

* * *

So few of the old-style gored corset covers are in use that it hardly pays the manufacturer to make samples. If you have occasion to order these fitted covers, take care that they are not cut by an old pattern, as if so, they will be perfectly useless, as they would be impossible to button about the waist, and the backs would be too broad, and the fronts too narrow for the present style.

* * *

All manner of combinations are coming into vogue, such as petticoat, chemise, corset-cover underskirt and corset-cover drawers. The fashionable woman likes them because they save bulk, the one article taking the place of two, and the economical woman because there is only one garment to pay for in the wash. The newest of these is the corset-cover drawers, which may be open or closed, and with the neck high or low as desired. This garment is particularly suitable for full figures, as it does away with all gathers around the hips and waist-line.

SUGGESTION FOR UNDERWEAR WINDOW.

THERE are many stores where the limited stock makes it inconvenient to make a showing of a large number of garments. Merchants in certain localities, or owing to conditions which do not warrant carrying heavy stocks in this line, find it hard to spare enough goods from stock to make a generous display. Here is, from The Dry Goods Reporter, a suggestion which always works out well on a limited number of garments, and makes a generous showing. With window all cleared and cleaned, start by covering the background with Nile-green bunting, puffing it close. Then take two or three ½-in. boards, 12 in. wide, long enough to reach from the base near the window to about six inches above the background After placing one end of these boards against the window-frame, force the other end down, bending the board outward to about 6 in. below the top of the background and fasten it. The board should be arranged as the width of the window suggests. Cover the boards with Nile-green bunting, puffing it close. Cover the base with bunting also. Then arrange muslin garments on the background, boards and base. The tissue paper used in showing up the muslin garments should also be Nile green. In the centre of the window arrange a large, neatly-lettered show-card. A price-ticket should appear on each garment. If your window is a bit dark or shaded, use yellow bunting. The color can also be selected to match the color of tissue used in the garments, to save the trouble of changing to harmonize with the background.

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LADIES' NECKWEAR

PARTLY owing to pressure of orders and also to doubtfulness as to what would be the modish style this Spring, neckwear manufacturers are late in completing their Spring lines of samples. There seemed to be so little to go on that was really new that they waited for some fresh idea that they supposed Paris or New York might introduce at the last moment. Now that they have got down to work, and their work has of necessity been along the lines of elaborating old ideas, they have produced such a charming range, and such a large varity of beautifully designed neckwear that the lack of original novelties is quite lost sight of.

* * *

In all popular lines of neckwear the imitation of handwork plays a most important part, and by the best manufacturers is most beautifully carried out. The effect gained closely imitates the very highest grades of handwork, and is far away ahead of anything previousiy seen in the same direction. It is impossible for any ordinary worker to hope to gain the same effect at home. Hemstitching. cording, faggoting, tucking and the many varieties of fancy stitches used are done on special and expensive machines that require an extra amount of skill on the part of the operator, as, far from the work being mechanical, much depends on the manipulation of the worker.

* * *

This being the case, and seeing the large amount of this elaborate work lavished on fashionable neckwear, and considering the state of the labor market, retailers should take these things into account when placing their orders, and, by ordering as far ahead as possible, give the manufacturer as much time as they can to execute their orders. Such a course of action will prevent much disappointment on their own part, as in the present state of the labor market manufacturers have the greatest difficulty in keeping up with their orders.

* * *

Perhaps the newest, and at the same time the most practical idea in neckwear is the introduction of the stock that curves down under the chin. This model gives more elegance to the shape of the collar, as a curved line is always more graceful than a straight one, and at the same time gives much more comfort to the wearer. Women like the stylish effect of a high stock, but few can wear even a 2½-in. stock with comfort, and, if without the curve in front, the collar soon shows ugly creases that spoil its beauty and freshness, and it is discarded much sooner than would otherwise be the case. The curved collar overcomes this defect, and while much more comfortable to wear will keep its shape and freshness longer; and then it is much more becoming. This is a feature that it will pay both manufacturer and retailer to watch, as a reputation for making or keeping in stock an easy-fitting collar will do much to add to their sales. Women are bound to have comfort as well as style now-a-days, and any article, whether in neckwear or in any other line, that combines both is sure of a good reception.

* * *

Tabs in various shapes are still a leaning feature in neckwear, and likely to be so for some time, as they are showing strongly as a leading feature in all Spring wear. In fact, the prediction is made that what is now seen is only the forerunner of the tab "fever" that is to be this Summer—tabs on belts, tabs on collars, tabs forming the finish to the front of the waist and to the cape collars so fashionable on the Spring suits and coats, and tabs for the trimming of skirts, blouses, etc. Almost all the new stocks show tabs in some form or other, rounded, square, pointed, and in so many other shapes that it would take an issue of this journal to describe them. Where there is not a pronounced tab an irregular-shaped motif takes its place.

* * *

A novel stock in pale-blue silk is trimmed with a number of pine-shaped tabs, two of which form the hanging tabs in front. This is a particularly pretty collar, but from its intricate arrangement is one very difficult to describe. In lines specially prepared for Spring transparent effects are very noticeable, and are beautifully light and airy to look upon. Narrow folds of silk are faggoted together to form the stock, which is then further ornamented with silk tabs or incrustations of lace. This collar is very smart when the faggoting is done in black, contrasting with a light-colored silk, as blue and black, pink and black, green and black, and, of course, black and white. Soft chiffon collars supported by bars of featherbone have row after row of narrow velvet ribbon in pastel shades, fastened here and there by a gold or steel bead and with an irregular motif in Plauen or Irish lace for the inevitable tab. Some of these collars have, in addition, long bows of the velvet ribbon drawn through a steel or pearl buckle.

* * *

Beads in steel, gold and pearl are quite a feature of collar-trimming, as also are tiny gold and silver buttons and crochet silk ones; some of the latter have the fashionable dot of black. Lace braids, narrow lace edgings and motifs of different kinds of lace are much used on these collars.

* * *

A good many jabot effects are showing, but they do not seem to catch the popular taste like the tabs; still, they are new and much worn. There is a style worn that is a kind of a compromise between the tabs and the jabot and has features of both. They have the tabs, and in the space between a a pleating of taffeta silk in contrasting color, forming, as it were, a jabot in front. Another had lace tabs and a four-in-hand tie of soft silk or chiffon with lace-trimmed ends.

* * *

When wash blouses come into general wear with the warm weather there will be a large demand for the washing stock in piques, cheviots, madras and mercerized materials, etc. The general style is the stiffened stock and the four-in-hand tie. But stocks with rounded ends drawn through a pearl buckle are also seen. The correct style is for the stock to match the blouse it is worn with, but this cannot always be done, and buyers will be satisfied if the stock is of the same material. The neckwear buyer should see that his washable stocks harmonize with the waists, skirt-waist suits and wash materials stocked by his firm.

A few Leading Stock Effects



L 101—Taffeta Stock. Top of collar always white, with stitching to match color in Tabs. Tabs come in all shades of Taffeta, stitched white. A neat tailor-made effect at $6.50 per doz.



L 113—White Taffeta Stock, with Tabs bound in assorted colored plaids. A ready seller at $4.50 per doz.





L 106—Fagoted Stock, made in assorted black & white, and white & black ribbons. A very showy line for $2.25 per doz.



L 53—White Satin Collar, with colored velvet Tabs, in all colors. A winner at $2.25 per doz.

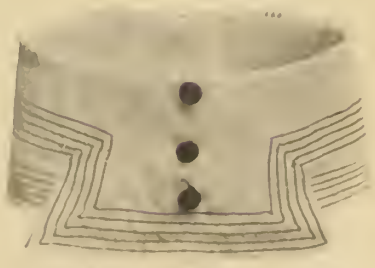
L 69—Colored Taffeta Stock and Tab, with White Chiffon Jabot. Also made in Black with Black Jabot. A very effective tie at $9.00 per doz.



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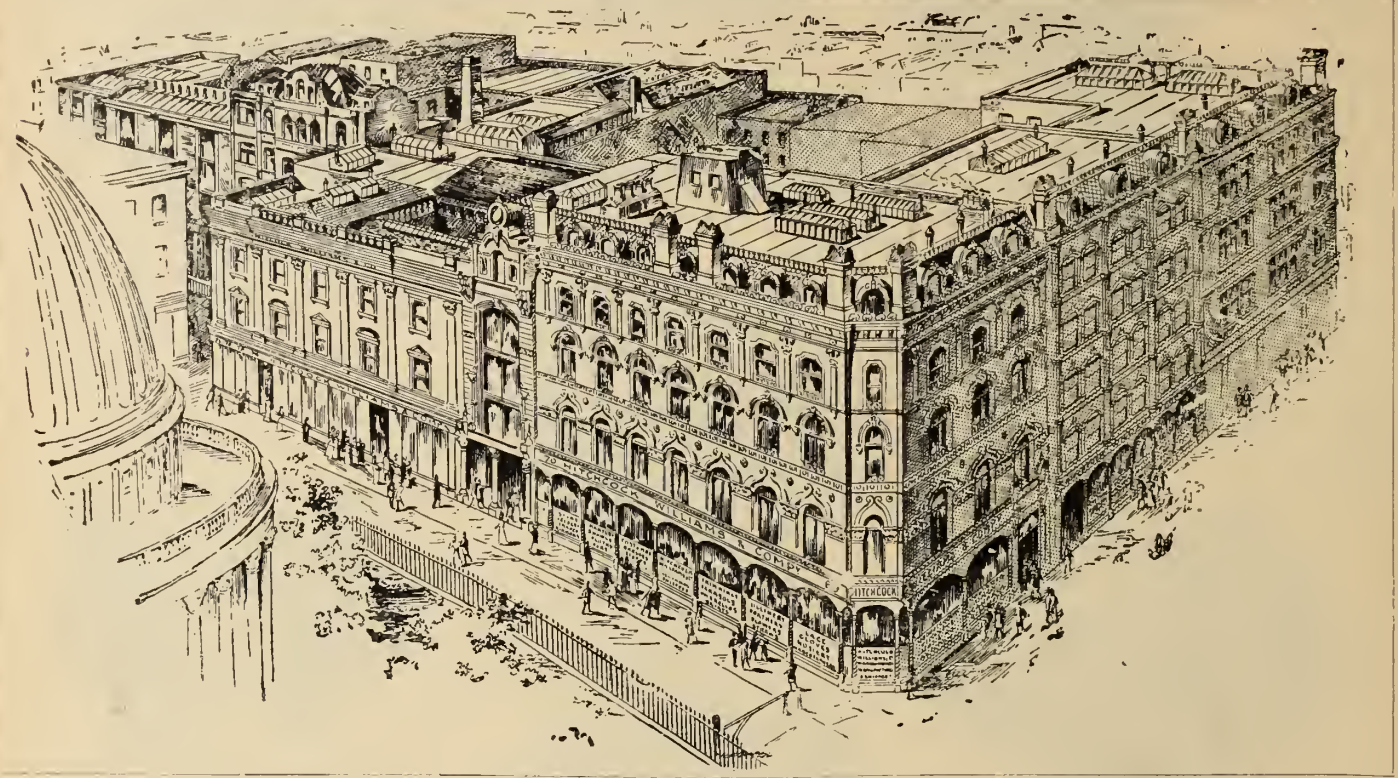
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OUR LONDON FASHION LETTER

Luxury in Laces, Muslins and Guipures—Fashions in European Capitals—White Sales in London—Linen and Silk Mixtures.

Office of The Dry Goods Review,
109 Fleet St., London, Eng., February 14.

LUXURY in laces, muslins and guipures being so prominent a feature in fashionable dress styles for the coming season, it naturally follows that much of the Paris fashion noter's space is now occupied with details of these elaborate items. One of my Paris correspondents sends a note of a new model gown of pastel blue veiling ornamented with open embroidery and application Valenciennes lace in lozenges; also with ochre-colored luxeuil lace. This mixture of laces as trimming is a very pronounced feeling in all sections of fashion for the present and coming season, so also are plisse effects. One of my most valued correspondents writes me from Viennna:



A Juvenile Style for Spring and Summer Wear

Illustrated by favor of Blunden, Nazell & Blunden, Silver St., London, E C

"I am astounded at the way tucking has caught on as a means of varying the everlasting straw in millinery styles.

"Plaitings are raging in all cities. Within the last three weeks I have visited Amsterdam, The Hague, Berlin, Leipzig, Plauen and Vienna. I should indeed be sorry to have to state upon oath where I saw most plisse. Perhaps here in Wien are to be seen some of the most novel uses to which it is put. Nothing is finished without it, and as an edging for all light garments, it seems to hold an absolute monopoly.

"Vienna's special creations in the way of 'sorties de bal' and 'blousons' do not seem able to exist without plisses. The ruffles are, in most cases, light as feathers, and wholly composed of frill after frill of double plaiting. This sounds monotonous, but the 'Wiener Chic' steps in and saves the situation. In 'Kohlmarkt' yesterday I noticed something very dainty: Softest white mousseline de soie, with here and there a layer of glace silk, double folds of the material placed one on the top of the other, and upon the outside of the resulting ball minute rosettes of the palest and softest narrow blue ribbon. The long ends of this wonderful bit of frippery were of finely-plaited chiffon, with an occasional pucker, into which nestled one or more of the little bits of color before referred to.

"I remarked in Berlin a decided rage for the sensational in the way of fancy plaitings, but, going well into the matter, I found this did not extend to the better class trade, though much beloved by the honest 'haus-frau,' who likes to accompany her spouse to the cafe in a toilette of her own concoction.

"Visits to the houses of Max Stein, Mannheimer and Hertzog confirmed my still unshaken belief in the possibilities of stralght plaiting. It will, no doubt, be of interest to you to know that never has the small, though famous, centre Plauen enjoyed such a good season as the present.

The lace-rooms are all working until 10 and 11 o'clock at night, and they are still behind on their orders. Oh, most wonderful of cities! There is no jealousy; work enough for everybody and orders going a-begging.

"Houses which, three or four years ago, might be termed 'Jacks-of-all-trades,' being forced to do a little of everything to keep the wolf from the door and the old factory in the land of existence, have now thrown away all machines but those for lace, and are in such a flourishing condition that they don't mind proclaiming the fact to the world. Leipzig, on the other hand, is moaning over hard times. Vienna is also complaining, and there are many sad faces."

* * *

The white sales in London are now on, and splendid shows are being made by the big West End houses. It is remarkable how much may be done to make imposing window displays of all white goods. As an instance, a most attractive window show of all white dress fabrics includes novel draping and folding effects made by a very clever arrangement of silks, cotton and woollen stuffs in all white and cream. These include in silks a number of novel weaves and special finishes in white Japanese silk, Oriental satin (British manufacture), taffeta glace, mousseline duchesse, in very rich qualities; armure regence (another British manufacture), louisine brilliant, Japanese satin, for day and evening wear; satin "sapho," an exceptionally strong and bright manufacture; satin brocades, very rich qualities, suitable for court, dinner and ball gowns, and a number of Tussore and Shantung silks.

The dress stuffs, in pure white and cream shades, include white wool voiles, silk spot voiles, silk and wool crepe de chine, fancy and spot crepe de chene, French cashmere, coating serges, wool bengaline, armure cloth, corduroy, fine and coarse canvases, whipcord coatings, alpacas, fancy materials (silk and wool mixtures), fancy hopsacks, wool and silk crystalline, estamine canvas, all-silk crepe de chine (45-in. width being most in demand), plain and fancy eoliennes, face cloths, and the once again popular nunscloth, now largely used for nightdresses, etc.



The Latest Idea for Ready-to-Wear Costumes.

The model, sketched by favor of Messrs. Brice, Palmer & Co., Cannon St., London, E.C., is in blue cloth, with fancy white strappings, and small gold buttons.

White batiste and Jap underskirts and petticoats are not the least attractive items in the shows of made-up white goods.

Natural Jap silk, with two or more flounces showing diagonal tuckings on each, are further ornamented with narrow lace flounces. Others have three frills upon a wide-shaped flounce of the same material.

Very fussy-looking underskirts are shown in white, but are also done in pink, sky and mauve batiste; they have circular flounces trimmed with torchon insertion. This pattern is also shown in cambric and natural Japanese silk.

Most elaborate are the tuckings and lace insertions on some of the higher-priced skirts and intricate designs in triangle-shaped lace insertions, in flounces reaching to the knee line, are further run through with bebe satin ribbon

Rucked and goffered effects are prominent features of many of the smartest taffeta petticoats. Debenham & Freebody make a very big show of new designs under this head, and brighten up their display of white goods with the inclusion of colored taffeta skirts. Some of their best patterns shown are underskirts cut in the new way, to fasten on the left front with buttoned flaps, and made with the new-shaped flounce, tucked and trimmed with five rows of ruchings and edged with a goffered frill, with deep underflounce of self or contrasting color. Other good patterns in underskirts in good quality taffetas are cut in the newest shape, with tucked flounce, and finished with goffered frills at the foot, or are trimmed with three-corded and shaped frills.

More exclusive and higher-priced patterns are in good quality natural Japanese silk, with deep-shaped flounces, trimmed with Valenciennes insertion and lace and finished with white and colored satin bebe ribbons.

In these special white goods shows, the white Jap silk, satin, taffetas, batiste, muslin, flannel, viyella and lace shirt-blouses and slips make a fine effect, as they are shown on busts, often waxen figures that are dressed up with ruffle, gloves and toque; also in white and cream, and the headgear is well shown off by a smartly-dressed and natural hair coiffure of the latest fashion.



Ecru Lace and Lawn Band Collar.

The silk shirts or slips that are now showing include many variations of styles as to cut and style of sleeve, the latter taking many new forms. These do not, however, displace the long, popular bishop sleeve with its tight-fitted wristband, but even this has the inevitable tucking, either from the shoulders to the elbows, or the whole length to the wrists.

The popular slip styles shown are in Japanese, trimmed with insertion, or finely tucked and trimmed with ecru lace motifs. Others are in silk crepe, slightly transparent, and cut in the newest shape, with cream insertion and tucking.

Very stylish-looking slips are in cream delaine, trimmed with rich lace motifs in various shades, also in neat spotted designs on colored grounds.

Cream, silk-striped delaine slips are effectively trimmed with narrow fancy ribbon and lace insertion in various colors.

Other good patterns are in cream twill, with various colored stripes, trimmed with narrow velvet ribbon around collar to match, and inserted with motifs.

* * *

Plain and fancy-striped "Viyella" in a wonderful range of attractive colorings find their best possible use in the neat shirts and slips, so largely in demand for wearing under the fashionable bolero and Eton coats of Spring tweed, hopsack, serge and the revived alpacca. In passing, it should be noted that this well-tried woollen is now manufactured in wide double widths for tailor-made costume styles.

Lister & Co., Limited.

Manningham Mills, Bradford, England.

Silk Velvets, improved finish, black and colors.

Couche Velvets, Panne and Mirror Velvets,

Millinery Plushes, short and long pile.

Dress Plushes and Velvets.

Millinery Plushes will be the correct Millinery trimmings for Fall, 1903. Early orders are desired, as demand will be great.

A SUGGESTION TO MILLINERS AND DRY GOODS MEN.

Every dry goods store has more or less dead stock to dispose of during the year. This stock consists of goods that have become faded or soiled or are unsaleable because of their pattern or color.

With our complete equipment and large experience we are able to dye these goods in such a way that they will closely resemble the new goods. In fact, it takes an expert to note the difference. We give completest satisfaction in dyeing and cleaning feathers and plumes. We are merchant dyers, on a large scale, and have been handling dress goods, silks and every kind of dry goods, successfully for years.

WRITE FOR INFORMATION.

R. PARKER & CO.

Dyers and Finishers

Montreal Branch : 1958 Notre Dame Street. Head Office and Works: 787-791 Yonge Street, TORONTO, ONT.

In speaking of costume fabrics I must make a special reference to the feeling for hopsack and similar very loose weaves in dress goods. These are so open or loose in the weave that the underskirts of silk, or the many capital English-made sub-



Ecru Lace Band Collar.

stitutes for silk, clearly show through the mesh. I have seen in some of the best houses this week some clever and varying effects gained by shot or ombre silk underskirts to stylish tailor-made gowns of hopsacks and woolen canvesses. A Bond street tailor showed me, for instance, a very smart gown of wood brown hopsack with very open weave, that was mounted on shot-blue (peacock) and green taffetas, which clearly showed through with changing effect.

This costume was strapped with folds of the shot silk laid on in sets of fine graduated lengths from the hem upwards, the longest measuring 16 in. Each was fastened off with a green and blue-shot enamel button, and a similar idea was repeated on the Eton coat bodice. This, it should be added, was cut in the new and generally popular fashion without a collar, and just rounded off to clear the neck-band of the under-vest or shirt of the same shot silk.

The flat trimming of silk around this was formed on the fronts in the fashionable stole shape, the ends to reach 3 in. below the waist line, being finished off with small enamel buttons and drop ornaments in shot-blue, green and copperish brown.

* * *

The feeling for rough effects in dress stuffs, and many other items in fashionable request is finding expression in many new ways, and the Summer dress fabrics in silk and linen mixtures, and coarse weave, will be one of the ideas under this head.

* * *

Linen and silk mixtures for dress materials, trimmings and ribbons are amongst the season's greatest novelties. And even the newest neck scarves for men's wear are in natural or dyed silk and linen—very coarse weaves that are extremely stylish. The Paris house of "Chaubet," specialists in exclusive patterns in men's neckwear, have now a London house in Bond street, and the wonderful art shown in their effective window shows of such goods is one to excite admiration, and to provide many hints for the ambitious window-dresser. This week they show within some beautiful things in men's ties and scarves in linen and silk, but in their window of carved natural oak they make a most artistic display of white and deep purple silk brocade broad scarves.

I was curious to see how they contrived to make the effect of a number of large choux or butterfly points standing out in well-balanced divisions of white and purple scarves in upstanding tiers. The manager kindly showed me how it was done, and took out from the window one of the supports to explain its simplicity. I found them to be fretwork, wooden frames, standing three feet or so from a square base, and tapering off at the top not unlike a minature Eiffel tower.

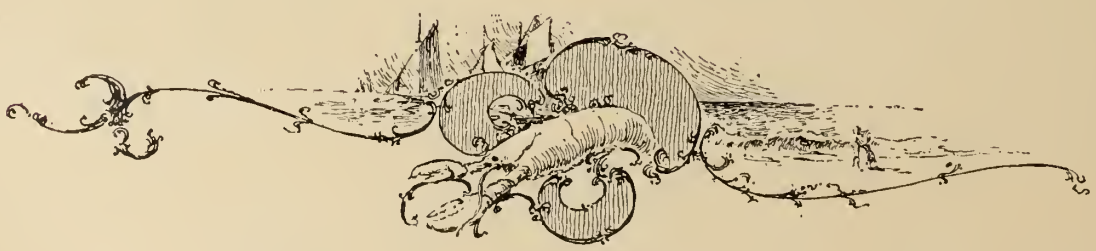
The design was a series of large scrolls, and the very clever Parisian youth responsible for these constantly varying color schemes and novel effects simply gathered up the scarves very lightly in their centres, and as quickly as possible pressed them into the centre of each scroll in the frame, so that their four corners pointed outwards and the wooden frame was completely hidden.



Ecru Lace Band Collar.

It should be added that the frames, though tapering off to a point at the top, were four-sided, and the front of two sides was filled in with the scarves. These two-color schemes for window-dressing are certainly very effective.

A. Meehan.



Easter Gloves

We have a full, fresh stock of PEWNEY'S FRENCH KID GLOVES for

SPRING, 1903

Best Styles, Latest Shades. Every Pair Guaranteed.

S. GREENSHIELDS, SON & CO.

MONTREAL

Sole Selling Agents for Canada.

Established 1830.

J. NICKLIN & CO.

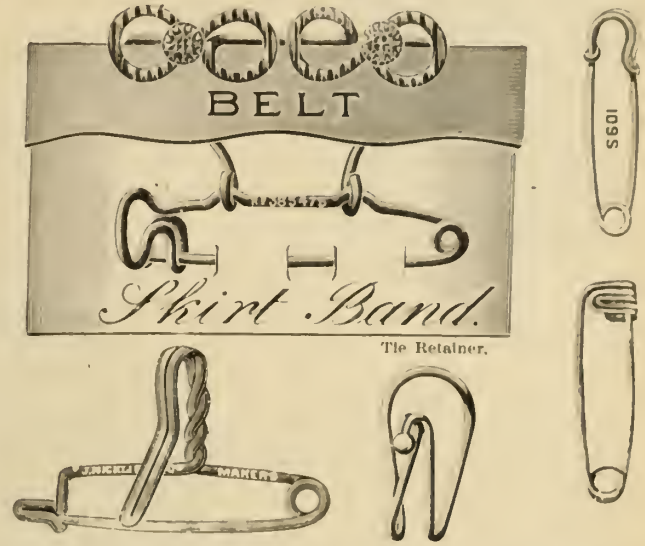
REGISTERED SAJONIC TRADE MARK

Great Charles Street BIRMINGHAM, ENG.

—MANUFACTURERS OF—

SAFETY PINS, CURTAIN HOOKS, HOOKS AND EYES, BLOUSE PINS, EYELETS, METAL BUTTONS BUCKLES.

"Coronation" Skirt Holder.



PREMIER FINISH TRADE MARK NON-SHRINKABLE

CARTWRIGHT & WARNERS

Loughborough, - ENGLAND.

CELEBRATED

Underwear and Hosiery

MANUFACTURERS.

Unshrinkable and perfect fitting. The best goods in the market.

R. FLAWS & SON, Agents, - TORONTO.



The Largest and Best Equipped

Dye Works

in the Dominion.

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,

DYED, FINISHED AND PUT UP.

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

NO EXAGGERATION.—Our statement, also Cut of Works, is absolutely true and unexaggerated.

CORSETS

WITH corset manufacturers, as with all other branches of the trade, there is considerable difficulty in keeping up with orders. Trade is booming this year, and people are paying more attention to dress. As the corset is the foundation of all stylish dressing, and the fit and appearance of a beautiful costume can be utterly ruined by a poorly-shaped or ill-fitting corset, it is no wonder that the makers should be busy.

* * *

Rapid strides have been made in the past few years in many branches of Canadian trade, but in no branch perhaps has every opportunity been made the most of as it has by the corset makers. Not so many years ago it was difficult to sell a Canadian corset as such, but to-day they stand in competition with imported goods, and all they require now is a fair field and no favor. They sell on their merits, and in fit, style, elegance and workmanship they will stand comparison with imported goods.

* * *

Gowns still cling tightly to the hips, and the dip—or Princess hip, as it is called—is the chief style in demand. As long as the present style of dress remains in vogue this style of corset is likely to be in favor, too. Corsets of the newest type are higher at the bust-line—just enough raised to give a graceful contour—just enough to support the bust without raising it, as the drooping long bust is still favored by fashion.

* * *

The corsets of to-day are lighter in make, yet strong and firm. The gores used give them more elasticity and spring. The ideal corset is not one that lessens the size of a woman's figure, but supports it and moulds it into graceful form. The straight-front is the corset of the future, and the only shape that will effectually do this. It will be neither long nor short, but of a medium length, and will give the figure a correct line and a supple, moulded appearance that it is impossible to obtain in a tight, stiff corset. A tiny waist is no longer a thing of beauty from a fashionable point of view, but it is the effect of the whole figure that is to be considered.

* * *

To make the best possible of each kind of figure is the mission of the corset of to-day, and manufacturers of corsets are making them especially adapted to particular styles of figures. They are paying more attention to women whose figures are full. One maker is showing a special corset adapted for this class of figures. Then the girdle is sold for misses' and very slight figures, and there are styles for those that grade in between. A good saleswoman will know at a glance what style of corset to suggest, and her advice is pretty sure to be taken, so she should be doubly careful in her recommendations.

* * *

Undoubtedly, the straight-front corset has come to stay. Just think of how it has altered a woman's figure in the comparatively short time that it has been in vogue. The present erect carriage of our women, with shoulders drooping, chest erect and abdomen well in would be impossible in an old-fashioned corset. This makes the importance of the straight-front.

* * *

To get the full benefit of the straight-front corset, the old-fashioned round garters must be abandoned and the necessity of using hose-supporters in their place realized. In fact, the smart woman depends for much of her graceful carriage on her hose supporters. They not only insure her the trimmest of dainty ankles by keeping her stockings well up, but by holding her corsets without strain over the figure bring about that perfect fit of the skirt over the hips that is the chief characteristic of a well-dressed woman of to-day. Another point in favor of the straight-front when it is properly adjusted and held in place by hose-supporters is that breathing is easy, and from this comes broad shoulders and a strong, well-developed chest.

* * *

Those in charge of the suit departments in our stores know what a difference a well-fitting corset makes, and will often make suggestions to purchasers as to what style of corsets is adapted to the figure of the wearer, and it is advisable to have the corset and suit department near together.

* * *

The new corsets for Spring are models of elegance and comfort. The materials of which they are made are light, yet strong and firm. The bones are flexible, although solid where resistance is needed. These new corsets are of the latest and most approved patterns, and each season some betterment is seen. The nice placing of the gores give the proper spring to the corset, and strength is imparted to the places where it is most needed.

* * *

Batiste is the favorite material for Spring corsets, and is rapidly displacing net goods, the lines of corsets in this material having been exceedingly well received. French percale is another novelty that seems sure of a good run of trade. Manufacturers of these lines are having all their energies and resources taxed to supply the demand. Therefore, orders should be placed early and duplicates should be freely given so that all lines and sizes may be kept in stock, as not much of either credit or satisfaction can be obtained from a badly assorted corset department.

* * *

In high-grade corsets a batiste made from spun silk is much used and also broche silks, beautifully lace trimmed and finished. The use of aluminum for the steels, and a covering of white enameled paper in all batiste lines by one firm makes his goods rust-proof, and is an improvement that is sure to meet with favor. The aluminum materially lightens the weight, while still retaining the strength of the corsets.

* * *

That the hose-supporter should be worn with the straight-front is imperative, but dealers should be cautious about buying corsets with hose-supporters attached, particularly in the cheap grades, as in many of these they are only attached for effect, and a 25c hose-supporter on a medium-quality corset is bound to cause dissatisfaction. Even in the better grades it is wiser to have them seperate, and there are so many good devices for attaching them that there is no reasonable end served by having them in one with the corset.



THE CELEBRATED **C.B. CORSETS** ENGLISH MANUFACTURE

have far and away the largest sale of any corsets in the world, being sold by 13,000 Drapers and Ladies' Outfitters to upwards of 4,000,000 corset wearers. C.B. Corsets are preeminently suited to Canadian requirements, and once stocked in good assortment quickly attract an important trade, easy to cultivate and capable of a considerable degree of expansion.

The Celebrated

C.B. Corsets

represent a standard of excellence to which lesser known corsets do not pretend.



The many imitations of

C.B. Corsets

are flattering testimony to the sterling merits of the latter.

The production of C.B. Corsets furnishes employment for nearly 4,000 workpeople in eight of the most up-to-date factories in England.

Sole Agents for Canada: The British Import Co., 1 West Wellington St., Toronto

Who will be pleased to submit samples upon application.

LENT: ITS CUSTOMS OLD AND NEW.

LENT! A season classed with Christmas and more important than Thanksgiving! To the careless, a period of restriction and deprivation—and even privation; to the devout, of meditation and prayer. To Catholics, a law; to Anglicans, an option: to other Protestant churches, an inconvenience.

The very antiquity of Lent is a strong point in favor of its observance. Irenaeus mentions the custom of keeping fast before Easter Sunday as quite old, even in his day. In Tertullian's time the Good Friday feast was "common and almost a public religion," while in the sixth and seventh centuries the sentiment was so powerful that the councils of Orleans and Toledo felt it necessary to issue canons regarding the eating of flesh.

At first, the length of the fast and the restrictions were very different from the present form. Irenaeus says the observance was irregular and lasted only about 40 hours. This was the case in Tertullian's time, although the fasting was regular, lasting the time during which the "bridegroom was taken away from them." The time was gradually extended, until Socrates speaks of it as lasting in Rome the three weeks before Easter, and, in some cases, seven weeks. In the fourth century the time was extended to about 40 days, and about the year 840 was finally fixed to commence with Ash Wednesday, between which day and Easter Sunday (omitting Sundays, on which the fast is not observed), 40 clear days intervene.

A strange feature in connection with the length of the fast is that, whereas originally the fast evidently commemorated the time during which the body of Christ lay in the tomb, when the time was extended to 40 days, it was taken to have reference to the 40 days' fast of our Saviour in the wilderness.

In restrictions as to diet, the regulations and customs have seen many variations. When the period was only 40 hours, an almost absolute fast was observed. The Greeks commenced the abstinence from meat on Monday of Sexagesima week, and from cheese, wine, etc., on Monday of Quinquagesima week. In the fifth century some did not eat living creatures, some ate fish, some fish and fowl, some bread. Others ate no eggs or fruit, and not even bread. Some fasted until 3 o'clock in the afternoon, and then were licensed to eat anything.

In 541 the Council of Orleans forbade the eating of flesh, and in 646 the Council of Toledo declared that "those eating meat during Lent were sinners unworthy to partake in the resurrection." Interdict and excommunication were the punishments dealt out. Wine and oil were also prohibited.

The strictest rules of recent times demanded perfect abstinence from all food every fasting day until evening, attendance at public worship every day, with frequent communion, especially on Saturday and Sunday. Public amusements, especially stage plays and the celebration of religious festivals, birthdays and marriages were prohibited.

Now, however, these rules have been made less rigorous, and dispensation can be obtained from any of the existing rules in the case of certain occupations and constitutions. In general, the laws in force in the Catholic Church are the avoidance of all meat, except fish, on every day save Sundays, and of public amusement. For breakfast "a morsel" is taken, consisting of a cup of coffee and a small piece of toast; at noon a full dinner can be partaken of, while for supper the meal consists of eight ounces of bread. Meat is allowed on all days, except Wednesday and Friday, with certain extra restrictions on the first and second-last and last Saturdays. Fish can be eaten at any time, but meat and fish are prohibited at the same meals on Mondays, Tuesdays, Thursdays and Saturdays.

In the High Church, Wednesdays and Saturdays are observed, while the Low Church leaves the observance of Lent entirely optional.

It was in 1863 when the Statute Law Revision Act repealed the old laws which were never enforced. Now, although the restrictions are demanded by some churches, the observance is supposed to be a matter of conscience and desire, rather than of necessity.

In Rome, at the present day, the observance of Lent is less strict than perhaps anywhere else. Dancing, it is true, is eschewed by the orthodox, but evening receptions are more plentiful than ever. If the theatres are closed, concert rooms are all the better patronized. Every day a "station" is held at some church, and this resolves itself for a great part into a holiday parade.

WHY HE REMEMBERED CARMAN.

F. C. CUTTING, of The Lamson Consolidated Store Service Co., Rochester, N.Y., was in Toronto the other day, renewing his advertising with THE DRY GOODS REVIEW. In the course of conversation he said that he found THE REVIEW was doing good work for him in Canada, particularly in places that were seldom visited by travellers. Speaking of a trip through the Northwest, he spoke somewhat as follows:

"I remember seeing your paper up in a little town in Southern Manitoba. Let me see, now, what the name of that place was. Oh, yes, it was Carman. It is a little town there, and I was looking up what trade there was. I went into a dry goods store and saw a man reading THE REVIEW, and he had the paper open just where my ad. was. Do you know, it made me feel quite at home.

"There is another thing about Carman that I remember quite well, too. It was a little thing, that gave me almost as much satisfaction as making a big sale. There is a big elevator built close to the hotel. One afternoon there was a great big traction engine with a threshing machine working away full blast just beside this elevator. So, after supper, I thought I would just walk over and see the machine, and the machine was a bit interesting. It was just getting dark, and I was going to make a tour of inspection around it, and stopped on one side of the machine to examine something. I hadn't noticed a dog that was making its way to join me, and he kept pretty quiet until he got right at my feet, and then let out a series of barks and growls that made me think I had run up against a wild animal. I needn't say how much it surprised me at the time, nor what my feelings were to that particular dog. My feelings were not of the kindest, however. I had to wait until noon the next day for a train, and, while sitting on the hotel verandah during the morning there was a group of men standing around on the sidewalk talking. In the middle of the group I noticed the dog. Presently, up the road there appeared two ladies driving a mare, followed by a colt about six months old. The dog saw the fun coming a long way off and made a break for that colt, and kept quiet until he got within two or three feet of him. He evidently was a dog that liked to surprise people. Presently, he let out a bark that was just about as bad as the one that raised my hair the night before, and, of course, the colt showed his surprise and likewise his displeasure. The dog continued to enjoy the fun until the colt carefully measured the distance between him and the dog with his hind feet, and "biff," he caught the dog right in the jaw and sent him around till at last he found a resting place on the side of the road. I don't know when I ever had such downright satisfaction, and the dog came back with a very sore jaw and a very sad look. That's one of the little things that helps me to remember Carman."

Mr. Cutting is in Toronto looking around for larger premises for the Toronto factory. They have outgrown their present quarters and must find a larger place in order to cope with the growing business.

BOOTS AND SHOES

EXCHANGING SHOES.

IT is in the exchanging of goods where the merchant has the greatest chance of creating a favorable impression. It is from his actions in those little extras where a customer almost invariably forms his opinion of the merchant.

You may keep the best stock in town and the neatest store, but a great part of your business will be lost if you are unwilling to oblige a customer.

It is true some people will take advantage of your good nature and desire to please, but in time you will discover it, and then is the time to put your foot down.

A customer thinks just as much of you if you kindly but firmly refuse to be imposed upon, but in the matter of exchanges the imposition is so small and the benefits so great as a rule, that you can afford to apparently get the worst of it for the moment.

In the majority of cases, too, it is nothing but right that you should exchange, for oftentimes, at the moment, slight misfits are not noticed, but when the shoe is taken home the discomfort appears.

Of course, there is a limit to changing.

When a shoe is returned, showing signs of wear, simply draw the customer's attention to the fact that that shoe will not now sell as readily as it would when the customer took it away.

Do this as if you know it had escaped the notice of the one who returns it, but know that he or she will realize that what you say is nothing but just.

Don't appear to be apologizing for refusing, as the customer will, in that case, feel that you know you are not acting fairly.

If the shoe is too small stretch it. If it is too large throw in a pair of insoles or point out that a fault like that should have been noticed immediately.

Another imposition is sometimes practised by a farmer or one living out of the town, keeping a shoe for a month or more, and then returning it—new, perhaps, but long after it might have been resold.

A case like that is hard to deal with, as many farmers cannot get to town very often.

The best way is to exchange the first time, if the time is not ridiculously long, but explain the inconvenience it puts you to in as pleasant a manner as possible.

However, these taxes to your good nature will happen seldom and in every case where an exchange can be made it pays to make it.

Make the exchanges as pleasantly and cheerfully as if it were a new sale.

Wrap the second parcel as neatly as you did the first.

At the same time, perhaps, show the customer some new goods.

They will feel obliged to look at them, when you are doing them a favor, and it may result in a sale.

A pleasant exchange will be sure to bring new business, where a refusal or reluctant exchange will drive it away.

BOOT AND SHOE DEALERS MEET.

LAST month the boot and shoe section of the Board of Trade in Toronto met and elected their officers. The result was as follows: R. W. Hull, chairman; W. T. Fegan, 1st vice-chairman; J. Brotherton, 2nd vice-chairman; P. Temple, treasurer; S. R. Hanna, secretary, and E. M. Trowern, general secretary.

The principal question under discussion was the request to the Government of the rubber manufacturers for an increase in the duty on rubbers. A resolution was carried to ask the Government to take no steps until a deputation from the Association had pleaded their cause.

They claim that if the price were put by the manufacturers the same to everyone, instead of allowing a special discount to departmental stores, there would be sufficient profit all-around to render unnecessary an increase in the tariff.

A resolution was also passed to ask the manufacturers to make all shoe boxes the same size, for convenience and neatness in shelving.

TELL YOUR CUSTOMERS.

IF a boot or shoe pinches in any particular part, a cloth wrung out of very hot water and laid over the place, while the boot is on the foot, will expand the leather and give relief.

Kerosene will soften boots and shoes that have been hardened by water and will render them as pliable as new.

All boots, shoes and slippers intended for ordinary wear should be kept on trees when not in use; and whenever the walking boots get damp they must be rubbed with vaseline as soon as they are taken off, first, however, removing the mud and afterward padding them with soft-linen rags or paper. This will preserve their shape and prevent shrinkage.

BUSINESS CHANGES.

A. Paquette, shoemaker, of Ottawa, is dead.

The assets of H. Charlebois, boot and shoe merchant, of Hull, Que., are to be sold.

Charles R. Cannon, grocer and shoe merchant, of Elgin, Ont., is giving up business.

Hustan & Co., boot and shoe merchants, of Manitou, Man., have been burned out.

James Minshull, boot and shoe merchant, Gorrie, Ont., has sold out to W. H. Willis.

The L. G. Morgan Co., boot and shoe merchants, of Ottawa, have retired from business.

Giguere & Hetu, manufacturers of boots and shoes, of Montreal, have dissolved partnership.

Biron St. Armand & Cie, shoe dealers, of St Genevieve de Batiscan, Que., have registered.

The stock of Charles Wilson & Co., boot and shoe merchants, of Montreal, is under seizure.

J. Achille Brunelle is starting a boot and shoe and men's furnishing business at Lennoxville, Que.

J. A. D. Landriault, dealer in dry goods, hats, shoes and clothing, has assigned to Albert Hagar.

The assets of Honore Charlebois, boot and shoe merchant, of Hull, Que., are to be sold on March 2.

Cummings Bros., boot and shoe merchants, of Ottawa, are offering to compromise at 40c. on the dollar cash.

The stock of Parker & Co., boot and shoe merchants, of Hawkesbury, Ont., has been sold at 56c. on the dollar.

Samuel Silver, boot and shoe merchant, of Montreal, has assigned; a meeting of his creditors was held on February 17.

P. T. Belanger, boot and shoe merchant, Maisonneuve, Que., has assigned to Alex. Desmarteau. His assets have been sold.

NOTES.

Frank Collins, of The Adam Shoe Company's staff, of Brandon, Man., spent six weeks recently on a pleasure trip to Eastern Canada and the United States.

The Clubb Shoe Co., of 2244 St. Catherine street, Montreal, had a narrow escape from being burned last month. The stock was damaged by water to the extent of $7,500 and was insured for $7,000.

C. B. Dayfoot & Co., manufacturers of boots and shoes, Georgetown, Ont., are receiving their share of business from Manitoba and the Northwest Territories. Recently a large shipment was made to Portage la Prairie, and the prospects are for a good business next season.

The death occurred recently of Arthur Fordham, a well-known business man of Halifax, N.S. The deceased had for many years conducted a leather and shoe-finding business on Upper Water street.

Samuel Hirsch, one of St. Thomas', Ont., oldest and best-known citizens, has passed away. Mr. Hirsch was born in France in 1831. After living in St. Louis, Mo., for a short time he came to St. Thomas, and for over 30 years has conducted the boot and shoe business, now owned by his sons, Jacob and Louis Hirsch.

American-made shoes are not having all their own way in England. Many of the shoe stores are exhibiting a section of Yankee shoe, showing the poor sheep lining, the "iron waist," needed to keep the structure together, and its "cardboard" sole filling. Alongside of it is a section of a British shoe, of the same price, with its oak-bark tanned sole, its best felt filling and its creosote canvas to prevent creaking.



COST OF DOING BUSINESS

A Symposium on the Subject.

THERE is no more important question to the business man than the percentage of costs he shall allow for doing business. A retailer in an Ontario town of about 2,000 inhabitants recently requested THE DRY GOODS REVIEW to inquire through its readers what percentage of cost a retail merchant should allow for doing business. This particular merchant said that he allowed 7½ per cent. In response to his request a number of retailers sent in replies. Most of these replies are sub-joined. These replies by no means exhaust the question, and THE DRY GOODS REVIEW would very much like to hear from members of the trade elsewhere.

C. B. Hume & Co., Revelstoke, B.C.—"Our business costs us 8½ per cent. on total sales. This includes salary for both partners, but nothing else of a personal nature."

I. R. Ault & Sons, Aultsville.—"We are of the opinion that your "Subscriber" places his estimate too low, and we do not think he should include 'life insurance' in the list. In our opinion, leaving life insurance out of the question, it costs us 10 per cent. of our gross sales to run our business."

A Subscriber, Aurora, Ont.—"I do not think that any business can be run for 7½ per cent. My opinion is that from 10 to 12½ per cent. is the lowest a good general business can be run for, as a merchant's average profit should be 20 per cent., and, according to his statement, he could make clear $5,000 a year. Do you think there are many retail merchants clearing that amount on a $40,000 turnover? A man may think it only costs him 7 per cent., but when he takes stock at the end of the year he generally finds his profits do not compare with so small a percentage to run his business."

J. Jarvie, Aultsville.—"I think your subscriber's estimate of 7½ per cent. is decidedly too low, and the conditions must be very favorable for him to do so. I see no allowance for bad stock, bad debts, or shrinkage in weights or measures or freights. My own opinion is that 12½ per cent. is nearer the mark"

Merchant, Elmira.—"The merchant of whom you speak has evidently not taken into consideration interest on his money invested, and also the goods on hand at end of season, which have to be cleared off at a sacrifice, or he is so favorably located that he has no need of doing this. But I consider this quite necessary, because the changes of styles are so many, and it pays me better to run goods off at such prices as I can get rather than keep them over to conflict with new goods coming in. A 12½ per cent. basis is a safer one in my estimation."

"General Merchant," Winchester.—"I am of the opinion that 7½ per cent. is too small an allowance to cover all expenses of a general business, such as described by your correspondent. I have been carrying on a general store for 25 years in a town of about 1,000 inhabitants. In that time the business has grown from $15,000 to $70,000. I am not extravagant, but I have never been able to keep the expenses at so low a figure as 7½ per cent. I think 10 per cent. would be a good deal nearer the mark, and would be a much safer estimate on which to base one's calculations."

Seventeen Travellers

with a choice range of Fall samples of manufactured **Furs, Cloth Caps, Mitts and Gloves,** are now out on their respective routes. They are showing an endless variety of **Fancy Neckwear** in addition to our complete line of

Coats, Jackets and Capes.

Values remain at about the former level, notwithstanding a general advance in skins all along the line, and prices are fixed with a due regard to the retail merchant's requirements. As constant expansion marks our business record, we rely on the continued patronage for our customers.

James Coristine & Co., Limited

Montreal.



This cut shows one of our latest creations in Long-Hip, Straight-Front effects, which we carry in stock - all prices. Ask for sample and price list.

THE CELEBRATED

P.D.

CORSETS

ARE THE RECOGNIZED STANDARD OF ALL

High-Class **CORSETS**

Fit, Style, Quality, Finish, Durability, all are embodied in the Corsets bearing this Trade Mark.

KONIG & STUFFMANN,

SOLE AGENTS FOR CANADA.

11 Victoria Square, MONTREAL.

The Manufacturers' Banquet at Brantford

THE manufacturers of Brantford, Ont., have long been noted as manufacturers. They now have the reputation for hospitality. This reputation was earned beyond all peradventure on February 19, when they tendered a banquet to the members of the Canadian Manufacturers' Association. In compliance to the invitation to partake of their hospitality, there were a number of manufacturers present from Montreal, Toronto, Hamilton, Guelph, Paris, Detroit, Mich., Peterboro', Port Hope, Goderich, Galt, Ingersoll, London, etc.

A special train left Toronto on Thursday evening at 5.20 o'clock, and it had on board, besides a goodly representation of men from the "Queen City," Robert Munroe and George E. Drummond, of Montreal, who, notwithstanding that they had been in the railway accident at Whitby, were determined to accompany their confreres to the "Hello City." C. A. Birge, president of the Association, who had been in Toronto to attend a meeting of the executive committee, was also on hand.



Cover of Menu Card.—One-Fourth Original Size.

At Hamilton a number of other manufacturers were picked up, and here a little incident occurred which nearly prevented President Birge from proceeding farther. His man was to have met him at the station with his valise and banquet garments; in other words, his dress suit, but he failed to materialize. Remembering the experience of the man who had been cast into utter darkness because he had appeared at a feast without his wedding garments, it was some time before his fellow members of the Association persuaded him to proceed on his journey in the hopes that at Brantford some good Samaritan might be discovered who would lend him a dress suit. The train was about three-quarters of an hour late before leaving Hamilton, but no one has yet charged that it was due to the absence of Mr. Birge's dress suit. Although a man above the average size, fortunately, Mr. Birge was able to procure in Brantford a dress suit that "fitted him like the paper on the wall."


U and ME

SOUP
Puree of Tomato

FISH
Pommes, a la Duchesse

ENTREE
Chicken Cutlets, aux Petit Pois

JOINTS
Prime Canadian Ribs of Beef, au Jus
Browned Potatoes
Asparagus, a la Creme

SALAD
Windmill Salad
Mayonnaise

Canadian Plum Pudding, Varnish Sauce
Nesselrode Ice Cream
Pistachio Jelly

Assorted Cakes

Almonds
Raisins
Walnuts

Bow Park Cheese

Fruit
Coffee

LORD ROBERTS' CIGARS (Brantford maker)
RADNOR WATER (Canadian Springs)

TOASTS

Greeting
The Chairman

THE KING
God Save the King

PRESIDENT OF THE UNITED STATES
"God bless him"

CANADA, OUR COUNTRY
"The Maple Leaf Forever"

CANADIAN INDUSTRY
The Canadian Manufacturers' Association.

AGRICULTURE
"The Queen of the Arts"

TRANSPORTATION

UNITED STATES MANUFACTURERS

GOD SAVE THE KING.

Menu and Toast List.—One-Fourth Original Size.

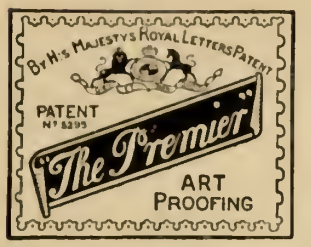
The Brantford manufacturers had made preparations for the entertainment of their guests far in excess of anything the latter had dreamed of. The banquet was simply magnificent, besides which it was surrounded by many unique features, which will long impress it upon the memory of those who were fortunate enough to be the guests on the occasion.

The banquet was held in the Kirby House, and along the northern wall of the dining-room were pictures of the men who had contributed much to the reputation of Brantford as a manufacturing centre. There were, for example, pictures of such men as: The late J. Harris, B. G. Tisdale, G. O. Wisner, C. H. Waterous, sr., Wm. Buck, W. A. Scarfe, L. T. Whitehead, J. G. Cockshutt, I. Cockshutt and John Elliott, and underneath these was a banner bearing this device: "The Fathers of Brantford's Industry."

One could almost imagine, as he gazed on the faces of these famous men, that he could discern a smile of approbation on their countenances. Of course, at a banquet, it is sometimes possible to imagine many things, but this was noted at an early hour in the evening.

Covers were laid for 200 guests, and every chair had an occupant. The decorations of the tables were unique. Each guest had in front of him several articles to remind him of the manufacturing industries of Brantford. Probably the most unique of these articles was an inkstand, representing the McCord oil box, which is extensively used by Canadian railroads, and is manufactured at the Brantford Malleable Iron Works. Another souvenir, which will be much remembered, was a lead pencil presented by The Brantford Screw Co., and was 3½ in. long and made in imitationn of a wood screw, with a gold-plated head. Shuttleworth & Harris presented each guest with a small pot of Bow Park cream cheese and a neat little notebook. The Cockshutt Plow Company, Limited, had before each guest a neat little buttonhole badge in the shape of a plow share made of aluminum and finished in gold bronze, with a neat safety pin and red, white and blue ribbon attached. From the factory of T. J. Fair & Co. were three "Bobs" cigars, neatly tied together with yellow ribbon.

On the centre table was a model of a windmill, manufactured by Gould, Shapley & Muir Co. It was silverplated, stood about 4 ft. high, and was driven by an electric fan. On this same table was a model in wood of the new Carnegie library, which is being built in Brantford by Schultz Bros. Co., Limited. The Brantford Starch Works, Limited, had boxes of starch located



Ladies' and Misses' Garments Bear this Label

HIGHEST GRADE

BRITISH-MAKE

FOR

LADIES, GENTS, MISSES AND BOYS

"Premier" Waterproofs are guaranteed not to harden, and to be thoroughly waterproof. Showerproofs are suitable for Spring and Fall wear.

Guaranteed)

"PREMIER"

WATERPROOFS and SHOWERPROOFS

STANDARD OF THE WORLD.

ESTABLISHED 1873.

The Trade Supplied Through Wholesale Houses Throughout Canada.

Guaranteed)



Gentlemen's and Boys' Coats Bear this Label.

at the different tables, and the Farmers' Binder Twine Co., limited, had tiers of twine scattered here and there. Scarfe & Co. had neat little varnish tins placed in front of each guest. Illustrations of some of these souvenirs, which were presented to the guests, are illustrated in this article.

C. H. Waterous, of The Waterous Engine Co., Limited, was chairman, and an excellent chairman he made. His remarks were not only to the point, but there was a piece of dry humor running through them which the audience seemed to fully appreciate.

The menu card, which was printed by The Expositor job department, of Brantford, was in keeping with the excellence of the banquet. It was in three colors, and some idea of its appearance may be judged from the accompanying reproduction. This reproduction is about one-quarter of the size of the original.



Souvenir of Brantford Banquet. Ink Stand presented by Malleable Iron Works.

Mr. Letchworth replied to the toast of the "President of the United States," and he, from the start, put himself quite in sympathy with the guests. He said that the sentiment of the President of the United States towards all foreign people, and especially towards those whom he considered were joined to the American people by kinship and blood, were of the warmest character. His greatest interests were towards his closest foreign friends, the Canadians. Of course, this remark brought forth loud applause. Mr. Letchworth confessed that he had undergone conversion in regard to the question of reciprocity between Canada and the United States, and expressed the opinion that he was in favor of a higher duty being put on pig iron and approval of the principal of protection in general.

First to respond to the toast of "Canada, Our Country," was C. A. Birge, of Hamilton, the president of the Canadian Manufacturers' Association. Like everyone else, it was natural that he should preface his remarks with words of appreciation of the hospitality of the manufacturers of Brantford, and hoped that he would see more of them affiliated with the Association. He said that the membership was now 1,213, with 29 more applications to hand that day. He hoped that the number would soon reach 1,500, which, he said, would be within 100 of the great and influential Manufacturers' Association of the United States. This announcement, which was a surprise to a great many, created quite a little applause. Referring to the tariff, he said that the Association took strong grounds in regard thereto, even in waging war on foreign competitors. It was desirable, he declared, to adopt a tariff that would be suitable to both political parties.



Souvenir of Brantford Banquet—Badge presented by Cockshutt Plough Co., Limited.

George E. Drummond, of Montreal, also spoke to the same toast, and although he had been badly shaken up in the railway accident in the morning, he made an extremely able speech. In fact, more than one gentleman present was heard to remark that he did much better than could possibly have been expected under the circumstances. He declared that if Canada was true to herself she would become a great country. In things material she had a good start, and she should be careful to maintain and develop that prosperity so that by no means it could be cut out of its foreign or home markets. It was not a political question, but one in which all Canadians should be united. In proportion to population Canadians were very wealthy. The country, however, while prosperous, needed further development in the interests of the farmers and the manufacturers.

Another energetic speech on the toast list, "Canada, our Country," came from Robert Munroe, of Montreal, who delivered one of his characteristic, vigorous speeches, in spite of the fact that he was feeling very much the effects of the shaking up which he received in the railway accident at Whitby that morning. Mr. Munroe, it might be mentioned, was in the washroom when the accident took place, and in endeavoring to make his way through the narrow passage between it and the main part of the car, was knocked about considerably, receiving some nasty blows on the head. He declared that the matter of the tariff was a plain business proposition, and the fact that there was a balance of $70,000,000 against Canada in her trade with the United States was, to him, a convincing argument in favor of a higher tariff. Technical education, also, came in for warm remarks of approval, and he deprecated the fact that in Canada too much time was given by boys to sports and not enough to study.

J. B. Henderson, of Paris, in a brief speech, declared that he was proud to be a member of the Association, and felt that great good would result from its work. W. K. McNaught, president of the Toronto Industrial Exhibition, made a humorous and happy speech, particularly when he related some of his own experiences as a boy in Brantford. In fact, it was in Brantford that he got his first business experience. He related, amid much laughter, his first business transaction. He had bought, at the suggestion of a relative, 100 lb. of butter in the Fall, which he kept till the Spring, and had made into 1 lb. rolls. He sold the butter on the Brantford market, but the next week his customers were looking for the boy from whom they had purchased the butter. Of course, he was not to be found.



Souvenir of Brantford Banquet—Pencil presented by Brantford Screw Co.

J. F. Ellis, president of the Toronto Board of Trade, in responding to the toast, declared that he was proud of Brantford. Brantford men, he said, had always occupied a high standard, and it was a matter for congratulation that she was the third city in the Dominion in importance in regard to exports of manufactured products.

J. P. Murray spoke in favor of revision of tariff and a higher tariff. He dwelt particularly on the necessity of a commercial agent in Great Britain, and urged that the recently appointed agent, who was to be located in Birmingham, should first of all be brought in touch with the manufacturers of Canada in order that he might be able to act in an intelligent manner when he began his duties.

It now fell to the lot of Harry Cockshutt, the vice-president, to propose the balance of the toast.

The next toast on the list was that of "Agriculture," and was responded to by Thomas Brooks, a farmer, who lives near Brantford. The speech was an able one.

Mr. Stratford also spoke to this toast, both from the point of a protectionist, manufacturer and a free-trade farmer.

"United States Manufacturers, Let Us Annex Them," brought a brief speech from J. Inglis, of Detroit, Mich.

It was now nearing 2 o'clock, and the banquet terminated.

K. Ishikawa & Co.

IMPORTERS OF

JAPAN TAFFETA in 20 in., 23 in., 27 in., and 36 in.
White, Ivory, Black and Colors.

SHANTUNG PONGEE in 20 in., 25 in., and 34 in.
Natural color, Navy, Cardinal, Grey, Brown, etc.

JAPANESE SILKS in extra heavy weight, 27 in. and 36 in.

Ivory Corded Wash Silks in 20 in., 22 in., and 24 in.

Colored Corded Silks in 20 in. and 22 in.

Black Corded Silks in 20 in. and 24 in.

JAPAN and CHINA MATTINGS in large assortment of styles.

Samples forwarded upon application for same.

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24 Wellington St. W., Toronto, Ontario.

THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

SYSTEM IN MANAGEMENT.

IT does not follow because there is no apparent disorder in the conduct of a given mercantile or manufacturing concern that therefore the business is systematically, let alone economically, conducted. Indeed, there may be the most pedantic adhesion to rigid rules, and yet an utter lack of that elasticity and adaptation required by a live organization in these days of rapid expansion and of diversified development in methods of trade and industrial processes. No concern can much longer afford to have its books—the records of its business—kept in the unmethodical fashion of a quarter of a century ago, when time was no object, and a man might take a week or a month to find out his financial standing. And while the establishment of an up-to-date "system" may be expensive in its first cost, the resultant saving of labor and time, the accuracy of work and the greater despatch with which results can be learned are well worth it in the end.

Naturally, there is a greater need of system, or, at any rate, of a more detailed elaboration in conformity with the increasing sub-division of labor and authority in large institutions where it is impossible for the entire volume of business to be under the direct supervision of the manager, and where, in consequence, various departmental heads are constrained to work in harmony in order to dovetail their several activities most efficiently, economically, and, therefore, effectively. It follows that in order to compass this to the utmost advantage, the proprietor or manager would first of all do well to constitute a sort of cabinet of his principal department heads for daily, or, at any rate, weekly conference. This would be a wise plan, if, for no other reason, because human nature is so constituted that better results are achieved by the delegation of discretionary and the exercise of discreet authority than by arbitrary demand. No amount of "system" can make up for tact, the best organic lubricant.

This does not mean that first and final authority can be wisely or safely frittered away by sub-division; but, rather that in administrative consultation many heads are doubtless better than one, while one is certainly best in executive administration. Yet, even where there is systematic control of the departments by the manager, it is quite as essential that there should be systematized co-operation between the departments forming a well organized chain of labor from top to bottom in which each employe has work of a specified amount and character to consume his time without overlapping, retarding, duplicating or otherwise causing waste of energy or material. This applies with particular force to the clerical part of an institution, and is as necessary for the office boys as for the bookkeepers, cashiers and other administrative employes and officers, but is even more frequently ignored in the operative and productive departments. Everywhere great losses are traceable to petty inefficiency and small waste.

It is not enough to exercise economy in the purchase of supplies and to be methodically careful in their distribution. It is absolutely essential that the cost be accurately distributed and credited in ratio to consumption and production, so that at any stage of the latter it may be possible to determine the pro rata of delinquency or efficiency of each department. It is only thus that waste energy, lost motion, duplication of effort can be traced as accurately as waste of material and deterioration of plant. The time has gone by for a happy-go-lucky "estimate" of all these items. So narrow is the margin of profit of most production that in many instances it is only the summation of infinitesimal savings in each stage of production that tips the balance to success.

This is perhaps most readily shown in the operation of the "offices," so called. Show me a concern that is still wedded to its huge, old-fashioned bound-leaf ledgers and it would require no great ingenuity or capacity for juggling with fractions to demonstrate an enormous aggregate loss of effort and time in "keeping" these books, which, of course, raises the cost of production and by just so much reduces the ratio of profit. Why put up with this now that loose-leaf books have been perfected and amply tested, so arranged that when a page is completed or an account dead, the page is taken out and put into a transfer, thus relieving the bookkeeper of the necessity of turning over pages without number which are of no more practical value to him? Then there are numerous card systems, all of which have their respective advantages, that can be used to assist in systematizing almost any particular lines of record for the handy, rapid and accurate filing of correspondence, following up of collections, records of names and addresses, loans, mortgages, prices, etc., all effectively interlocked by varied cross-references. And, again, such card references, too, need never include anything that is not absolutely necessary; for, when a transaction is completed, the card on which it is recorded is taken out and put into a transfer kept for that purpose.

Then there are the old-fashioned copying books, with their slobbery baths, nauseating cloths, cumbersome presses, blotted correspondence, illegal imprints, ill-kept indexes, etc.—all involving a mass of time robbing, inefficient waste effort as compared with the dry-process copying press, or, better still, the carbon-paper interleaf, either of which permit the filing in a bunch, preferably in the modern "vertical" cabinet instantly accessible in every part by many persons at the same time. And so there are devices innumerable, not only for expedition of business, but for its automatic self-control involving the use of cash registers; duplicate billing desks and coupon books; comptometers; tabulating and booking typewriters; pneumatic and gravity conveyors; bundle chutes; addressing and stamping machines, etc.

And such devices are by no means adapted to needs and uses of large concerns only; but in kind and turn there are others quite as useful designed for smaller, small and even the smallest business. There are pass books, too, most ingeniously adapting the coupon and stub to purposes at once of token payment, record and voucher in retail delivery of domestic staples, such as milk, ice, bread, etc., and the keeping of accounts current with the butcher, grocer, bank, etc.

And the manufacturing departments, too, need systematizing. However he may delude himself, the average manu-

Special Advertising Rates have been arranged for space in "The Office," and will be gladly quoted on request.



Mr. Merchant

Don't you think it would pay you to have your printing and advertising done by a specialist in an up-to-date city office? Style and finish, that's it.

1,000 Envelopes, $1.00; 1,000 Billheads or Statements, $1.50.

WEESE & CO., 54 Yonge Street, TORONTO.

"All kinds of Ideas for any kind of printing."

THE C. G. YOUNG CO.

RUBBER STAMPS

AND SUPPLIES

No. 1 Adelaide Street East, - TORONTO

FIRE AND BURGLAR-PROOF SAFES.

Great fires often cause ruination. Protect against what may come by buying a

CARY Fireproof Safe.

We are the only Importers and Dealers in Canada of the celebrated world-famous **Cary** Safes. The only safe sold in Canada where the filling is warranted not to depreciate; being a dry filling, will last a life time. No refilling required when you buy a **Cary** safe. See our seven-flanged, double underlocking, tongue and grooved door with asbestos packing, making them water and air tight. See our latest improved up-to-date Safes before buying. Catalogues and prices sent on application. Money saved by consulting

Ford & Featherstone,

IMPORTERS AND DEALERS,

10 John St., North, - HAMILTON, ONT.



A Course in Advertising by Mail for

One Dollar

The most practical instruction possible to receive may be had by reading each issue of Impressions regularly. Live articles by the very best authorities. One dollar a year.

The Print Shop

St. Catharines, Ontario

Satisfactory Wrapping Paper

is especially necessary in the Dry Goods Store. All dry goods should be well wrapped when delivered. Our brown and manilla wrapping papers are strong, tough and wearable.

—MADE IN CANADA—

CANADA PAPER CO.

Limited

TORONTO. MONTREAL.

ESTABLISHED 1855

TAYLOR'S

DOUBLE TONGUE & GROOVE

SAFES

145 & 147 FRONT ST. EAST. TORONTO.

DRY GOODS PAPERS

We can tickle your fancy in price and quality.

WRAPPING PAPERS,
MILLINERY BAGS,
CARPET FELTS,
TWINES.

Douglas & Ratcliff

TORONTO

facturer simply guesses at the cost of production in his establishment. At best, he learns what it costs him to produce, i.e., he finds out how much he is "out" or "in" by expost facto comparison of his debits and credits, reckoning everything gain that he has or gets, utterly oblivious to what losses may be lurking in both, as constant, recurrent, intermittent, occasional or adventitious factors. It is for this reason that "estimates" for the same product or services under like conditions vary so greatly, not only at the same time among competitors, but at different times with the same bidder; and that on one contract a concern will "make" and on another, "lose" money. Printers, even the best of them, are in this regard shining marks for inconsistency and incapacity.

Yet, it is an absolute fundamental prerequisite to success that a concern shall not unwittingly, as so many do, operate at a loss, or, for that matter, freakishly overcharge for lack of such knowledge and fear of such loss. A man must know what his product costs him in order that he may intelligently arrive at a basis of prices which will yield him profit on everything his plant produces. Nine times out of every ten the business enterprise which does not succeed can lay the blame to the fact that somewhere in the organization there has been lack of system in arriving at the actual cost of expense to produce its manufactures; and to do away with this tremendous uncertainty should be the first aim of every manufacturer. It seems a vast undertaking to devise a simple, effective and economical system for securing accurate factory costs, and it is, as a matter of fact, a problem yet unsolved by many manufacturers. The constant tendency is to sell goods at prices lower than those of a competitor in order to secure the trade. But this is fatal to the manufacturer, unless he is certain that his selling price insures a profit under the conditions peculiar to his factory. No two persons can manage or operate a factory on the same lines, and it is perfectly right to assume that one will be able to create more progressive methods for its operation than can another. With these potent facts as to the uncertainty of his competitor's methods he cannot safely base his cost simply upon their selling prices, or on an arbitrary guess at his own. Here, too, the card system is a vital factor of economy.—Business World.

ORIGIN OF BOOKKEEPING.

R. J. CLELAND, of Detroit, Mich., has the following to say on the origin of bookkeeping: "It may be interesting to recall that our present system of bookkeeping and credit is traceable almost directly to the Romans. We look upon the rapid growth and development of that nation and wonder why, with the crude appliances then in vogue, without steam, electricity and modern mechanical devices, it should have made such wonderful progress. When the practice of writing became common in Rome, a custom or law was established requiring every Dominus or head of the family to keep a ledger as exact and accurate as those of our modern banker, in which he put all sums of money borrowed or loaned, all profits and loss in trade. The items were noted down from day to day in a waste book called Adversaria, and at the end of the month the various items were arranged under their proper heads in the ledger, which was called Tabulae or Codex. This book was expected to be preserved as an heirloom. Once in five years the Dominus was obliged to go before the censors and swear to the truth of the Codex. It was unimpeachable evidence in all courts. In fact, this book was treated and considered almost as sacred. It is quite probable that their methodical habits in business contributed in no slight degree in promoting and advancing the Roman Empire.

CARE IN ORDERING GOODS.

OUR intention to give practical suggestions to storekeepers for the systematic care of their business is evidently finding favor among subscribers. While the storekeepers themselves will be chiefly benefited, the wholesaler, too, indirectly finds reason for rejoicing, if we are to judge from one or two expressions of their opinion that have reached us. One, such, writes us that nearly half the time and a great deal of its worry could be spared the jobbing house, if their customers were half systematic in their business. "For instance," he says, "orders come in for 'goods same as last,' and dusty files have to be taken down and the time of a clerk spent in going over former orders until the order for this line is found. Of course, the customer does not realize that he is giving this labor. He supposes, probably, that his jobber will recollect his last order, in the same way that he, no doubt, could recollect what kind of a garment he sold Tom Jones for his son months ago. He does not realize that the jobber has 4,000 or 5,000 accounts—half of them impersonal, unfortunately—and those accounts averaging, say, 100 or 200 orders per day. It is past his conception, too, that all this part of the business may scarcely come under the notice of the principals of a firm, but is handled by a staff of clerks, only one or two of whom may have seen this particular order in question at all."

What a saving to the jobber's staff if Mr. Customer could supply the date, even, on which he purchased the line he wishes duplicated, to say nothing of being able to refer to his own invoice and furnish the number and description. The same trouble as this occurs in returning goods.

Most houses, of course, have a rule to refuse returned goods after a certain number of days. But this rule can't be adhered to in practice always, and it is not infrequent to receive a consignment of odds and ends with no information whatever supplied to identify them with the invoice on which they were charged. They may have been returned to the wrong house, for all the consignor or consignee knows of the matter.

Another, writing from the office-view point, says: "There is much to be done along the line of simple instructions to storekeepers in the matter of looking after their accounts." He thinks the instructions will have to be very simple in some cases, some storekeepers not having any instinct whatever for books, as a bookkeeper understands them. He thinks it will be wholesome to stir them up in this matter, however, and he adds that there can be no better medium than a trade paper. Naturally, one cannot complain to his customers of these things for diplomatic reasons, and even so, without being able to offer some suggestion (for which, of course, there is no time), such correspondence would be of little value.

This corsespondent goes on to relate one incident showing a state of chronic neglect of which we were not prepared to hear. His firm had been bombarding a customer about an overdue account of several hundred dollars for some weeks, without eliciting any reply whatever. It was finally decided to send an auditor to investigate, and the customer was duly found next morning chatting in a neighbor's cooper shop, and when the subject of the account was brought up, experienced great pain and surprise at the existence of such an overdue account. This ignorance, of course, was not credited until a pile of unopened letters was discovered on his desk, the accumulation of weeks—the "dunners" among them, grinning with their harmless threats. The customer had the necessary amount in his pocket in good bank bills and the account was settled forthwith.

INDICATIONS ARE

THAT THIS WILL PROVE TO BE
THE BEST RETAIL WALL PAPER
SEASON ON RECORD

OUR GOODS AND YOUR ENERGY

SHOULD MAKE IT SO

BUT IT IS HIGH TIME

TO LOOK THROUGH YOUR STOCK
AND SAMPLE BOOKS AND RE-ORDER
WHAT YOU FEEL IS TOO GOOD
TO LAST LONG

WE HAVE STOPPED PRINTING

BUT HAVE STOCK OF MOST OF
OUR LEADING NUMBERS

DON'T WAIT

TILL OTHERS HAVE SECURED
ALL WE HAVE OF WHAT YOU
LIKE BEST AND NEED MOST

SAMPLES

OF ANYTHING OR EVERYTHING
UPON REQUEST

THE **WATSON FOSTER CO.** LIMITED

MONTREAL



For RAINCOATS

For LADIES and GENTLEMEN

All genuine Cravenette Cloths have this trade mark stamped on them.

PRIESTLEY'S CLOTH "Cravenette" RAIN PROOF

SOLE AGENTS

Montreal Vancouver

S. GREENSHIELDS SON & COMPANY 1903



The MacLean Publishing Company, Limited.

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

OFFICES:

MONTREAL (Telephone 1255) - - - - - 232 McGill Street.
TORONTO (Telephone 2701) - - - - - - 10 Front St. East.
LONDON, ENG. (W. H. Mim) - - - - - 109 Fleet St. E.C.
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NEW YORK (W. T. Robson) - Room 802 New York Life Building.

Subscription, Canada and the United States, $2.00.
Great Britain and elsewhere - - - 12s.

Cable Address: "ADSCRIPT," London; "ADSCRIPT," Canada.

CANADIAN BUYERS IN GREAT BRITAIN:

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions

MONTREAL AND TORONTO, MARCH, 1903.

AN AGED BUT ACTIVE MERCHANT.

MR. DONALD MACKAY, president of Gordon, MacKay & Co., Limited, Toronto, who was a few days ago knocked down by a bicyclist, while still confined to his house, is gradually improving. Dry goods merchants throughout the country will be glad to know this. Although about 87 years of age, Mr. MacKay still takes a lively interest in mercantile affairs.

It will be of interest to know if there are any business men in Canada as old as Mr. MacKay, who are still daily taking an active part in mercantile affairs. If any of our readers know of any such, we should be very glad if they would acquaint us of the fact, whether the gentlemen are engaged in the dry goods trade or not.

* * *

Business is never fickle to those who are faithful to it.

* * *

SUFFERING PRINCE EDWARD ISLAND.

WHILE we in Canada are often elevated at the possibilities of our country, we must not be blind to the fact that there is a part of our Dominion for the condition of which, in many respects, we need to be ashamed. We refer to Prince Edward Island. There is no lovelier spot in the Dominion or a Province whose richness in agricultural possibilities are relatively richer, but its condition in more ways than one is most unsatisfactory.

During the last six or seven weeks we have been reading in the papers of the interruption of communication between the island and the main land on account of the Government steamers, which are supposed to keep communication open during the Winter, being frozen up in the ice in Northumberland Straits.

When it is remembered that at confederation Prince Edward Island was guaranteed continuous steam communication with the railways of Canada, we should certainly feel ashamed that, after 36 years of union, we are failing to conform to our agreement. Something certainly must be done, and that before a great while, to remedy this state of affairs.

If a tunnel is the only alternative, the sooner we get about it the better. But Canada must keep her word, no matter at what cost. This, however, is not the only grievance which Prince Edward Island has. Sometimes for even more than a week at a time the business men of the island receive no mail matter from the main land. Then there is the railway system of the island, which is at times provokingly irregular.

The telegraph system is also much at fault, for 12 hours or more every day the telegraph system of the island being shut off from the rest of the world. The company which controls the cable service closes its offices about eight o'clock at night and from that time until eight or nine next morning, a message cannot be sent to the main land, much to the annoyance of business men. Notwithstanding this inconvenience the rates are extremely high, the company having a monopoly which, so far, it does not appear that any serious attempts have been taken by the authorities to break, although such an influential organization as the Maritime Board of Trade has taken this matter up at its annual convention year in and year out.

The business men of Canada should sympathise with their confereres in Prince Edward Island and lend their influence to bringing about a better state of affairs. In fact, they cannot afford to do otherwise.

* * *

He who would be courteous has sometimes to swallow his pride, but his manhood never.

* * *

A CUSTOMER FOR CANADA.

CANADA has a chance to be bought body and bones. A joint resolution has been introduced into Congress at Washington, authorizing President Rooseveldt to ask the British Government what they will take for her.

Instead of getting annoyed at this we should be rather pleased. At different times it has been proposed in the United States to take Canada over without asking leave either from Great Britain or the Canadian people. Now they are proposing to pay cash, and no doubt it will be spot cash. It is evident, therefore, that in the eyes of our cousins to the south, we are becoming somewhat more valuable than hitherto. Although even upon this point it may, perhaps, not be well to be too positive, for at one time our neighbors were prepared to spill their blood to get us, but now they are evidently more desirous of spending cold hard cash.

We are not positive what view King Edward will take of the matter. It is possible he will reject it, but if he is willing to negotiate with the United States Government for the sale of

his chief Colonial Empire, it must be distinctly understood that Canada shall be allowed to name the price at which she shall be handed over to the neighboring Republic. We are not going to trust such a weighty matter to a packed board of arbitrators.

It is estimated that every addition to our population is worth $1,000 to the country. As each person can scarcely, taking the average, depreciate in value after settling down here, he or she would certainly be worth that sum when being appraised as a national asset.

Six million people at $1,000 each would, therefore, represent a value of $6,000,000,000, and this does not take into account, of course, the value of the lands and buildings and other tangible assets owned by our 6,000,000 people.

Our mineral production totals up to about $45,000,000 per annum. This, of course, cannot be omitted in taking stock for the occasion. This is a respectable sum, but it only represents the annual output of a particular source of wealth, which is beyond the comprehension of man to estimate. For the value of the manufacturing interests of the country, we will have to wait until the census returns are complete in regard thereto.

Our canals have cost us about $100,000,000 and we are not prepared to take one cent less for them than that figure. On our railways public capital to the amount of $250,000,000 has been expended without taking into account at all the investments made by private capitalists. Frankly speaking we could not afford to take one cent less than $1,000,000,000 for our railways even to-day, and in another five years that price will be doubled.

But if we go on adding up in this way, we shall before long reach figures which will be beyond the ability of mortal man to even approximately estimate. At any rate there is a danger of our presenting such an array of figures that the United States will refuse to carry on negotiations, feeling that the value of Canada is far beyond the capacity of their purse, big and all as it is.

P. S.—We forgot to mention our foreign trade, which is already worth $500,000,000, and is swelling almost as fast as Jonah's gourd.

* * *

He who is zealous for his employer's business is usually on the high road to success for himself.

* * *

THE ADVANCE IN VALUES.

WHAT are things coming to? is a question which is bothering not a few drygoodsmen just at present. The advance in prices that has been watched so carefully for some time back, still continues. More than that, it is not confined to one or two lines of goods, but is most general and extends its influence even down to the meanest trifle in the smallware department.

Now, were these advances confined to the dry goods business alone there would be just cause for exultation on the part of manufacturers, wholesalers, and retailers. But in every department of industry seemingly this strengthening of value is being felt and, apart from the general prosperity which is being showered on the land, no one business is deriving any special benefit. If the dealer is to-day getting more money for his goods, he is also paying more for his own necessities.

Wages, likewise, are higher. This advance is felt directly by the manufacturer and indirectly by the retailer, but it is none the less a factor in the higher prices. Nor can labor be blamed for demanding a greater share in the products of industry. The increased cost of living affects the laboring classes just as much as the employing classes.

Another feature in this matter of increased prices is that prosperity is to-day practically universal. Ask English and European buyers who come frequently into touch with trans-Atlantic trade, and they will exclaim about the increasing prosperity, evident not only in England, but on the continent. One example may suffice. English woollen mills were never more prosperous than they are to-day. They are now working to their full capacity and men, who are in a position to know, assert that conditions there were never better. The same may be said of other industries.

At the present stage Canadian drygoodsmen are at the parting of the ways. The advanced prices have hardly as yet reached the retailer. Jobbers have, up till a late date, been able to keep their goods at the old rates. A change is coming, however, and it is already beginning to be felt. We see the wholesale houses offering special lines at the old prices, and at the same time indicating that the offers cannot be repeated. Everything seems to point to a sure and certain advance almost immediately. Underwear, which is being sold for next Winter's trade, is 10 to 20 per cent. higher than a year ago.

At this juncture retail merchants are urged to exercise judgment and discretion in buying. They should not be carried away by any panicky fear that they will lose if they do not take immediate advantage of the alluring offers that are being dangled before their eyes. On the other hand, they must not be slow to grasp the true state of affairs and buy with an eye to future advances. On the whole, it is an uncertain problem, and one on which it is difficult to give definite advice. Every merchant, we think, should be guided largely by the needs of his own situation.

* * *

The advertisement is a lubricant which will facilitate the movement of merchandise that is worthy of being pushed.

* * *

A MEAN ADVANTAGE.

THE opinion has obtained among the manufacturers of Canada for some time that the labor organizations in Canada were from time to time being used to further the interests of their United States competitors. Unquestionably, there has been a good deal of ground for believing this, strikes having been brought on in Canada in bodies of organized labor which were affiliated with similar organizations in the United States.

Some years ago one of the officials of a certain international organization, when in Canada, recommended that a certain course be adopted by the Government in regard to a particular industry, which would, if acted upon, have had the effect of injuring certain industries in the United States. This immediately led to his dismissal, from the office which he held. The reason advanced for doing this being that it was his duty to hinder, not to help the industrial development of Canada.

Then, we all remember the Connor episode in Montreal. American capitalists succeeded in deluding the authorities there in regard to the elevator question and thus deferring necessary improvements in the elevator capacity of the "Commercial Metropolis." While this was done by capitalists and not by labor unions, yet it is an open secret that capitalists and

manufacturers in the United States have exerted their influence to foment labor troubles in Canada, which would result in crippling the home manufacturers, which in turn would militate to their advantage as exporters to Canada.

The organized labor unions in Canada are themselves getting their eyes opened in regard to this matter. It will be remembered that last September there was a split in the convention of the Dominion Trades and Labor Council at Berlin, Ont., the result of which was the formation of an independent organization, called the National Trades and Labor Congress of Canada. In a circular which they have recently issued, they corroborated all that has been contended in regard to the adverse influence of organized labor in the United States on similar affiliated bodies in Canada. For instance, one clause in the circular, which has been issued reads: "The great objection to international organization in Canada is that strikes are fomented and carried on by labor officials from the United States to the disadvantage of Canadian enterprise."

There is no objection to international organizations among mechanics any more than there is among manufacturers and merchants, but when those international affiliations are used for the purpose of injuring industrial life of the other country it is time the tie was severed, whether the organization be composed of mechanics or business men.

Organized labor in Canada is evidently getting its eyes open.

* * *

Opportunities, like the sun, are always on the go, but, unlike the sun, they rarely come back.

* * *

PACKING THE JURY.

CANADA is naturally perturbed over the composition of the three commissioners who are to represent the United States at the conference which is to investigate the boundary question between Canada and Alaska.

It is quite true that the six men who are to compose the commission are not, in the strict sense of the word, arbitrators. But they are to endeavor to probe the question to the bottom and seek a solution of a problem which for so many years has been a source of irritation between Canada and the United States.

The United States representatives will not go to the conference with an open mind. There is no question about that. They take the American extreme view of the question, and it is understood that that is the spirit in which they will meet the three jurists who are to represent Great Britain and Canada.

The New York News, published by Mr. Frank Munsey, glories in the fact that these gentlemen represent the views of the extremists in the United States, and intimates that it is warranted in so glorying from the fact that the Commission is not a board of arbitrators, but similar to an ordinary jury.

Surely, if the Commission is similar to an ordinary jury—and this point we are not disposed to question—does it not follow that the jury should be composed of men who have an open and unprejudiced mind in regard to the case?

We have always supposed that it is a principle of the jury system that men who are prejudiced in the case are withheld from sitting thereon, and yet The News lays down a principle quite the opposite to accepted beliefs

Fortunately this view is not held by all the newspapers in the United States. The Springfield Republican, for instance, which is a supporter of the present administration in the United States, is most emphatic in its disapprobation of the composition of the American commissioners.

It declares that "if the President were to seek the country over for men who are entirely without a judicial quality, he could not find men whose minds are more set than Messrs. Lodge, Turner, and Root. Mr. Lodge is on record as uncompromisingly opposed to the Canadian claim. Mr. Turner comes from the Pacific Coast, where opinion is all one way, and Mr. Root's opinions are well known."

The United States Government appears to be very confident that it has very much the best of the boundary dispute. Possibly it may have. If it has, it ought to be all the more amenable to reason and to justice and not appoint men who are not supposed to be influenced by any evidence that may come up which would strengthen the Canadian case.

The very fallacy of such a policy is evident from the fact that one-half of the men who are to compose the commission will go to the conference with minds fully made up that they will take one view of the case, and that only, no matter what evidence may be induced.

If the three representanives whom Great Britain and Canada are to appoint, go to the conference with similarly constituted minds, it is folly, in the absence of an arbitrator, to expect a verdict either one way or the other. In order to secure a settlement of the boundary dispute, there must be a spirit of give and take. If there is not, we can never expect to see it amicably settled. Judging from the composition of their commissioners, the United States are actuated by no such principle. It is "heads I win, tails you lose," or nothing.

When the treaty between Great Britain and the United States was drawn up providing for the appointment of the commission, it was stipulated that the members thereof should be jurists. The United States seems to have either altogether ignored this intention or to have conceived the idea that a jurist is a hide-bound partizan.

It seems to us that Great Britain would not be altogether unwarranted under the circumstances, in refusing to take any further action. If we do send three commissioners to meet the three from the United States, we would be very little more absurd if we were to send three wooden dummies, selected from the front of cigar stores; although, perhaps, in order to lend a little more respectability to the occasion, we might ship the statues of Sir John Macdonald and Hon. George Brown to London, where the conference is to meet. There these might be supplemented by the British Government with a statue of Lord Beaconsfield or Mr. Gladstone. These would be dummies of course, but what better are the commissioners who represent the United States? There is this difference: They will have opinions, but it is evident they are not to be influenced by either evidence or reason.

The intention of the agreement providing for the appointment of the commission was to determine the meaning of the Treaty of 1825 between Great Britain and Russia, hence the specifying jurists for its composition. This is the crux of the whole question. But in practice the United States appears to be intent on avoiding the crux.

The W.R. Brock Company, (Limited)

The Great Assorting House of Montreal

We expect a personal visit from many of our customers this month, and accordingly, we have cleared out from the Mills many Jobs, and laid aside from our stock many lots at special prices in each department, samples of which are in the hands of our Travellers, who are also showing a full range of Underwear for *"Fall."*

CLOAKS, COSTUMES AND SKIRTS

FEATURES OF THE SPRING SUIT TRADE.

ALTHOUGH Easter is somewhat later this year, there is every indication that the season will open up early; and even now, in the last week in February, the retail stores are making advance displays of Spring suits. This is good policy, for as soon as there is a feeling of Spring in the air women are thinking over styles and planning for new Spring suits.

* * *

Suits this season, while showing certain general features, are more individual in style and cut, and buyers will have to exercise more judgment and a keener discrimination in their choice of Spring lines than ever before.

* * *

Another fact that it is well to draw attention to, is that it takes more time to cut and make a suit with novelty features and general elaboration, and it cannot be made and shipped as quickly as was the case when the plain-tailored garments were the rule. Few retailers fully realize how much work is involved in turning out the elaborate effects that are now in demand. The cutting alone means far more time, while between the work of operating and trimming a fancy suit and that of producing a plain style there is simply no comparison. Not only are there more steps in the process of manufacture, but there are more contingencies to cause delays. It is not unusual for a shipment of suits, practically ready for the examiner, to be held up several days simply through the maker's inability to obtain the necessary effect in a braid or other decorative article wherewith to finish the garments.

The fact that more time than ever is required in the manufacture of goods, that the price of everything going into a garment has risen and seemingly will continue to rise, suggests the wisdom of buyers getting their orders placed without delay. The shrewd ones, fully alive to the situation, are losing no time unnecessarily.

* * *

The beginning of the season finds the Canadian manufacturer well prepared, and fully able to handle the large volume of business which they confidently look forward to, as the result of the visits to the market of out-of-town buyers. The various lines of suits, coats, seperate skirts, silk and cotton waists, and shirt-waist suits have been practically completed during the past month, and have sold well on the salesmen's first trips. The suit business has opened in a most auspicious manner, and most of the manufacturers of this class of garments are as busy as if it were the middle of the season. The suit styles which are shown are invariably fancy trimmed effects, and are so varied and worthy that they will compare with any lines on the market.

* * *

The elegance in both material and style characterizes the new Spring suits, but it cannot be said that there is much that is strictly novel or original, designers seeming to depend in a great measure on the clever introduction and combination of trimmings and colors for novel and effective results. The demand for the severely tailored suit, built on mannish lines, has fallen off considerably, and in its place we find a steadily increasing call for the soft, dainty, feminine appearing blouses with gracefully cut skirt portions. Heretofore it was thought imperative to use yards of canvas interlining for both skirt and coat, but nowadays the presence of stiffening of any sort causes remark—so rare a thing is it. It is noticeable that Spring suits and costumes are quite innocent of canvas, crinoline or other similar interlinings with the exception of cuff bands and belt. Indeed, linings of any kind seem to have fallen into general disfavor, and are put in only when the elegance of the exterior would seem to make them necessary to the consistent finishing of the whole.



Shirt-waist suit of green spotted muslin over white silk. Monte Carlo waist.

In the heavier cloths the sleeve cut with a shaped pouch that does away with the bulky pleat or gathers is most in use, but in the thinner materials there is no need for any device of this kind and the sleeves are very full. At present, the bag sleeve with a more or less elaborate cuff has the call, but when the season opens up the kimono or flare will be more in evidence.

* * *

In skirt models there are two elements contending for supremacy—the snug sheath like skirt, which has been the mode for several seasons past, and the Paquin or full skirts. Under this head come all pleated or kilted varieties, and also

the shirred models to be seen in costumes of thin fabrics. These full skirts are said to be the reigning style in Paris for the walking skirt, but have not, as yet, been shown here. That this tendency has had some influence on skirt designers is seen particularly in models of thin materials, but in the heavier goods the regular tight-fitting skirts which outline the hips, will be fashionable for at least another season But if the skirt clings around the hips it does not outline the thigh. That is in the newer and more up-to-date models.

* * *

The "sidewalk" skirt, as the walking skirt is being called, and the "sloppy weather" skirt, as the rainy day one is known in some parts of the West, are meeting in a common style more often than of old, according to a contemporary. For wet weather and hard wear, to be sure, "instep length" is the thing, while as yet the ordinary walking gown barely escapes the ground all around, if it does not really touch it. But skirts of all sorts are getting shorter, even ball gowns, and dinner frocks having felt the abbreviating influence. But the ankle height of a few seasons ago will, all authorities say, not return. For the majority of women a style more hideous never had vogue, the tall, slender woman and the short, stout woman looking equally ridiculous in a skirt that showed the entire foot.

* * *

The longer-skirted or sidewalk length of suit is much more prominent, and among the etamines and voiles somewhat of a train is seen. It is claimed by our best class manufacturers that all the foreign ideas and models have to be adapted to suit the Canadian market, which is often not only original, but practical. Paris fashions, it is well known, are often individual, but manufacturers create a general style that is an adaptation of the prevailing idea with variations. No doubt skirts will be fuller and longer in the near future, but the changes will be gradual and suited to the material. The new skirts are of different lengths, varying from the ordinary street suit that just clears the pavement to the more dressy tailor-made half-train length.

* * *

For suits in the popular-priced lines the most fashionable skirt is the 9-gored flare. One thing is sure, and that is that we have seen the last of the circular flare, to which the feminine public clung tenaciously season after season, and even now relinquishes regretfully. Perhaps it should be said that there is an exception to this passing of the circular flare, and that is in cases where the necessary spread about the feet cannot possibly be brought about in any other way; but in exceptional instances of this kind the existence of the circular portion is artfully concealed, and the skirt from band to hem is made to appear as if cut in one piece.

* * *

The new skirts lend themselves to the best lines of the figure, and it is to their artistic shaping and trimming that the woman of to-day owes her air of style and smartness. The yoke, which was not generally becoming, is used on a few of the new skirts, but a brimming simulating one is often applied. Skirts are trimmed in vertical lines, and give an appearance of height that is very becoming to the average figure.

THE MODERN LADIES' RAINCOAT.

WE have all heard about the "Summer girl," the "golf girl" and various other kinds of girls, but the last, so far, is the "rainy-day girl." Though last, she is, perhaps, the most sensible. It is not long since that the girl who went out in the rain not only invariably caught cold, but the spirit of the weather as well. She was an unhappy-looking young person, with bedraggled skirts, muddy boots and her hair out of curl. She looked as she felt, depressed and uncomfortable.

The new type of rainy-day girl reverses all this. She dresses for the occasion, and dresses smartly and becomingly, too. Once upon a time, it would have been impossible for her to do this and still look smart. Cast your thoughts back to the time when women wore a clumsy, wrinkled, circular rubber cloak, and ask yourself if this is not so. The rainy girl of other days was sadly handicapped by her clothes.

The rainy-day wardrobes for the present are very complete. Besides the raincoat, smart enough in style and cut for wear in any weather, rain or sunshine, there are entire costumes of waterproof cloth with short skirts which are temptingly modish. Then there are stylish tailor-made hats, that have no ribbons or feathers for the rain to spoil, and boots which, though they stand the wet, are smart in appearance, while the umbrellas are so attractive that it is no wonder they get lost.

The rainy-day girl has no trouble planning these costumes and coats. Any well-managed cloak and suit department is ready to supply her with all she wants, and, as the fashionable girl knows, rainproof cloths come in many varieties to choose from. This year the new proof-against-rain cloths for early Spring wet weather wear are equally as attractive as the cloth which rain ruins. They are shown in a long list of new colors and in combinations of colors which are extremely attractive, and in many designs that are entirely new.

The young woman whose fancy runs to mixed cloths can have her rainy-day suit or coat of the same, as rainproof cloths no longer come in plain black, browns, greys and blues, but are now shown in many charming mixtures. The girl who likes checks can also be suited, as checks can also be treated to the waterproofing process.

Though these cloths are rather high in price, they are well worn, as they are not only very durable, but they really save money that would otherwise go in doctors' bills.

The successor of the ill-fitting, dowdy waterproof is the very smart-looking raincoat. No wonder the girl of to day is not afraid to face the rain, for besides keeping her dry and comfortable, the newest designs in raincoats are the smartest and most stylish thing on the market, and are made along lines that combine both comfort and fashion. Though they are waterproof they are very light, and will answer for other purposes than that of a raincoat. They form good dust cloaks, and serve the very useful purpose of a cover-all over the sheer materials that are so much worn. In short, the raincoat is one of the general utility garments in a lady's wardrobe.

The new raincoats are very fetching in style, and the woman who sees one is sure to long to possess it. Black and white mixtures are fashionable this Spring, and many of the new coats are in these mixtures. Double shoulder capes help to make them becoming, and the loose sleeve adds greatly to their comfort. Then the pockets with the buttoned-over flaps are a great convenience. Some of the newest coats are confined slightly at the waist with a belt to give the becoming bloused effect so very fashionable at present. In olive brown, deep blue, gun-metal grey, and tan there are several plain, "mannish-looking" coats which have a distinctive style of their own, and also coats are made in these attractive colors in much more elaborate styles. Some show a triple cape, and others a deep shoulder cape that reaches to the waist. Some coats without a cape and with the yoke effects are among the new models for Spring.

DIRECTORY OF CLOAK MANUFACTURERS.

The Crerand's Directory for 1903-4 of the manufacturers of cloaks, suits, shirts, waists, wrappers, furs, negligees, etc. is out. It is quite neat, and is very handy, being pocket size. The cover is crimped and printed in red and black which adds to its attractiveness. Advertisements are interspersed throughout the book, and are placed in such a manner as to readily attract attention.

IMPORTANT

To the Tailoring Trade of Canada

RE-BELWARP SERGES, COATINGS AND LININGS

It having come to our notice that there are goods being offered to the trade which are represented to be the genuine *"Belwarps,"* but unstamped, we hereby give notice that none are genuine unless bearing the well-known Trade Mark of the *Lion* and *Bell* stamped every yard on the goods.

The original guaranteed Sunproof and Seaproof *"Belwarp"* goods are obtained only through

John Macdonald & Co., Toronto.
The Gault Bros. Co., Limited, Montreal.

Sir Titus Salt Bart Sons & Co. LIMITED

THIS STAMP carries our guarantee to you and your customer.



Regd. TradeMark.

The

Gold Medal

Oxford Tweeds and Homespuns

are THE LEADERS in Nobby Suitings, for both Ladies and Gentlemen.

No up-to-date tailoring establishment, or dry goods house is complete now-a-days without a line of the

Celebrated PURE WOOL Oxfords.

As our business is run on progressive lines our range of samples will be found to please those who know the latest things in Dress Goods and Suitings.

MADE ONLY BY

OXFORD MANUFACTURING CO., LIMITED,
of Oxford, Nova Scotia.

Representative for Province of Quebec:
Frank W. Nelles, Esq.,
301 St. James St., Montreal.

For Toronto and West:
Nisbet & Auld,
Toronto.

Ask your jobber for, or order direct,

WATERPROOFS

BEARING THIS TRADE MARK ON INSIDE NEAR THE COLLAR



Our representatives are now on the road showing a full range of the latest styles. No better selection is offered by any house in Canada. It will pay you to inspect them before placing your order.

London Rubber Co.

Manufacturers

591 Craig Street (Opposite Bank of Montreal) MONTREAL

WAISTS

MANUFACTURERS of all descriptions of shirt waists and shirt-waist suits speak enthusiastically of the condition of trade. The travellers of the various houses have been thoroughly covering the ground, and orders were most satisfactory, repeats being heavy on the most attractive lines.

* * *

Garments for the Midsummer and early Fall trade are being made up. Lace plays as great, if not a greater part, than ever; not only in separate waists in silk and cotton, but also in wash suits in piques, ducks, linens. etc. Other trimmings are frequently used, silk braids and embroideries being chief among them. Silk ruchings are expected to be good for next season.

* * *

Combination effects in hemstitchings and tuckings are used to enhance the beauty of the more simply designed and cheaper waists, a favorite design consisting of groups of tuckings with hemstitching between. This is carried out sometimes on the front of the waist alone, but is also shown over the entire garment, sleeves and all.

* * *

The demand has been heaviest on China silks, taffetas, crepe-de-chine and chiffon. In the China silks especially the demand has fully come up to expectations, great as these were; and already some repeat orders have been sent in to manufacturers. Pongee suits were also very successful, and repeats are being prepared for in these, too.

* * *

The business done in shirt-waist suits has been eminently satisfactory, notwithstanding the quantities of seperate waists going out. The whole suit in foulard satin has been placed on the market in the ever-popular blue and white polka dot effects. A good deal is expected of it during the Summer months.

* * *

The manager of the New York Silk Waist Co. returned a few days ago to Montreal from New York, where he spent a week picking up new ideas for the Summer and Fall trade. He found business with the garment manufacturers fair. Orders given were for smaller quantities than the previous season, and as a consequence several of the best houses were not as busy as usual.

"The most popular material in blouses and wash shirt-waist suits," said he, "was heavy mercerized cotton, the basket weaves predominating. A very delicate shade of buscuit brown is spoken well of for next season—that is for Midsummer and early Fall trade, and it will likely be much in evidence. It was about the only new thing shown. For the coming season it will be shown with fancy stitching in red and blue. The other popular colors were black, white and sky-blue. Reseda seems to have fallen off to some extent during the last few days.

* * *

The lines of Spring waists are now in the hands of the retailer, awaiting the general verdict of the trade. There is a very large variety of styles and materials to choose from. They range from the smart vestings and mercerized materials, which undoubtedly form the chief feature of the Spring offering, though taffeta, peau-de-soie, louisine, liberty, and other fancy silks, Pongees and Japs, to the finest and sheerest of muslins, lawns, lace and other thin materials.

The prolonged popularity of the shirt waist is a pure case of the survival of the fittest, for of all modern adaptations for woman's wear, there has been none so practical as the separate waist. There is no reason to suppose that so radical a change as the disappearance of the shirt waist from the dry goods horizon can take place without ample warning before the event. That the waist fills, as it were, "a long-felt want," is proved by the reception given to each new departure as it comes, if it has useful features it is readily absorbed by the trade and seems to make absolutely no impression on the standing of old-time favorites. When the waist of soft woollen goods was first introduced, it was almost, if not entirely, to take the place of a silk waist, but experience proved the worthlessness of this prediction and the silk waist maintains its original vogue, while the woollen waist has made a secure place for itself. And now, again, with the introduction of cotton waistings, it has been said that they will infringe on the ground occupied by both silk and wool. Yet nothing of the kind has up to the present taken place. The sale of both silk and wool is as healthy as ever; and yet the waistings are meeting with a reception that leaves no shadow of a doubt as to their success. The fact is, that the separate waist is so useful that there is a place and a use for all kinds, and its reign is likely to prove long and lasting.

* * *

Ever since the novelty of the first introduction of the tucked taffeta waist wore off, there has been many attempts to introduce some other silk or style in making, to popular favor. There has been peau-de-soie, crepe-de-chene, liberty, louisine, etc. They all have enjoyed a certain, but not a lasting vogue, and then the trade has turned again to taffeta and to tucks. Taffeta and tucks are still the smartest thing on the market. True, there are variations; medallions, and lace trimmings are introduced, buttons, French knots, and embroidery, drop ornaments, tassels, etc., are all used with good effect, and there are touches of style that proclaim this season's waist, but still, taffeta and tucks form the bulk of this season's offering.

* * *

Some of the embroidered silk waists are very handsome, and the grape patterns come out strongly in these garments. One style is particularly good, in which the grapes themselves are formed of crochet buttons, centered with a little black dot.

* * *

As in costumes, it is the sleeve where fashion has been busiest, and some of them are extreme in size below the elbow. There seems to be a tendency towards a more fanciful cuff on the latest styles shown, but all sleeves follow one general rule, that is, they are tight from the shoulder to about the elbow and then comes an immense puff or flare. Some of these puffs terminate in a fitted cuff of lace or rows of faggoting that fall over the hand. Some sleeves have a fitted cap or other ornamentation on the top of the sleeve, and then, again, it is the portion below the arm which receives the trimming.

* * *

For really useful, or at the same time dressy blouses, there is nothing to equal the Pongees and the Japan silks. When a fairly good quality is used they are about the most satisfactory of washing materials and yet have the chic air of a silk blouse. This, of course, applies to the whites and to the natural shades in Pongees. In the white Japs, some very fine embroidered, and French knot-trimmed lines are seen. Not so new, but equally useful and pretty are the insertion and medallion-trimmed waists in this material.

* * *

Though the "Gibson" waist is a dead feature, yet the drooping broad-shouldered effect it introduced is the height of style, and where the cut of the blouse does not give this, the trimming is so arranged as to give this feature. The ideal figure is still the up-standing, broad-shouldered, full-chested one, and this gives without injurious lacing, a slim waist effect.

To be up to the times

you must see the best that has ever been shown. Our samples are now on the road, and if you don't see them, you lose your best opportunities. We are originators of ideas, and our new creations appear daily, so if you keep in touch with us you are bound to be "in it." We always are.

Returned March 14/03 to Montreal Office.

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THE NEW YORK SILK WAIST MFG. CO.

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Manufactured by

THE SALEM COMPANY, Limited

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P S.—Mr. Stewart and Mr. LeMaistre have not severed their connection with this company.

MONTREAL.

Lovely blouses of all-over lace, or wide insertion joined with faggoting or some fancy stitch, are being shown for the high-class trade. These laces are in ecru, Paris shades, or champagne and are made over a slip of white taffeta or some other soft make of silk.

* * *

There is a large variety of make ups shown. The popular full blouse has the lower portion elaborately adorned with lace applications, band insertions and other fanciful forms of trimming. Then, again, all the elaboration is placed on the upper part of the bust.

* * *

The sleeves are in keeping with the rest of the garment, and, while they may be rather tight in the upper portion, from the elbow down they display a considerable fullness. The full Bishop sleeve is another popular mode for waists of this kind. On all these waists the pouch effect is somewhat less pronounced, and the dip in front of the waist is more modified than for some seasons back.

* * *

A favorite style is the faggoted waist. This is made of taffeta, liberty or peau-de-soie, and shows rows of faggoting running the entire length of the waist and generally placed close together. Sometimes there is a round yoke of rows of silk bands faggoted together. The faggoted waist is usually in self color, though sometimes a variety is obtained by placing a lining of contrasting color under the open stitch.

* * *

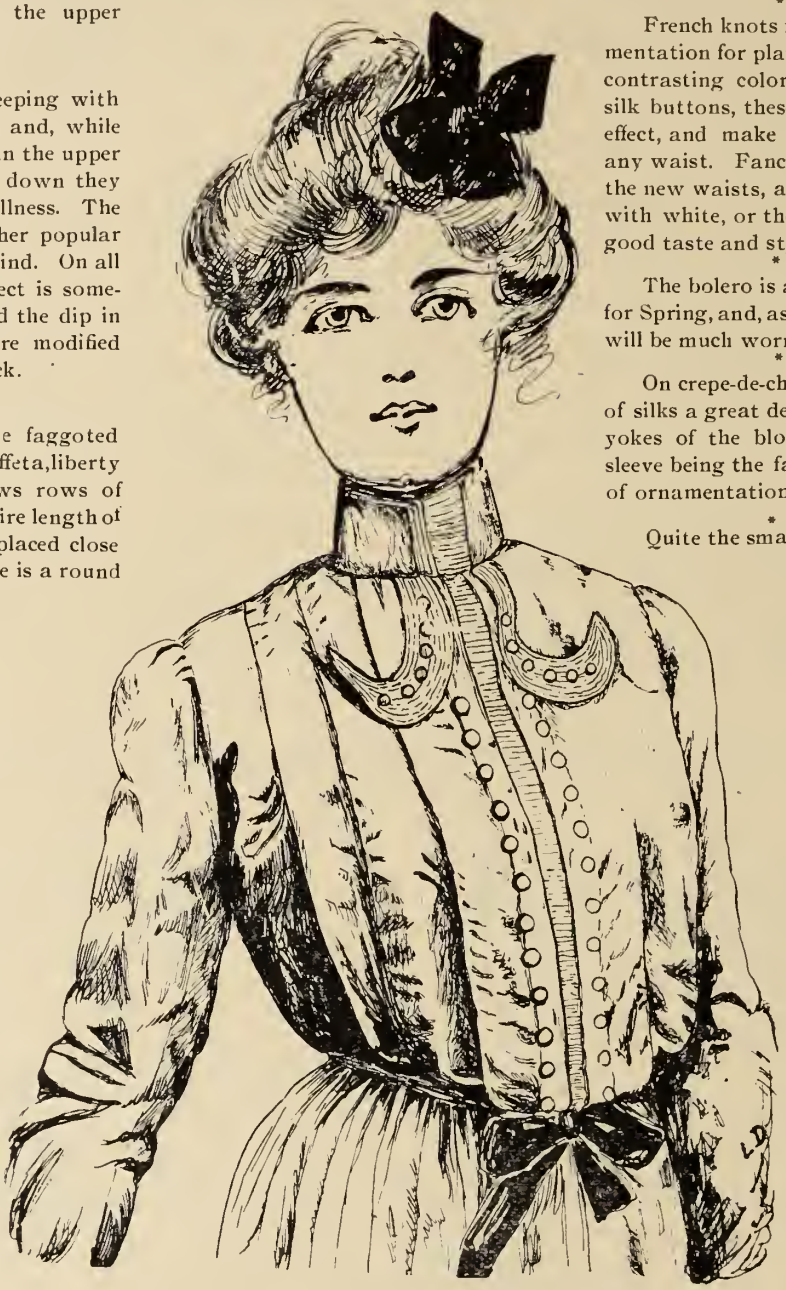
The waist adorned with lace and embroidery is another popular style. The embroidered grape trimmings are particularly modish, one pretty and stylish form being to combine these trimmings with bands of lace.

* * *

Soft silk washing waists of China and Japan silks have sold extremely well. These are heavily betrimmed with lace motifs and insertions. The motify used on these waists are mostly round and of medium size. In one sample shown these motifs covered the entire front of the waist, while on another they merely adorned the bust, the lower portion of the waist being trimmed with bands of the same lace.

* * *

An out-of-the-ordinary style of lace application was seen on a white taffeta waist, and consisted of four large fan-shaped medallions, connected at the corners to form a four-leaf clover. The silk of the waist was cut away under the medallions and green silk inserted as a lining to the motifs.



A Pretty Waist With Wide Tuck and Button Trimmings.

Wide tucks are extremely popular just now, and some very pretty waists are on this order. One of the chief trimmings used on this kind of waist is buttons, rows of which are placed down the front. A pretty waist of this description is of Nile green peau-de-soie, with a panel of white-tucked silk down the front, edged with a plain strip of the green on each side, trimmed with rows of green buttons in close order. The collar carries out the same idea with the addition of a novel effect in tabs, which also show the button trimming. (See illustration).

* * *

French knots form another pretty ornamentation for plain silk waists in black or contrasting color. Combined with little silk buttons, these knots have a charming effect, and make very stylish trimming for any waist. Fancy braids are also used on the new waists, and a black waist trimmed with white, or the reverse order, is in very good taste and style.

* * *

The bolero is again seen on new waists for Spring, and, as well as the Monte Carlo, will be much worn.

* * *

On crepe-de-chene and other soft makes of silks a great deal of shirring is seen, the yokes of the blouse and the top of the sleeve being the favorite place for this kind of ornamentation.

* * *

Quite the smartest thing in silk waists is Shepherd's check in black and white, trimmed with straps piped with bright tartan or Persian silk.

* * *

In cotton and cotton and silk goods in the popular waistings many stylish tailored waists are shown, both in plain cloths and figured, striped and dotted effects. In chambrays, ginghams and batiste, in stripes and spots combined, and particularly in black and white, many pretty things are shown. Colored grounds, with white fancy stripes and dotted over with broken dots in black and white, are shown. This small touch of black adds distinction to these goods, and the waists made from them are very pretty and stylish.

* * *

The waistings have quite caught the popular favor, and will be even more in demand than at the present time for Fall wear, as many retailers are now asking manufacturers for samples for Fall in these goods.

* * *

Manufacturers are commencing to make samples of advance lines of Fall waists, but this does not mean that there will be no more novelties in Summer waists, as the designers of these goods are always evolving new ideas.

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Tooke Bros. Limited

MONTREAL.

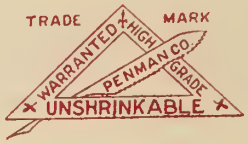
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GLOVES
NICK-NACKS

FLOWING ENDS OF TALK

WHY there should be such a dearth of novelties in men's dress at this time of the year is bothering the intellects of a good many of New York's writers on styles. In the search for novelties they have scoured the fashionable emporiums thoroughly from end to end, and, though they saw myriads of handsome neckties, huge piles of shirting materials and dozens upon dozens of waistcoats, gloves and hose, yet their search for something new was fruitless. Now, why all this should be a matter of regret to the men who watch the world of dress, it is hard to see. The prevailing fashions, even by their own confession, are wide and varied and give ample room for the broadest choice imaginable. The bounds of correct dress are unquestionably wide, and, that being the case, it could well be imagined that all concerned, would be satisfied. Novelty, however, has its supporters, and they would rather behold a startling new fashion than be contented with the breadth of choice that already exists.

* * *

It has been said that a man may be dressed exceedingly well and in perfect form if he have on a plain black sack suit, a plain white shirt, a plain black-figured four-in-hand tie, plain black hose, etc. With this view it is easy to agree. In fact, some men would improve their appearance immeasurably were they to confine themselves to just such a dress. Were the majority of men, however, to adopt this fashion, how uninteresting would they become from a sartorial standpoint? There would be almost nothing in connection with them worth writing about, and the source of livelihood of a good many inventors of novelties would be removed. It hence, is a very good thing for all concerned that the plain, all-black outfit is not at all likely to be adopted as a standard of dress.

* * *

There are some men in Canada yet who persist in buying all their clothing in London. Somehow or other, they seem to think that English made clothes have a superiority over the home-made article, both in appearance and in cost. As far as appearance is concerned, the English made suit does certainly look differently. It is, of course, made in the London style. Whether this is an improvement over our own cut is a question for the individual to decide. Still, we are inclined to cling to the adage, "When in Rome, do as the Romans do," and advise all Canadians to wear the Canadian style of dress. The question of cost, however, works in favor of the English suit, other things being equal, and is a serious consideration with many.

* * *

A new department of dress will have to be reckoned with by the clothier of the future. Just as the yachting costume has come to form a definite portion of every well dressed man's wardrobe, so, to-day, the advent of the motor and the growing favor accorded the pastime of automobiling, have created a new set of garments peculiarly adapted to that species of amusement. There is, however, a correct and an incorrect garment for motoring as well as for yachting. The man who travels around in a little light motor wagon, clad in all the distinctive dress of the daring chauffeur who annihilates space in a big motor car, is as much out of fashion as the man who wears a dapper yachting costume in a rowboat or canoe. The owner of the motor car frowns down any attempt to appropriate his peculiar dress. The dress is indeed peculiar. There are coats of leather, there are coats of squirrel skin, there are coats of Irish frieze. The favorite auto cap is of heavier fur with patent leather visor. When clad in this garb the automobilist secures sufficient warmth to counteract the fierce rush of wind that whirls past the driver of the fast car.

* * *

The license allowed in the style of hat worn this year certainly affords every opportunity to the man who desires something new every time he appears on the street. A gentleman may be an inconspicuous dresser and yet have a half-dozen or more entirely different shaped hats. He can spend as much money as he wishes and yet be in the style and escape envious tongues. However, it is not to the "new" man alone that this lack of arbitrariness in the style is a boon. At last, the middle-class man who wants to keep in style and yet can't afford to be extravagant has an opportunity to wear out his old hats as long as they look new. He has found out that it is wise never to throw away an old hat.

CURRENT STYLES IN NEW YORK.

Office of "The Dry Goods Review,"
New York Life Building, February 26, 1903.

WITH the advent of warmer weather attention is naturally being directed to a consideration of Spring styles. Overcoats will presently be laid aside and the coming season's sack suits will be seen on the streets. At such a time it is befitting that we should have something to say about what will be worn and what styles will be in evidence. There will, of course, be no startling change to note in any department of a man's wardrobe, but the several small changes that occur, almost unconsciously from season to season, render it necessary to describe pretty fully each separate item of apparel.

SACK COAT STYLES.

To begin with the single-breasted sack coat. There are at present three styles in existence. Of these, it will be



Striped Flannel Waistcoat.

difficult to say just which will take the lead, but it is not improbable that the most novel and odd will be most popular with the best dressers. It is cut with a perfectly straight front and with square, instead of rounded corners. This gives it somewhat the appearance of a double-breasted jacket, but, of course, the front does not overlap more than on the ordinary single-breasted coat. There may be three of four buttons, and the lapels may be like those of the other single-breasted sacks, or made a little broader and more narrowly notched. Peaked lapels may also be used, like those of the old-style double-breasted coats. The general cut and pocket should be exactly like the double-breasted jacket.

OTHER STYLES.

Other styles of the single-breasted sack coat have fronts cut rather sharply away from the lowest button, with corners only slightly rounded, and still others have fronts cut almost straight to the bottom and with gradually rounded corners. The trousers worn with any of these styles are the same in cut. That is, they are made fairly full over the hips and thighs and of medium breadth below. This does not mean, however, that they have the old peg-top appearance. The waistcoats accompanying the suits are all of the single-breasted variety, and are medium in cut. They are made without collars and with slight points at the bottom.

GENERAL FEATURES IN SACKS.

In both single and double-breasted coats, there are features that are the same. For instance, the width of the collar and of the lapels, is the same for both. The former should be about 1½ in. in breadth at the back and the latter 2½ to 3 in. at the points. There may be three or four bone buttons down the front and one, two or three on the sleeves, as preferred. Side vents and a central seam down the back are also matters of individual taste and may be adopted or not at the discretion of the wearer. Outside breast pockets are now the rule and they should be without flaps, while side pockets should be covered with flaps. As far as material is concerned, almost any kind or weave of cloth and almost any color may be used. Fine mixtures, pin checks, indistinct overplaids and unnoticeable stripes in greys, browns, blues, etc., are all correct.

FASHIONS ARE BROAD.

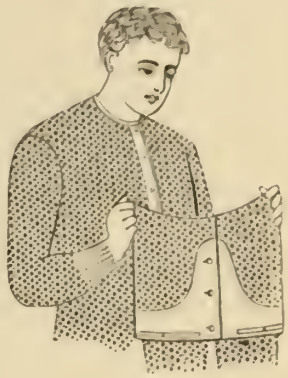
The Winter season which is just closing has not been one of especial interest, because the changes in modes have been so slight. The standard has been well maintained and a great assortment of handsome goods has been shown; but apart from this, there has hardly been an article shown that could lay claim to being called new. Hats, for instance, are controlled by precisely the same styles. The derby, with morning clothes, the silk with afternoon dress and the silk or opera with evening dress are practically the only styles in vogue. Felts are frowned down upon. Colored shirts are still worn largely with morning clothes. The smartest band turn-down collars are rather low, while wing collars continue to be worn quite generally. In neckwear, the tie that has been, and still is, most in vogue is the broad four-in-hand of heavy silk. The bow tie has been less worn than usual, while the double-fold Ascot and the once-over are the usual shapes with afternoon dress.

JEWELLERY.

Jewellery is still worn sparingly by the best-dressed men. For ordinary wear plain gold, both in studs and links, is preferable. With full evening dress more latitude is allowed, and we find the small pearl worn a great deal. The watchchain has again come into favor and is worn everywhere except with evening dress, while the plain gold seal ring and scarf pins of the various kinds are considered quite correct. In fact, jewellery is one of the departments of dress where a change is to be noted. The conservatism of the past few years is beginning to give way and in its place there is to be found what we may term moderation.

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A STRIKING CHESTERFIELD.

A Chesterfield coat which has attracted considerable attention here is made of rough grey herring bone, and is very long. The coat is double breasted. The buttons of bone are decidedly on the large size. The collar is of black velvet, the cuffs turned back about 3½ in. and the side pockets set straight and covered by deep flaps. In the back there is an interesting feature, being an inverted box plait, running from the bottom edge directly up the middle and ending about 8 in. below the collar. About the waist line there is a belt running right across the back.

STYLE IN RAINCOATS.

Raincoats have become an indispensable adjunct to every man's wardrobe, especially for Spring. They are now more common, but no less serviceable than they have ever been. Apart from the Raglan shoulders, the cut is practically unchanged from that of several years back. The Raglan shoulders, needless to say, have been for some time out of fashion. The yoke is another feature which is more or less a thing of the past, though both it and the Raglan shoulders show signs of recovery. Cravenette cloths, in plain tans and iron greys, are less fashionable than of yore. Their place has been taken by a number of rougher goods in various shades and markings. The Chesterfield cut from 49 to 50 in. in length is most in vogue.

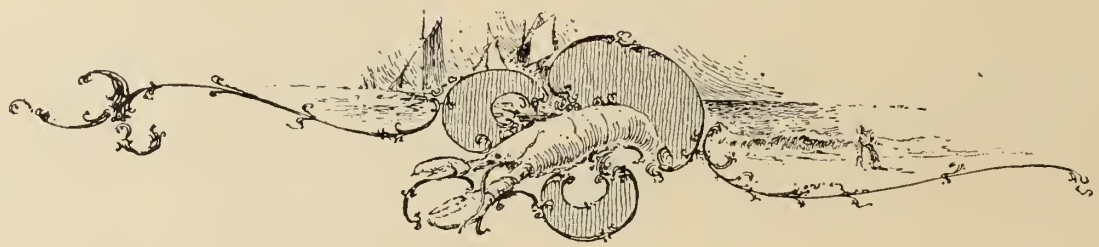
HOSE, BOOTS, GLOVES, ETC.

The best style in hose continues to be black or dark blue silk or lisle thread with a fine embroidered line or spot design. Boots, for morning or day wear, should be of calf with a fairly heavy sole and buttoned. Toes are a trifle more pointed, and herein lies the sole change in the last for this season. Gloves for evening wear are of white kid with self-stitching and pearl buttons and for day wear, of leather in tan shades. The whole range of man's dress is thus seen to be marked by no distinctive changes and to be of such a broad character that any man can consult his individual preference and be suited.

SPRING SHIRTINGS.

Shirtings for the approaching Spring season are being shown in a great variety of figures and stripes, but there is nothing particularly new and striking. Bright tones and striking markings are not any better style than they have been for some time. Plain shades and materials, with a narrow hairline in one or two contrasting colors, are considered the smartest goods. For wear during the next few months, soft-fronted shirts of French flannel in stripes of color will be fashionable. Plaited fronts will be largely worn. Other shops are showing shirts of plain color, but these cannot be especially recommended.

"BEAU BRUMMELL."



HATS, CAPS AND FURS

STYLES in soft hats for Spring are numerous and vary from the narrow-brimmed pot-crowned hat to the broncho style. The best models are a compromise between two extremes, and these are styles recommended to buyers this Spring. A wide, slightly-raised brim with an indistinct curb at the edges, a broad, black band and a tapering, peaky crown are the features of the best all-around hat.

* * *

The tendency in derbies for Spring, especially for young men, is toward medium flat-set brims and full crowns. The regular flat brim is not likely to be accepted by the fashionable hatter. It will be rather a popular than an exclusive style. Black is the only color approved.

* * *

A silk hat which has met with much favor in New York shows a very high brim with a very slight bell. The crown is quite flat and the hat has a felt band or ribbon. This felt band is considered very fashionable now. It is worn by the best-dressed men and it is to be seen in all the leading hatters' stores in New York.

Straws for next Summer will, it seems, have wide brims and low crowns. Sennits and split hats will be the leaders for popular favor. The Sennit will likely lead for fine trade.

* * *

For golfing this season there will be shown many varieties, but the principal lines will be flat-round affairs and tams. The latter are made in felts as well as in cloths, and come in a number of quite loud plaids. One of the latest tams is made in grey wool, about the shade of natural underwear. For automobiling leather caps with sharp angle peaks are still considered to be the standard.

* * *

It is rather late in the season now to speak of furs, but it may be remarked that this has been a good season for furs. Many fur-lined garments have been sold, and the use of fur for collars has been quite extensive. In fact, an observer on a city's streets would be sure to note a considerable increase in the quantity of fur used thus on men's coats.

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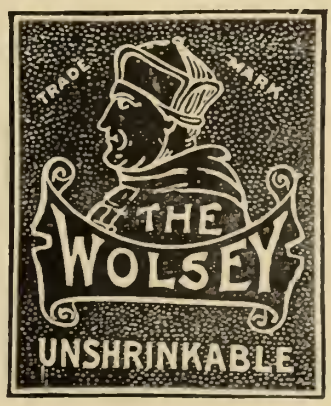
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EFFECTIVE WINDOW CARDS

BY JOSEPHUS.

MANY merchants confront the task of dressing their windows with intense seriousness, as though it were one of the most arduous and brain-twisting operations that they ever had to perform. Because it is unpleasant to them, they keep putting off the evil day and consequently let their windows become stale. All this aversion to changing window trims is uncalled for. Merchants must disabuse themselves of the idea that window-dressing is a difficult and exhausting process. It certainly may be made so, and it may pay to consider it in that light, but for all ordinary purposes a simple display of a few articles that the majority of people are interested in will be likely to bring better results.

Most important of all in regard to the window trim, is that there should be a good array of large price tags, plainly and neatly executed. People like to know prices without having to ask them, and generally take it as a matter of course that the price is a low one (as it should be) or it would not be thus publicly shown. People do most things from suggestion, and nothing is more suggestive than an article of common use with a reasonable selling price marked upon it.

"GOING FAST."
AT THE LAST QUARTER.
HOSE, 25 CENTS.

STYLES THAT DELIGHT THE FASHIONABLE.
PRICES THAT PLEASE THE FRUGAL.

THE LONGER YOU KNOW THESE SHIRTS
THE LESS YOU WILL LIKE OTHERS.

Why go without Socks when you can buy these at $ .23 a pair or five (5) pairs for $1 00.

YOU CAN JUDGE BY APPEARANCES.
THEY ARE AS GOOD AS THEY LOOK.

Other firms will sell you suits for $9.99. Ours will cost you just $10.00, but are worth two dollars more than theirs.

Inspection of our stock of Neckwear costs you nothing. We donate our time to you.

A reduction of 5 cents in this store is worth a reduction of 25 cents any place else.

WE GUARANTEE THE QUALITY,
IF YOU GUARANTEE THE PRICE

RAINPROOFS THAT ARE RAINPROOF.

If we don't carry everything from a Needle to an Anchor, we at least can supply everything from
A Collar Button to a Dress Suit.

FROM THE FARTHEST FLIGHT
: : : OF : : :
FASHION'S FAIREST FANCY.

When once a merchant finds that because of the simplicity of his trims he is able to change his windows frequently, he will begin to see the advantages of this. With a very slight expenditure of time and labor he is able to fill in a new series of articles into his windows and keep the public interested in his stock.

THE LATE P. E. PAQUETTE.

Pierre Edmond Paquette, dry goods merchant, of Montreal, is dead, at the age of 55. Death was due to appendicitis. Mr. Paquette was born in Ste. Annel Richelieu Co., Que., and came to Montreal 15 years later, entering the employ of Gravel & Frere. From there he joined the staff of Beaudry & Cie, remained with them two years, and then entered business for himself. He bought out J. B. Dufort and commenced as Paquette & Boisseau. This partnership lasted only three years, when Mr. Paquette bought out the whole business and up till his death conducted it himself, making his place one of the best-known dry goods stores on St. Lawrence street, one of the most important business streets of the city. It was owing to Mr. Paquette's initiative that the street was widened and improved.

The deceased gentleman took a prominent part in municipal and Parliamentary contests. From 1898 till 1890, he was an alderman of the Montreal city council. A widow and six children survive him.

EVERY TAILOR AND RETAIL DRY GOODS MERCHANT IN THE DOMINION SHOULD USE

THE "BIRLEY" PATENT KNOCK-DOWN

Clothing Box

because the only proper way to send out clothing and costumes in order to save the garments from crushing and creasing is to deliver them to your customers in boxes and **the "Birley" box is the strongest and most convenient made for the purpose**

Every suit of clothes and every lady's costume should be delivered in a box. The cost is a mere trifle, as compared to the value of the garments, and the outlay well repays itself as an advertisement alone, for you may be quite sure your customers much prefer their garments being sent home in a neat, strong box (which they can if they wish make use of afterwards), to having them delivered in a piece of brown paper.

First impressions count for a great deal, and the surest way to make a good impression is to see that your goods reach your customer in as secure and attractive a manner as possible. To achieve this result you cannot do better than use the "**Birley**" **Patent Clothing Box** to send out all your garments.

We make five different sizes of these boxes. Dry goods houses use them for Blouses, Shirt Waists, Whitewear, Jackets, Skirts and Costumes. For the clothing trade we supply them for Suits, Pants, Overcoats, Coat and Vest, and Boys' Suits.

This box is now being used by most of the large houses in the Dominion. If you have not yet seen it write for a sample.

MANUFACTURED ONLY BY

DOMINION PAPER BOX CO., 38 and 40 Adelaide Street West, **TORONTO.**

1903

S P R I N G

1903

P. Garneau, Fils & Cie.

QUEBEC

Our range of staple and fancy dry goods for Spring 1903, is unexcelled in point of value and attractiveness. Our prices are the best that can be had.

Woollens, Silks, Linens, Cottons,

Furnishings, Carpets, Linoleums, etc.

are arriving every day, and are being taken hold of by the wise buyers in quick style. Your stock is not complete without these goods. Let us have your order and you will never regret it. We have always pleased our other customers. We can please you.

Letter Orders will receive prompt and careful attention.

Our advice is worth money—Follow it.

Buy Early and Freely.

AS SEEN ON LONDON STREETS

Office of "The Dry Goods Review,"
109 Fleet Street, E.C., London, February 20, 1903.

THERE has been a development of fashion in regard to jewellery in West-End London. The change is an increased fancy for an existing style more than the introduction of a new one. I refer to the growing favor at present being extended to pearl and mother-o'-pearl in all kinds of jewellery. The small pearl cravat pin, so long a favorite, has been maintaining and increasing its vogue. Its leading advantage lies in the fact that it never clashes with any cravat in which it may be inserted. Mother-o'-pearl studs for white evening waistcoats are much in favor, and they sometimes have a tiny diamond in the centre, though the pattern best liked is one with a small crossing of twisted gold wire, like the stitching of a real button. As a matter of fact, a perfectly plain and flat mother-o'-pearl stud is preferable; but fashion tends to the design just described. These studs, which are of the same size as ordinary dress-waistcoat buttons, are made with gold shanks, and often with a light gold connecting chain. Gold-fronted ones are to all intents and purposes obsolete. Mother-o'-pearl is to be seen everywhere. Cuff links are made with a single small gem in the centre of one link in each cuff. The fancy for enamelled links has been abandoned by the best-dressed men. Plain gold links are also much worn, and mother-o'-pearl links are equally in favor.

DRESS SHIRT FANCIES.

Fancy-fronted evening dress shirts have caught the popular taste. The usual thing is a dull linen surface with a very small all-over pattern. Spots are not seen and pique is never worn. To be correct there must be two stud holes, and with these pearl studs are almost invariably worn. Notwithstanding, there are many men who still cling to the plain front, and not a few wear the soft-pleated front. On the whole, however, the use of fancy dress shirts of any kind is not to be recommended. A plain shirt is always safe and always perfectly correct.

CORRECT WEDDING DRESS.

At recent fashionable weddings at St. George's, Hanover Square, it was demonstrated that the correct wedding dress differs not in the slightest from what would be worn for a walk in a fashionable thoroughfare. Frock coats are indispensable. Many of these are now made with fairly low rolls and silk facings. Dark grey trousers of a subdued stripe accompany the coats. (A few white vests were to be seen at recent weddings.) The trousers were none of them tight-fitting, only close on the instep and of medium width at the knee.

CHESTERFIELD.

The end of January practically closed the Winter season here, at least so far as dealers were concerned. Spring styles are now pretty well developed, and it is possible to make some definite disclosures about them. The leading Spring overcoat will be the Chesterfield, as it has been for some time back. Its characteristic feature is the long roll with tolerably heavy turn and fairly wide collar. The full length is at least 3 in. below the frock coat, or, in other words, about to the top of the calf. The sleeves still retain the loose cuff, which is about 3½ to 4 in. deep. The edges of the coat are made up plain. Three outside flap pockets are put in, and the coat itself is lined through with silk, which comes to the edge of the roll.

MORNING COAT.

The low roll is the distinctive feature of all coats for the coming season. The latest morning coat is cut so low that at least three buttons on the vest are shown above and one at the waist. Fancy vests have now a good chance to be seen and the stripe effect, which is catching on very nicely, will become popular. The morning coat only buttons one, is cut rather short in the waist, but fairly long in the skirt, with a graceful sweep from the waist seam around to the pleat. The coat is bound and there are two buttons and holes at the cuff. The material of the coat is a black serge bound with fine mohair braid.

DOUBLE-BREASTED COAT.

The roll shows well on the double-breasted sack coat. These coats are cut moderately long with two hip pockets and eight buttons up the front, four on each side. It is made to button two and to have three holes in the turn. The edges are made up double-stitched, and two buttons are placed on each sleeve at the cuff. The back is made easy-fitting and without a seam, though many of these coats do possess the seam. The accompanying trousers show an easy style of thigh and knee, but fitting close at the boot. The vest is double-breasted, without collar and buttoning high up.

THE LOUNGE SUIT.

The single-breasted coat shows a return to the rounded corners, and this season's fancy has slightly rounded bottoms. There is the usual low roll, buttoning three and turning two. There is an outside breast pocket and two hip pockets with flaps. The back is quite loose with a seam down the centre and a vent. The accompanying vest is double-breasted with the roll collar, and the trousers are distinctly of the peg-top style and fitting close in on the shoe. The suit, as described, is highly popular and nothing seems to displace it from popular favor. It is known principally as the lounge suit.

CHANGES IN EVENING DRESS.

New evening dress coats are being cut about 2 in. longer than has been the case up to a late date. The tails now reach well below the knee and are not nearly as much curved at the ends. The waist seam is somewhat lower than it used to be, and the collar is made of cloth and not of silk. The lapels are covered with silk right to the edge. The turned-back cuff is practically obsolete as also is the braiding on the trousers. Trousers are cut close over the calf, but free at the thigh. There is a tendency, it might be noted, to reduce the depth of the shirt opening in the dress waistcoats. The close fit at the waist is beginning to be noted in the dress as well as in the frock coat.

COLORS AND A FAD.

Colored Ascots are being worn now more than ever and seem to have quite displaced the plain fabrics, so long the style. They are made of rich, heavy silks, dark in tone, but mixed with a variety of colors. Bows are completely out of style. A new idea here is the wearing of handkerchiefs in the sleeves, owing to the disappearance of the outside breast pocket. This new scheme, it is claimed, is excellent for trade, as more handkerchiefs are lost than ever before. It can only be explained as a foolish fad, however, and one that will soon disappear.

J. W. K.

All cuts returned to Clothier & Haberdasher March 5th 1903



BELTS FOR 1903.

We have concentrated our energies and efforts on belts for some months, and we are now out with a line that cannot be excelled in either style, quality, workmanship, or price, to retail at 25 and 50c. Widths from 1 to 2 inches. Leather, Seal, Calf, Pig, Horse, in all shades. Solid and Tubular, with rolled edges. Buckles: Gold Plate, Nickle and Gun Metal. We desire you to see our line before you place your order. You will be quite surprised at the exceptional values and styles right up to the minute.

THE PRINCELY

AUTOMATIC

Can be adjusted for Long or Short Backs

MOVES WITH EVERY MOTION

SEE THAT MOVEMENT



For Wear

THE BEST

For Ease

25c.

SUSPENDER ON EARTH

D.S.Co Makers

This hanger sent with every shipment of the **Princely Brace.** We would suggest a solid window display, say 10 dozen and five hangers. It would make the most attractive display you ever had. Have your window trimmer write us, we can give him both ideas and suggestions with pleasure.

DOMINION SUSPENDER CO NIAGARA FALLS

SHIRTS AND COLLARS

WHILE the leading furnishers make liberal displays of their wing collar, the fold collar still rules with the general dry goods merchants, and it is expected that as the season advances there will be more and more a predominance of the latter shape. Why it is that the creators of men's fashions, whoever they are, refuse to consider the wing collar as a good Summer shape, is hard to discover. Before the advent of the high turn-down collar, which was not many years ago, the old wing collars were much appreciated for Summer wear, their open throat and general comfortable character recommending them to almost everyone. Neckwear was different in form, but that will not wholly account for it. Now, the wing collar is spoken of as a Fall, Winter and Spring style, but when the warmer weather approaches, the trade, wholesale and retail, begin to look around for the low-fold collars to satisfy the demands of customers, and, strange to say, the customers won't have the wing collar for Summer either.

* * *

While the American wing collar is reported to be tending toward the smaller-sized wings, the English remains at about a medium size. A late shipment of English collars to a large Montreal furnisher, showed the wings to be rather longer and narrower than usual. They were among the most favored shapes in the London houses, but compared with domestic productions, they were by no means as attractive.

* * *

The fold collar, in the lowest shapes, has sold well for the Summer trade. Round and square points are both taken.

Let us close these "collar" paragraphs with a clipping from an American trade paper, which says that an "Esteemed friend in the Canadian collar trade has sent us a lament, bewailing what he is pleased to term 'American-trade methods.' The animus of his discourse is directed against competition coming across the frontier from Yankee collar makers, in the prosecution of which industry the gift-bestowing habit has broken out 'with uncalled for and persistent manifestation in a country whose commercial methods are based on conservative lines which are not used to the prosecution of business at the expense of profit. He further says that it is an exhibition of the unnecessary. No doubt it is, but, unless the collar manufacturers of the Dominion lay another course of prohibitive stone and mortar on their own tariff wall, we hardly see how they can keep our 'enterprising citizens' out, not while they can pay the 35 per cent. duty rate and sell at the same prices as the Canadians—gifts thrown in. All the same, it is a pleasure to note that the Canadian collar makers take delight in the old-fashioned game of doing business for profit. We, on this side of the border, are a little shy in that respect, but, no doubt, we are beyond reform."

* * *

Shirt notes are scarce this month. Most manufacturers are planning for next Fall's business, and each, doubtless, has his eye on what is going to be the thing for that season, but each also keeps his eye on the newspaperman, and is charry of talking to him about his pet lines. We can't blame him.

* * *

We have before referred to the probability of a revival of the strong patterns in the striped shirtings for next Fall. Several samples of these goods are shown in imported materials; the designs are greatly varied. Groupings of hair-line stripes, so close together as to appear almost like a solid ground, alternate frequently with heavier stripes or with smaller groupes of hair lines. Very pronounced stripes are shown on dark grounds, the ground having a spot or figure pattern in self color. These will doubtless go well along with any other novelty during the season and should be included in the Fall assortment.

* * *

The colors include blues and tans as the most prominent, while reds are also shown. Pinks may be good, but indications at present do not point as strongly in that direction as in that of the stronger colors.

* * *

A wholesale drygoodsman wonders why the furnishing trade do not show their unlaundered white shirts as much as the large dry goods and department stores do. All grades of goods can be put up in this manner, and there are many who prefer to buy them unstarched. "You can tell better what you're getting," they think. The furnisher stands ready to supply his trade with unlaundered goods, if asked for them, but does not place them on display to the same extent or push sales anything like the big dry goods stores. It does not result in lessening the sale of the laundered white shirt. It is a matter of taste on the part of the customer, and he goes where the goods he wants are continually being advertised.

* * *

The demand for the fancy shirts that are to be worn for Spring and Summer has been good. No novelty of importance has been introduced into the neat figure and stripe combination effects which have been shown for some time, and these will, doubtless, occupy the leading position with the best trade.

NECKWEAR AND MUFFLERS.

A NEW cravating material, known as "Iris" cloth has appeared on the New York market. The weave is peculiar and pretty. It shows a roughish-corded surface, on which the figures of the pattern are shown up clearly. The grounds are in silver greys, with the figures in bright and self-tones.

Small cravats are in order for this Spring. The best seller so far in New York has been the narrow four-in-hand in a variety of constructions. The most popular of the latter measures 1½ in., and has a reversible or centre seam. In ties, the folded in square is a favorite. Neat effects are the rule.

1903

MIDGET·SHIELD·KNOT



All cuts returned to
Clothier & Habadash
March 5th 1903

NIAGARA NECKWEAR CO. LIMITED

NIAGARA FALLS.

Originators and Makers

A Cravat made in two Sizes (Midget & Regular)
Tied by hand and can be adjusted to suit taste of wearer.

"PLEASE DONT IMITATE".

Grenadine is coming daily to be considered a fabric for neckwear. It is now selling freely. New effects are most attractive and generally show neat spot treatments in contrasting colors.

* * *

New effects in greys and metal tones are being shown to a considerable extent and grey would seem to be the leading shade in high-class goods for the coming season. The novelty coloring, on the other hand, will be green. It will be found in relief effects and in grounds, along with other tones.

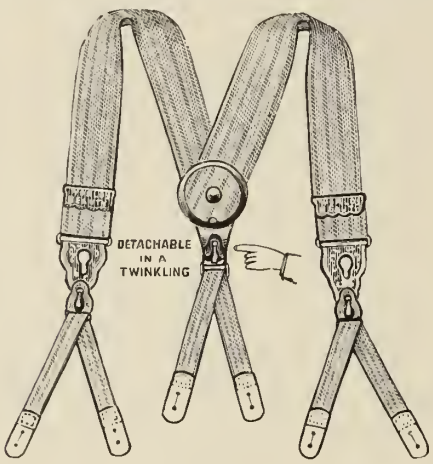
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Bows this season are small, with wide ends. Ties have pointed ends and are made up short. Four-in-hands are long and also have pointed ends. They are reversible and tie up tight.

HOSIERY, UNDERWEAR AND KNIT GOODS.

ORDERS for the lightest underwear for Summer are not coming so fast as to make wholesalers work nights; and there is, without doubt, a good lot of light balbriggans and "fishnet" underwear in retail hands, carried over from last Summer.

The World's Beauty Suspender, worn as a Suspender



Considering that purchases of the lightest-weight garments were not as large as usual last season, it will not be surprising to see a more active movement this year than ever. The trade should be prepared for an extra good season.

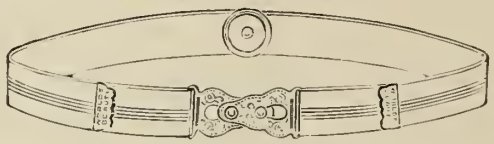
For present business there are a number of sorting orders being filled in woollen and fleece-lined goods. Trade has been brisk during the Winter and goods have sold, and are still held at firm prices.

* * *

The fancy underwear has grown away from the stripe designs to a certain extent, and among other things a few new polka-dot patterns are being shown.

Novelties in fancy hosiery continue to arrive, and were the dealer to order from each "latest thing," he would go

and transformed into a Belt.

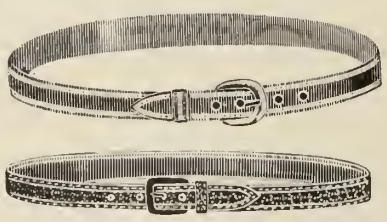


Made by The Dominion Suspender Co.

bankrupt. A wise choice would take in the neat patterns in stripes, figures and scroll effects. Black grounds are always liked best among the greater proportion of buyers, though the blues, tans and reds are a necessity to any well-ordered stock. Jacquard patterns and lace effects are very good for Spring and Summer, and buyers will not go wrong if they order on these lines. Lisle hose is, of course, again well to the point; the stripes are varied in some cases from the styles of last season, but the general appearance is but little altered.

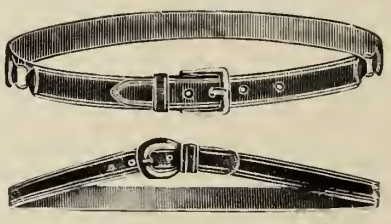
UMBRELLAS, GLOVES AND BELTS.

THERE are not many new things in umbrellas. The trend of the fashion seems to be to get away from the elaborate gold and silver mountings and to take, instead, the plain ornamented stick, with crook handle. Possibly a single gold band or neat metal cap at the tip of the crook may be shown, but some of the finest goods show no ornamentation. Plain pimento sticks are good, highly polished. In these, both crook handles and bulks, are shown.



A few Novelties in Belts.—Dominion Suspender Co.

The demand for the lighter gloves for the Easter trade has been excellent. There has been nothing new on the market in the ordinary lines. Suede greys have been going rapidly. In the way of novelty, a light, yellow glove has appeared, which may take well. It has been noticed that there is, if anything, a tendency toward lighter colors, as heavy buckskins are also on the market in a shade similar to the finer goods.



A few Novelties in Belts.—Dominion Suspender Co.

Buttoned gloves will probably be the best sellers next Fall. They will be worn both for street and dress wear, while patent clasps will only be worn on cheap gloves.

We give illustarions of some of the novelties in belts that have been manufactured by The Dominion Suspender Company. They are neat in workmanship, stylish, and well worth consideration on the part of dealers.

The Watson Manufacturing Co. Limited

PARIS, CANADA.

Manufacturers of

Ladies' and Children's Knitted Underwear.

SELLING AGENTS

McCLUNG & BURNS, TORONTO, ONT.

A. L. GILPIN, MONTREAL, QUE.

J. A. MURRAY, ST. JOHN, N.B.

J. A. BRYSON & CO., WINNIPEG, MAN.

"UP-TO-DATE"



Raincoats and Juvenile Clothing

MAR 25 190 RETURNED

We are prepared to supply the FIRST STORE IN EACH CITY at keenest shipping prices. Write for sample dozens with London References.

Direct representative wanted for Canada.

THORNELOE & CLARKSON

Contractors to H.M. Government.

A. B. C. Code.

Telephone 517.

LEICESTER, ENGLAND.

WOOLLENS AND CLOTHING.

THE run this season will be on Scotch tweeds, and in anticipation, the Canadian wholesale houses have imported large stocks, which comprise a very wide range of goods. Both stripes and checks are being shown.

* * *

Buyers have now returned from their trips to the factories of England and the continent. All report that industrial conditions in the Old Land were never brighter and that the mills are working to their full capacity. Prices they state, are very high.

CLOTHING NOTES.

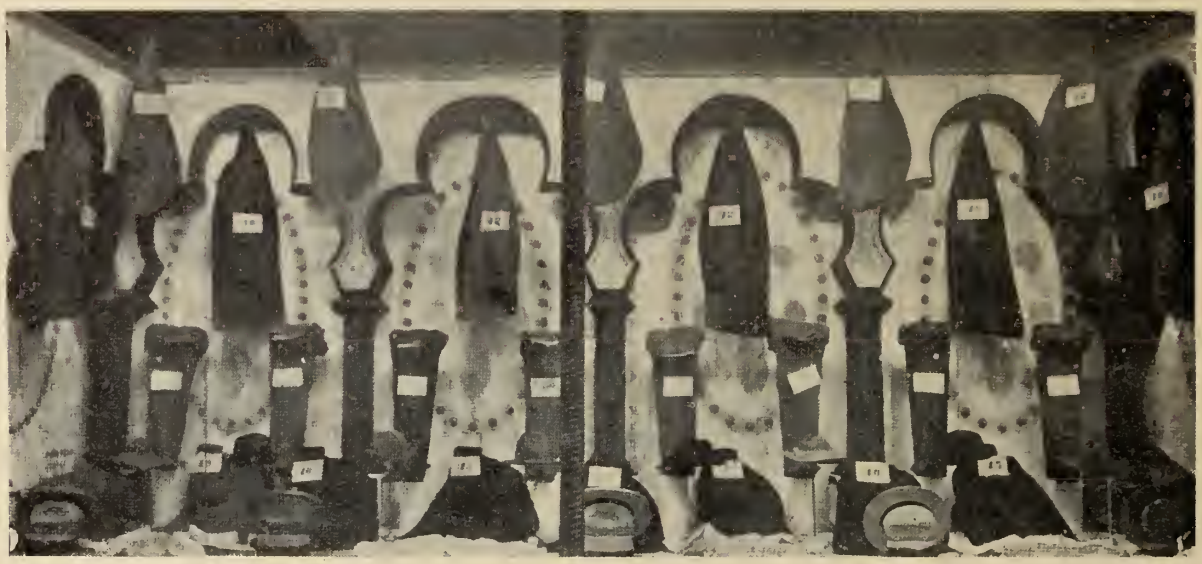
H. M. Peterman, of Petrolia, Ont., has secured the management of the clothing department in the store of J. M. Young & Co., of Brantford.

* * *

Edward Macdonald, of Macdonald Bros., Sarnia, Ont., was married to Miss Mary E. Mackenzie, of the same town on February 4.

* * *

E. C. Lackie, Toronto, dealer in men's furnishings, has assigned to J. A. Wright, with liabilities of $4,000.



An Attractive Display of Clothing.

Several job lines of valuable material have been secured by Toronto houses. These goods were purchased at low prices, and in view of the high prices now prevalent, they should be rapidly taken up.

* * *

Fancy worsteds and rainproof coatings form no inconsiderable portion of jobbers' stocks. The latter are being disposed of in large quantities.

A. Shragge, of Rat Portage, Ont., is increasing the capacity of his Workingman's Clothing Store. He has purchased an adjoining store which he is adding to his present premises.

* * *

The big clothing house of E. J. Malone, Strathroy, Ont., is being enlarged and upper floors have been secured, where a merchant tailoring establishment will be opened up.

AMONG THE MANUFACTURERS AND JOBBERS.

Suggestions to Buyers contributed by Sellers.

THE WYLD-DARLING CO. LIMITED.

In men's and boys' sweaters The Wyld-Darling Company are showing a complete new range in plain cardinal, black, navy blue and the new olive shades, with fancy striped wrist, collar and shirt. These goods can be retailed for 75c. and $1. In men's fine cashmere sweaters this house is showing some very effective designs in a great variety of colors, to retail for $2 and $2.50.

In Spring underwear an increased demand for better goods in merinos and natural wools is reported. The Wyld-Darling Company carry an extensive range that can be retailed from 50c. to $2 per garment. They are also showing a range of "Wolsley" light-weight wool underwear.

In men's half-hose The Wyld-Darling Co. have exceptional values in black cashmere. Particular attention is directed to their XXX line, to be retailed for 25c. In fancy cashmeres and cottons, they are showing a nice range of vertical and horizontal stripes. They also have in stock the popular black lace half-hose for men. Besides these lines, they sell black-cotton hose with the natural wool foot, that are excellent retailers for 25c. Their black cotton socks, to retail from 10c. up, are all exceptionally good value. All their goods are Hermsdorf dyed.

In men's waterproof and rainproof coats The Wyld-Darling Co. have just passed into stock a large range manufactured by the latest makers. They are the latest style in cut and finish, and are perfect fitting in every respect. They may be retailed from $5 up. Particular note is made of the rainproof coat that retails for $12. It gives a hand-

"WHAT WE HAVE WE'LL HOLD."

Of Interest to Glove Buyers.

FROM LADIES' FINE LINED GLOVES
TO MEN'S HEAVY MANITOBA MITTENS.

Style Our new Manager has had experience in Paris and other Foreign Centres, also United States and Canada.

Quality We tan our leather, and with each pair goes a policy against imperfection, payable on demand and proof of same.

Price Just look over samples **before you buy.** Traveller will call. We have something new in "Railroad Goods." Ask for booklet if interested.

You should see my New 1903 Designs. A good many are exclusive. Patents Pending.

W. J. CHAPMAN,
Tanner and Glove Manufacturer, - - **WINGHAM.**

THE EASTMAN ELECTRIC CLOTH CUTTING MACHINE produces more work and of a better quality than any other system of garment-cutting. Most aggressive manufacturers use it—that demonstrates the truth of our statement.



It Cuts | Shirts, Shirt Waists, Underwear, Skirts, Cloaks, Suits, Overalls, Fine Clothing.

Write us—
The EASTMAN MACHINE COMPANY, Limited,
247 Yonge St., Toronto, Canada.

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

Your Customers Hang Trousers On 'Em!

TRADE BERLIN MARK. "We fear nae foe."

The **BERLIN** SUSPENDER.

Made IN ALL Grades.
Protect Home Industry!

The Berlin Suspender and Button Co.
C. K. HAGEDORN, Manager.
BERLIN, ONT., - - CANADA.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc

W. H. STOREY & SON
THE GLOVERS OF CANADA.
ACTON, ONT.

CEETEE

PURE WOOL.

Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new features in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

The C. Turnbull Co.,
of GALT, Limited.

GOULDING & CO.,
30 Wellington St. East,
TORONTO.

JOS. W. WEY,
7 Bastion Square,
VICTORIA, B.C.

some margin to the dealer and at the same time gives the best satisfaction to the customer.

The Wyld Darling Co. are just now carrying an extensive range of collars, in all sizes and heights and in all the leading shapes. Particular attention is drawn to the perfect fitting qualities of their "Vim," "Vic" and "Vide" collars. In men's negligee colored shirts, handsome effects in object patterns, in light and dark patterns, are being shown, to retail from 50c. to $1.50.

JOHN MACDONALD & CO., LIMITED.

A large shipment of neckwear has just been received by this house, consisting of an admirable assortment of narrow reversible derbies, flowing ends and knots. These goods are exceptionally fine value for the price at which they can be retailed, viz., 25c. Merchants are urged to see the samples of these goods, now in the hands of the firm's travellers.

UMBRELLAS AND OVERALLS.

Two specials for this month that are being offered by The Macdonald Co. and that are deserving of attention on the part of the retail trade, comprise a special line of umbrellas and a job line of overalls. The former are mercerized goods, regularly quoted at $9 per dozen, but now marked down to $7.50. The overalls are of khaki and especially strong in make, having double fronts and double seats. These goods are a regular $9 line, but they are now being quoted at $7.50.

For the Spring trade retailers would do well to stock up from the large assortment of waterproof coats that The Macdonald Co. have now on hand. This is the season for rainproof coats, and the dealer with the stock does the business. Among other specialties The Macdonald Co. show special value in men's cashmere socks, to retail at 25c. They have also a full range of men's fancy braces, union made, that can be retailed from 25 to 50c. Attention might also be directed to a job line of men's black reversible silk derbies that The Macdonald Co. offer at such prices that that can be retailed at 15c. Otherwise, they are worth fully 25c.

SAMPLES ON APPLICATION.

Robert C. Wilkins will submit samples of his new "Union Made" men's suits to any merchant in good standing who writes for same. These suits are to retail from $9 to $18. Every garment bears the union label.

NEW "ROOSTER" BRAND SUITS.

Robert C. Wilkins is placing on the market a new line of "Rooster" brand suits, having secured the best cutters, basters, fitters and operators to be secured in Montreal. The patterns are the very latest, cut by one of the foremost designers in America. Particular attention will be paid to the finish and vitals; the suits will be thoroughly tailored, stitched in solid silk, and will retain their shape. In about two weeks they will be able to send samples to any merchant interested in high-class union label clothing, to retail at from $9 to $16 per suit. The manufacturers believe that these suits will equal anything put on the market on this continent.

NEW SHIRTS AND OVERALLS.

There is a new line of "Rooster" brand shirts on the market, called "Buckskin," which merchants, who want a first-class workingmen's shirt should get hold of. It retails at 75c. It is double stitched all over. Robt. C. Wilkins has just begun to show his patent railroad overalls, representing the three great railways, G.T.R., C.P.R. and I.C.R. They are meeting with gratifying success. Samples can be obtained.

BELTS NOW AND THEN.

Leather belts, as they were made some years ago, were clumsy and ugly. Now, the Summer man must have a pliable, neat, natty belt. There should be just as much style to a belt as to the cut and make of one's clothes. The Dominion Suspender Co., of Niagara Falls, Ont., have started a department in their factories for the production of these. Usually, when these progressive manufacturers embark in the production of an article, it means success. They have been several months working on this line, and from all accounts it will be a surprise to the trade for value and style. There is not an antiquated or old idea in the whole collection. They only make them in two qualities, to retail at 25 and 50c., and buyers that have seen the line say they are equal to belts sold last year at 50c., 75c. and $1. They are neatly boxed in half-dozens, assorted sizes, 1-34 in., 2-36 in., 2-38 in. and 1-40 in. They are well worthy of inspection and critical comparison by shrewd buyers.

EASTER AND SUMMER CRAVATS.

The Niagara Neckwear Co., Limited, have, with their travellers, a magnificent line of Easter and Summer cravats (no jobs.) In shapes, new, exclusive and original ideas. The "Evans," with braided knot and ends is certainly a stylish thing. They are also the originators of a shield knot, both in midget and regular shapes. The shield and its construction are altogether on different lines than has ever been attempted before. The sale has been quite large since January 1, but with the warm weather it will increase greatly. It is no freak or vulgar scarf, but can be worn by any gentleman on high turn-down collars, and overcomes the irritation and pulling to adjust as would a four in-hand. The idea originated in the fertile brain of The Niagara Neckwear Company's designer, and it's his wish that it should not be imitated. It is illustrated in this issue.

THEY STAND ON EDGE.

The Niagara Neckwear Co., Limited, have a beautiful range of silks. Their new "Velvo Chameleon Jacquard," in nine new shades, with figures, and moire, with satin stripes; also crystalines in new treatments of bars, stripes and checks, are among the bright attractive patterns. In more quiet effects their line is excellent, such as plain all-silk Baratheas; also in stripes and figures, Rumchundas, Jaspers and grey effects. They have a line of length stripe durape and armurs, in black and white, all pure silk that will stand on edge. These, made up in 2-in. four-in-hands, tied in a knot, with a pearl pin, are such that no richer scarf dress could be worn by any man.

THE W. R. BROCK CO., LIMITED, TORONTO.

SHIRTS.

The W. R. Brock Co., Limited, Toronto, report unbounded success with their "Grizzly" brand of shirts. Their special values to retail at 50c., 75c. and $1 are all popular and excellent as regards pattern, quality, fit and finish.

The demand for working shirts, overalls and smocks has never been so large before in the opinion of The Brock Co. Their purchases have been double those of any previous season, and almost every day finds them repeating their orders. This success they attribute to the superior make of the goods, which, they say, are made by professionals

HOUSEKEEPING LINENS

For Spring 1903.

We have now on hand a large assortment of

Messrs. Jas. & Thos. Alexander's

MANUFACTURES AT OLD PRICES.

Place your orders early. These goods cannot be repeated at present prices.

GREENSHIELDS LIMITED

MONTREAL and VANCOUVER, B.C.

THE FOSTER BELT HOSE SUPPORTER

We beg to advise the trade that we have purchased the Canadian Patent for the FOSTER HOSE SUPPORTER, and they will be manufactured and sold exclusively by us.

I.B.KLEINERT RUBBER CO.

28 FRONT STREET WEST, TORONTO.

and not by amateurs. They claim that anyone wearing these goods will find they give unbounded satisfaction. In addition to Brock's large purchases of regular goods, they have bought several clearing lines, which they are offering from 10 to 25 per cent. below regular prices.

WATERPROOFS.

The approach of the April showers makes wiseheads prepare beforehand. The Brock Co. have done so and now have in stock a large and well-selected range of ladies', men's and children's rainproof and waterproof coats. In ladies' waterproofs they show fawns, greys, navies, blues and blacks, all the latest fads, ideas and cuts, including straight backs, flounce skirts, etc. In men's goods they have grey coverts, to retail from $2.25 up to $10 and $12. Their stock includes the goods of Wm. Currie, of Edinburgh.

NECKWEAR AND HOSE.

For the Easter trade The Brock Co. have placed in stock further ranges of the newest neckwear. The "Grizzly" brand has proved most popular, and merchants are well satisfied with these goods.

The demand for fancy half-hose is considerable for Spring. The Brock Co. are showing choice creations in cashmere and cotton hose, to retail for 25 and 50c. per pair. In spite of the tremendous advance in cashmere goods, The Brock Co. still offer the trade their "Brocknit" cashmere socks to retail at 25c., having had a contract with the manufacturer for 5,000 or 6,000 dozens. The trade are urged to send for sample dozens.

SWEATERS.

The Brock Co. show sweaters for boys and men of all kinds, makes and prices, to retail from 50c. to $3 each, together with new lines of cashmere jerseys, in cardinal and navy blue, specially imported for the sporting trade. Merchants requiring special colors for club purposes will be accommodated with all particulars and designs.

UNDERWEAR AND SHIRTS

Now is the time for Spring underwear. Brock's "Dazzler," in balbriggan, to retail at 25c., and F11 and "Satin," at 50c., with F138 and F139 in natural wool, to retail at 75c. and $1 respectively, are still selling at the old price, in spite of advances.

Men's furnishers, who require flannelette top shirts, flannelette nightshirts and working shirts of all kinds, will do well to see Brock's assortment.

BRACES.

The Brock Co. have a large stock of men's braces, including selections from the largest American manufacturers. Among these are the "President," "Chester," "Everelastic" and "Regal." Their special lines in heavy braces, to retail at 25c. are: "Durable," "Special" and W242. In fine braces they have W226, W227, W228 and W229. In white, their W215 is a most effective brace.

NOTES OF THE TRADE.

The Dominion Suspender Co. are having big sales on the "World's Beauty" suspender. This is the brace that can be converted into a belt.

The "Princely" brace, made by The Dominion Suspender Co., is the most unique suspender in the market for 25c., and catchy display hangers are sent with each shipment, such as "This firm know how to do it."

Both the "President" and "Balance" brace, the production and patents of The Dominion Suspender Co., are having immense sales. Over $25,000 was expended last year in the United States and Canada advertising the "President." This year over $35,000 will be spent.

The "Premier" brand waterproofs and showerproofs are getting popular in Canada, for they can be fully relied upon being thoroughly waterproof and well-known highest-class finish. This firm have the latest Parisian novelties, especially in the ladies' garments, and wholesalers will do well in looking at their samples, which are in the hands of agents throughout Canada.

A PRESENTATION.

The staff and employees of James Coristine & Co., Limited, Montreal, met in the warehouse on February 3, to make a presentation to the president of the company, Mr. James Coristine. This took the form of an oil painting of himself, by Mr. Robert Harris, C.M.G. Mr. Coristine, in expressing his thanks, referred to the loyalty of his staff and the cordial relations existing between them and himself.

S. D. STEWART DINED.

THE other evening, the members of the firm and staff of Fitzgibbon, Schafheitlin & Co., Montreal, tendered a complimentary dinner at the Windsor Hotel to Samuel D. Stewart, who, until recently, represented the firm in the Northwest, but who has now associated himself with The Crown Whitewear Co. of Toronto, of which he is a stockholder. Speeches expressive of the good wishes of the firm and staff were accompanied by the presentation of a gold-mounted pipe, all of which were suitably acknowledged by Mr. Stewart.

Advantage was taken of the presence of John M. Robertson, another of the firm's former employes, who lately severed his connection with it to enter into business in Toronto on his own account. Mr. Robertson was made the recipient of a handsome gold chain and locket, the latter set in diamonds as a mark of the esteem in which he is held by his late confreres.

Those present at the dinner were: M. Fitzgibbon, F. Schafheitlin, John Bermingham, C. A. Laframboise, C. A. Muller, P. F. McCaffrey, W. B. Hurd, S. D. Stewart, J. M. Robertson, W. B. Foster, Robert Forbes, Alfred Turner, Ph. Valiquet, Frank P. Lillie, M. H. O'Connor, F. N. Picard, J. F. Neville, Ern. Brodeur, H. O'C. Fitzgibbon and James Ross Thomas Conway made a very efficient chairman and Reichling's orchestra furnished music appropriate to the occasion.

WINNIPEG CARPET HOUSE GUTTED.

THE large carpet store of A. F. Banfield on Shaw street, Winnipeg, was completely gutted by fire on the morning of Feb. 17. As a result one of the largest stocks (some $70,000) of carpets, rugs and housefurnishings west of Toronto has gone up in smoke.

The fire was discovered at 7.45 a.m., among some paper and oilcloth, by the caretaker, who, after vainly endeavoring to stamp it out, rang in the alarm. In spite of the best efforts of the entire brigade the fire spread through the entire building of four floors, and only the extreme thickness of the walls prevented a far more serious conflagration.

The day was extremely cold, and the firemen were almost unable to move on account of the accumulations of ice on their clothing. At 3 o'clock in the afternoon the fire had not yet subsided, but was well under control.

Mr. Banfield was at the time in Europe on a buying trip, and was informed of his heavy loss by cable. The total loss on building, stock and fixtures is about $90,000, with insurance of $67,000.

There is no doubt that Mr. Banfield will soon erect another building on the old site, but the fire, coming as it did just at the beginning of the spring season, is exceedingly unfortunate.

THE CANADIAN DRESS CHART.

MARCH, 1903.

Article.	BUSINESS AND MORNING WEAR.	CHURCH, AFTERNOON TEAS, SHOWS.	DAY WEDDING, MATINEES, DAY RECEPTIONS.	EVENING WEDDINGS, BALLS, DINNERS, RECEPTIONS, THEATRES	STAG PARTIES, CLUB, INFORMAL DINNERS.
Overcoat.	Covert or Day Overcoat.	Chesterfield or Skirted.	Chesterfield or Skirted.	Chesterfield or Skirted.	Covert or Chesterfield.
Coat.	Cutaway or single or double-beasted sack.	Frock or Cutaway.	Frock.	Evening Dress Coat.	Evening Jacket.
Waistcoat.	To match coat. Single or double-breasted.	Same material as coat.	Double-breasted, of same material as coat, or of different material.	If S. B. of same material as coat, otherwise white.	If D.B., white. If S B., same material as coat.
Trousers.	With S.B. coat to match with D.B. coat of same or diff. material.	Striped Worsted.	Striped worsted or cheviot in dark shades.	Same material as coat.	Same material as coat.
Shirt.	White or colored.	White.	White.	White, with two studs.	Plain or pleated white.
Collar.	Wing, poke or fold.	Wing, poke or fold.	Poke or straight stander.	Standing or poke.	Wing or fold.
Cravat.	Ascot or Four-in-hand.	Ascot or four-in-hand.	Black, white or light-tone Ascot or four-tn-hand.	Broad end white tie.	Broad end, black silk.
Hat.	Derby or soft hat.	Silk.	Silk.	High silk or opera.	Black Alpine or derby.
Gloves.	Tan.	Tan. or light grey suede.	Grey suede.	Pearl or white.	Grey suede or tan.
Shoes.	Calf with sacque suit patent leather with cutaway.	Patent leathers.	Patent leathers.	Patent leathers or pumps.	Patent leathers.
Jewellery.	Gold studs, links and watch guard.	Gold studs and links.	Gold links, gold pin.	Pearl studs and mother-of-pearl links.	Gold studs and links

This Chart is corrected to date by a Canadian authority on men's fashions.

A WHOLESALE HOUSE DURING THE MILLINERY OPENING.

By W. L. A.

YESTERDAY I was dodging milliners on Bay street when suddenly I found myself in the centre of a group from which I couldn't escape. However, as they appeared to be going my way, I "stayed in the game." They were talking about Brock's and their decorations and the arrangement of their goods, so I dropped in there, as I was passing, to criticize the taste of those girls.

Of course, my first glance was at the walls and pillars, expecting to see red, white and blue bunting, a flag or two and a string of streamers. When I didn't see them, I felt momentarily disappointed, but I soon found Brock's had a scheme worth two of that. That scheme, I may as well tell you, was simply using the goods themselves as decorations without the use of a single exterior ornament, and the effect was certainly all that could be desired and as businesslike as it was effective. The entire plan was to have goods as convenient as possible, everything open for display to save time and handling and an arrangement in which every inch was used to advantage and every inch formed part of the decoration.

The first face I saw was that of R. W. Pentecost, a director of the company. In conversation, Mr. Pentecost remarked: "We"—but just then he saw some ladies entering, and by the speed of his rush for the door I knew I'd never hear the end of the sentence.

The ground floor I found under the charge of A. A. Cockburn, with a very tasty array in fancy folds and drapes of wash fabrics, linens and flannelettes. On the next floor was H. Cook, presiding over an immense stock of woollens, and Mr. Simmons in the annex, trying to reduce to order a stock of sample rolls of carpets and housefurnishings that was piled to the ceiling and trying to get out of the windows.

The next floor was a maze to me. I didn't feel at home at all, for the whole floor was piled up with dry goods and millinery supplies of the smaller sort, such as laces, dress trimmings, gloves, hosiery, veilings, umbrellas, embroideries, belts, buttons, ribbons, muslins, combs—but you know what was there as well as I do.

W. R. Smallpiece, a director, who is at the head of this department, soon made me feel at home, however, and it wasn't long before I was talking about sequin trimmings, Paris veilings, postillion belts, ball pearl buttons and side-combs as fluently as if I had a wife and seven grown-up daughters to pay bills for.

With Mr. Smallpiece as guide, I saw piles of "Grizzly" brand shirts and men's underwear, gloves and hosiery up on the top flat, where nothing obscures the light and colors and material are open to unprejudiced inspection. Mr. Smallpiece showed me Mr. Guard, the "boss" of the floor, but I couldn't get near him, as it was millinery opening week, and this was in the dress goods department.

Without the elevator (it was running overtime) we trudged down to the basement and met John Ross with his arms full of parcels. He waved his head and gave us carte blanche to inspect his array of cottons, denims, shirtings, etc. The basement I found just as light, dry and attractive as any of the other floors.

James A. Catto, the secretary-treasurer, of course, had to be seen, who, in spite of the responsibility of his position in such a firm, shows no sign of grey hairs.

In leaving I again had to pass Mr. Pentecost. I tried to get him to finish his sentence, and had succeeded as far as "We are"—when I noticed his eyes wander, and Mr. Smallpiece gesticulated to me to get out of the road. Some more ladies were coming in and I was between Mr. Pentecost and the door.

PERSONAL MENTION.

Mr. Miskin, of The American Silk Waist Co., has been out amongst his old friends throughout the Dominion, and received most cordial and joyous greetings everywhere. Upon every inspection of a buyer he received an order, and this was the probable cause of the "removal notice" which appears elsewhere in this issue.

Mr. Cars, of The American Silk Waist Co., has been on an extensive American trip through the United States covering all of the largest eastern and western cities, and his return is expected early next week. Along with him come creations which will be the crowning glory of the silk garment business of Canada for the coming season.

AN ABSCONDING DEBTOR.

ABOUT one year ago Mr. George Marzolins opened up a dry goods store on the corner of Notre Dame street and Dollard lane, Montreal. He had been a popular traveller for one of the wholesale houses aud was given a good start in business. He did a good business and was supposed to be doing a successful one; but it appears that he sold a lot of his goods at below cost. Wholesalers advanced him much goods, and he got several friends to endorse notes for him. A brother came from New York, and it was rumoured that he was putting about $30,000 into the business.

But on February 18 he absconded, owing about $20,000 divided among some sixty creditors, to most of whom he owed only small amounts.

A letter was received from him in which he said that he "had not the face to meet his creditors." An order was applied for and granted, calling on Marzolins as an absentee debtor. Messrs. Wilks and Michand were appointed curators.

PRICES ON LINENS.

On account of the heavy demand for linens in the Old Country and the consequent advanced prices, Canadian houses will be compelled to pay higher prices for future importations. Retailers should see that their requirements are amply filled for the coming season's trade, as the wholesale houses will not be able to accept repeats at the prices now prevailing. The market is continually advancing, and the high prices are expected to rule as long as the present active condition of trade keeps up.

SUIT AGAINST HENRY MORGAN & CO.

Dr. Duncan C. McCallum, of Montreal, is bringing an action against Henry Morgan & Co., to prevent the big dry goods firm from building an addition to their store on Union avenue. The property on which Morgan & Co intended to build adjoins Dr. McCallum's house, and the latter objects to the high walls of the building towering above his own residence. The plaintiff formerly owned the land on which the Morgan annex is to be erected, and his lawyers allege that he sold it to another person with the stipulation that no house was to be erected on it higher than his own or approach nearer to the street. The property passed through other hands to Henry Morgan & Co., always with the same stipulation.

The defence made by the dry goods firm's legal representative is that the stipulation in regard to building on the proerty applied only to a lot next to the one on which both parties already have buildings, not to the land dividing the residence of the one and store of the other; he also contended that houses were specified in the building agreement, and that the erection of a store was not covered by this.



THE ALL-WAYS READY

Skirt and Waist Supporter

WITH ADJUSTER.

Sells at sight. No sewing required.

Retailed for 25c. complete.

Manufactured by

Brush & Co., Toronto

An announcement of importance to buyers of

Parasols

and

Umbrellas

JUST THIS

Our range for Spring is complete. Our salesmen are out for orders. See our line before making purchases.

The Irving Umbrella Company, Limited

20 Front St., West, TORONTO

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO.

Dry Goods Commission Agents.

Representing

STEAD, MILLER & Co., Philapelphia, Pa., Tapestry Curtains and Upholstery Coverings,
CARTWRIGHT & WARNERS, Limited, Loughborough, Eng., Hosiery and Underwear,
BENTLEY & TEMPEST, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths,
HOOD, MORTON & Co., Newmilns, Scotland, Lace Curtains,

Agent Wanted.

HENRY MATIER & CO., LTD., require an agent for Canada to represent them for the sale of their HANDKERCHIEFS, HOUSEKEEPING GOODS and EMBROIDERIES. Must have a good connection, and be able to influence a large business. Address applications, giving full particulars, to 1 May St., Belfast, Ireland.

Arbuckle, Smith & Co.,

General Shipping, Forwarding and Insurance Agents, Carting Contractors and Storekeepers,

63a St. Vincent Street, Glasgow.

Inward consignments or export shipments attended to on behalf of merchants upon most favorable terms. C.O.D. system.

WANTED

TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinary Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treated as confidential.

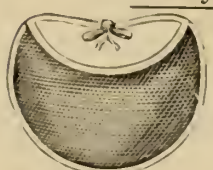
THE D. F. BROWN PAPER BOX CO., Limited
ST. JOHN, N. B.

"VICTOR" WOVEN BUSTLES AND HIP PADS.

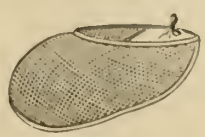
(Trade Mark)

Patented in U. S., England, France and Canada.

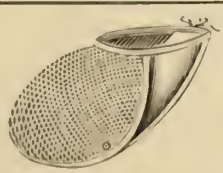
They are the BEST in Style, Material and Workmanship.



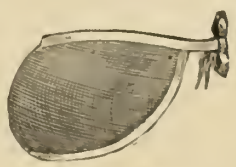
No. 56
A Splendid Style.



No. 58.
The Latest.



No. 52.
Everybody's Friend.



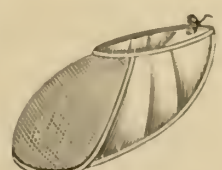
No. 55.
Full Bustle Effect.



No. 65.
Will give a graceful contour to a slender figure.



No. 66.
Fits like a Glove.



No. 72.
Tip-Top.



No. 63.
A Big Seller.



No. 67.
Full Hip Effect.



No. 70.
The best Hip Bustle on the market. It is our old "Reliable."

Prices from $2.00 per doz. up. We have also a full line of Hair-filled Bustles. Write for Illustrated Catalogue.

Canada Agency: GEO. H. EVANS, 232 McGill St., Victoria Chambers, MONTREAL.

Manufactured by . . . A. H. Brinkmann & Co., BALTIMORE, MD., U. S. A.

Wholesale Millinery

Satisfaction All Round.

WE are perfectly satisfied with the practical appreciation accorded us by the Millinery buyers who have been with us during the past few weeks.

The enthusiasm displayed by the trade in making their purchases was an undoubted indication that our efforts have been successful in placing a stock before the Millinery buyers of Canada that has given satisfaction in every respect.

The D. McCALL CO., Limited

DEBENHAM, CALDECOTT & CO., MONTREAL.

First Millinery Opening!

WE WILL SHOW

3rd TUESDAY, 4th WEDNESDAY, 5th THURSDAY, MARCH

Latest novelties from Paris, London and New York, in high-grade

PATTERN HATS

and MILLINERY TRIMMINGS

also best values and large assortment in

Silks, Ribbons, Flowers, Feathers, Chiffons, etc.

INSPECTION SOLICITED

DEBENHAM, CALDECOTT & CO.

18 ST. HELEN STREET.

The Canadian Millinery Review

SPRING OPENINGS AND SHAPES AND COLORS IN VOGUE

THE wholesale millinery houses are busy hives of industry this month, and are fairly humming with bustle and activity. Trade opened early this Spring in millinery, notwithstanding the fact that Easter is somewhat late this year, and a very large business in Spring lines has already been done.

• • •

The buyers who have just returned from the Old-World markets are unable to record any very decided change in millinery models or any vert great novelties in their make-up. Shapes remain flat, but there is still some talk of a high-crowned hat. Paris has shown a few with the jam pot crown and high upturned brim in front, but a hat of this shape is only a feeler, and it remains to be seen whether it will have any great vogue. The general style is the low draped hats that are high on the left side when worn with a fair proportion of the trimming on the under



Large Black Picture Hat of Pleated Lace and Feathers.

brim and on the bandeaux at the left side. This trimming is often either feathers or flowers, but this is not a hard and fast rule, and any other desired trimming may be used.

• • •

While flowers are the usual trimming for the Easter and Spring model, the picture hat calls for the adornment of a graceful feather. There is a certain something a feather gives to a hat that cannot be attained in the use of a flower. A feather gives dash, a romantic style that is in keeping with the picture hat. Some of the newest and most exclusive an imported models shows that the ostrich still retains its usual favor for Spring. While the fancy feather is seen and may be used to some extent it is the black ostrich and the white ostrich plume that will occupy the prominent place in Spring and Summer styles. It may be that the white feather will prove more popular during the Summer months than the black for dressy effects.



Spray of Shaded Berries and Leaves.

Chiffon and lace hats, straw braids of delicate texture and tuscans will be adorned in the white ostrich, but the black plume will be seen only on hats of its self color. The plumes of this season show a looser curl than those of last. The 14 to 18-in. length is considered correct for this Spring.

• • •

Feathers all lie flat and droop. This is the characteristic of all ostrich trimming, except in a few individual styles, which probably are casting shadows for next season. In the shapes that roll up on the left side, like the "Gainsbor



Box Turban of Fancy Straw in Burnt Shades, Spray of Red Currants and Shaded Ribbon Trimming.

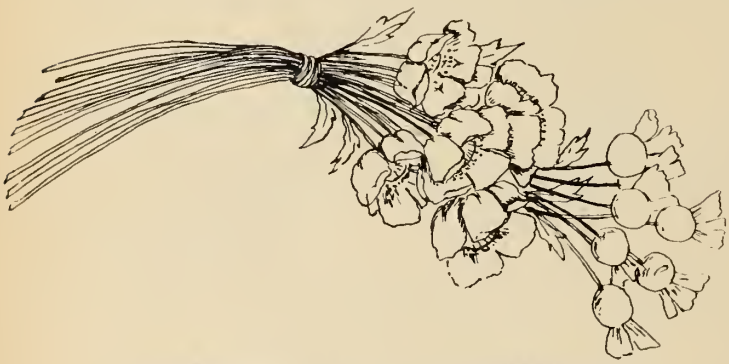
ough" styles, two feathers are used. They are fastened at the right side of the crown with the tips falling over the left rolled up brim at the side. Large widths of tulle or ribbon are used to cover the quills of feathers put on in

this way with a spangled jet cabochon in the centre of the rosette. Other large shapes show the feather caught in the top of the crown, with jet ornaments and jet spangles strung on maline draped in with the feather. Jet beads and spangles are used profusely in combination with the black ostrich plume on all black hats. Ostrich and osprey aigrettes are used on many of the new hats, and ospreys, particularly the brush osprey, both in plain color and in shaded effects, are used on the smartest hats this season.

* * *

Among the many kinds of straw braids in use are peroxiline or wool fibre braids. These braids are very attractive in their delicate mingling of colors, and are durable and not expensive. Besides the plain there are the knotted fibre and the chrysanthemum braids. Mention must also be made of the crowns and trimming bands for brim decoration of embroidered straw on chiffon and malines in both plain and shaded effects, in scrolls and other patterns.

Flowers are always a leading feature in Spring millinery and are unusually prominent this year. To use an "Irishism," the leading novelties in flowers are fruits, such as small and medium-sized bunches of grapes and cherries, strawberries, branches of cherries and cherry blossom, currants, miniature plums, pears, raisins and berries of every shade and shape in bunches, trails and clusters. This Spring, more than ever before, flowers are seen in their



Fashionable Poppy Spray Showing Long Stalks so much used this Season.

natural sizes and colors, and are so choice and delicate that they rival natural blooms. Small, drooping flowers with a wealth of stem have first honor. Trailing bunches of buds, and buds and flowers mixed in daisys, buttercups, cornflowers, poppies, violets and any flower that will lend itself to the long-stem effects that are most in favor. Rose buds, in all shades, have an immense vogue and so have the small June or Banksea roses. Unmounted roses and crushed roses in every possible and impossible shade and color are seen, and some of the smartest hats are composed entirely of roses or roses in combination with foliage. Foliage of all descriptions is another strong feature this season, and one of the prettiest and most striking hats noticed and yet in the most perfect taste, was a turban of shaded rose leaves from green to wine reds. With velvet to match the deepest shade in the leaves, folded in between brim and crown, and rosette and ends at the back over the hair. Not on the edge of the crown, but about 1 in. in was placed a wreath of shaded berries, which formed the finishing touch for this stylish hat. Brims are to be fringed in narrow wreaths of tiny buds and blossoms and plume effects and in the same small blossoms are to be seen on the left sides of hats that flare. The flower fringe will also be noted in the picture hats at the side and back, where it assumes more the form of the tassels or pendant ornaments. June roses, moss roses and every variety and size of rosebud are the new ideas in roses that will be seen on the first hats, though the crushed rose has by no means been overlooked. It will be still found tucked under the brim at the left side, where it will nestle softly against the hair. It will adorn the crown with circles and wreaths mingled with the best foliage. Whole under-brims of the larger shaped will be faced with crushed roses, and this will be especially desirable for hats that roll slightly at one side. Among other novelties are lilies-of-the-valley, calla lilies in black and white, thistles, passion flower, nasturtiums and many others.

* * *

Jet, steel and rhinestones, pearl and old silver and many enamelled mebetal combinations are among the buckles, cabochons and ornaments displayed. They are particularly handsome this Spring.

* * *

Lace is important and is used in many ways. Fine laces, such as chantilly, point d'Arab and the net laces, punched laces, etc., are most fashionable, but some of the heavier laces are also seen.

Scarves, motifs and flouncings are all in use, and many of the large crowns have medallions applied.

SEEN ON THE FOREIGN MARKET.

CAVERHILL & KISSOCK'S buyer, who returned from the foreign markets with an unusually large assortment of the fashionable hats, trimmings and millinery accessories for the Spring openings, showed the usual excellent taste in selecting goods for which this big house has long been noted. Speaking of the season's millinery to a representative of "The Dry Goods Review," he said: "The staple trimmings of the season will be chiffons, tulles and laces. These three have been bought in immense quantities in the Paris, London and New York markets, and this market, of course, has its share. In garnitures there are roses, trails and small effects in flowers, with long stems inclined to drooping patterns. Lily-of-the-valley, forget-me-nots and hops are also good. Fruits and berries are a strong feature and are largely taking the place of other flowers of former years. Among all the different styles, roses stand out prominently, and they will undoubtedly be a big thing this season, chiefly in buttons and small effects.

"Sequin trimmings in pendant effects and medallion sequins are shown a good deal, being used, for the most part, as edge trimmings. Sequin and lace mixtures will be used a good deal for crowns. In Paris, laces are the leading feature for this purpose.

"Coming to laces, which are very widely used this season, black chantilly and champagne shades are shown all in light designs and in the 6 and 10-in. widths. The next in favor are Brussels patterns. Light, gauzy effects, in linen and silk mixtures in spots and stripes are good. Champagne is the great shade in these.

"Ribbons are coming well to the front again, after being out for the past five seasons. They are now used more than for five years back. They are principally in the greater widths, like 60, 80 and 100, and in bright glace, royal satin and duchess satin. A few checks and ombres are shown largely. Black velvet ribbon is still very strong, and shows no sign of being less popular than heretofore.

"Fancy gauzes, in all makes, chiffon mixtures, in fancy spots and stripes, make effective trimmings, and are shown in a great variety of ways.

"In straws, the ready-to-wears are still popular in several forms, such as 'ping-pong' sailors, 'bridge-walking' hats and 'flatiron' toques. Sailors are made somewhat in the shape of saucers and are called the 'saucer' sailor. The trimmings are in such light, soft effects as chiffon, and they

MILLINERY AND FANCY DRY GOODS

Stock always complete.

Novelties arriving every day.

Prices are right.

Letter Orders given special care.

Caverhill & Kissock

MONTREAL.

J. W. PENNOCK

MILLINERY

You are invited to attend our Spring Millinery Openings and inspect our display of Millinery Novelties and Trimmed Hats.

J. W. PENNOCK & COMPANY, 44 Yonge Street, **Toronto**

CANADA VEILING CO., 50 Bay St., Toronto.

Day by day—every day—we are adding something new to our lines of

Dress Trimmings, Embroideries, Val Laces, Veilings, All-overs, etc.

For immediate delivery our assortment of

PENDANT ORNAMENTS, GALLOONS and RIBBON BEADINGS is especially good.

PYRAMID HAT BOX

Made in various colors



Two sises

No tapes

Folds flat

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ELLIOTT Mf'g CO., Limited
NELSON ST. TORONTO

SILVERPLATED WARE

FOR SPRING TRADE.

New designs in . . .

Tea Sets, Berry Dishes and Flatware.

Try our 25-YEAR GUARANTEED SPOONS, FORKS, Etc.

E. W. Gilmore & Bro.,

86 BAY STREET TORONTO, ONT.

& COMPANY

MILLINERY

We intend going out of some lines of Millinery we now handle. There will be many things sold far below value. We will show a special line of Trimmed Hats at very moderate prices.

J. W. PENNOCK & COMPANY, 44 Yonge Street, **Toronto**

MILLINERS !

HAVE YOU SEEN THE LATEST THING IN BOXES?

OUR NEW **"Pyramid" Hat Box.**

IF NOT, WRITE FOR A SAMPLE.

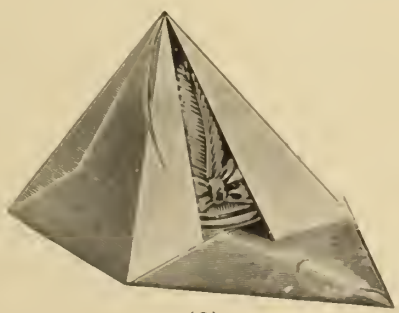
The entire box being made of one piece of extra strong and heavy cardboard and every fold overlapping another we produce not only a dust-proof compartment but absolutely the strongest, most convenient and most satisfactory modern box of the age.

The main feature of the box is its shape. The four sides converging to a point the hat is held firmly in place and cannot shake about. No matter what position the box may be in the hat will not be crushed or spoiled in the least. This cannot be said of any other Millinery box, either knock-down or solid. It has, consequently, special value for shipping and general delivery purposes.

The "Pyramid" box is also very convenient for use in the house. This is a very important point. Full directions are printed on the inside of all boxes sent out, explaining just how to use the box to the best advantage By hanging in the way explained on a hook, or nail, or the closet door, or wall, the "Pyramid" will be found to be the most convenient style of box to keep hats in, hence it is a box that will please your customers as well as yourself.



(1)



(2)



(3)

The above illustrations show the "Pyramid" Hat Box (1) closed flat, just as the boxes are delivered from the factory. (2) three-quarters set up after the hat is enclosed, and (3) fully set up and closed ready to hand to your customer It will be seen that the setting up of the boxes for use is simplicity itself—there are absolutely no complications of any kind. The tape on the two outside folds holds the box in perfect position and forms a satisfactory means for carrying

OVER ONE MILLION USED IN CANADA AND THE UNITED STATES LAST YEAR.

Sole Manufacturers

DOMINION PAPER BOX CO., 38 and 40 Adelaide Street West, **TORONTO.**

usually include a quill in the crown.

In Paris and New York I noticed many other hats trimmed in these soft materials, and with flop stripes made of lightning braid, silver braid and others of the kind. They can be manipulated into any shape required. These straw braids come in all the newest soft effects, like japs, Swiss, lightning silver, electric and others.

"As to colors, there is a strong feeling for blues, running from sky to royal. Tuscans are shown in shades ranging from cream to gold, fawns and beizes from champagne to castor. Turquoise is good and all the greenish blue shades. In New York there seemed to be a special run on bright reds, and all shades from cerise to coquelicot are being taken.

"In London children's hats ran greatly on a combination of saucer and turban, trimmed, as a rule, in velvet or black ribbon. They make excellent school hats."

A NEW MILLINERY HOUSE.

NO. 18 Ste. Helen street, Montreal, is now the millinery headquarters in Canada of Debenham & Co., of London, Eng. The style is the same as that of Debenham & Co.'s Toronto house, namely, Debenham, Caldecott & Co., though the two places are under entirely separate management. The Montreal branch will be chiefly devoted to millinery, although fancy dry goods are also shown. Mr. F. X. de Grandpre is manager, and he has secured the assistance of some of the best hands in Montreal.

The building is being entirely renovated, a new entrance, new hardwood floor, new hoist, new stands and windows being part of the improvements. The ready-to-wear hats, forms, etc., are shown on the ground floor, silks and ribbons on the second, flowers and feathers on the third and straw plaits on the fourth, four floors and basement making up a handsome warehouse. All will be ready for the openings, and not the least feature will be that the warehouse will contain new goods throughout.

A NEW YORK MILLINERY HOUSE.

HILL BROTHERS, wholesale milliners, recently occupied their new premises at 707-709 Broadway, New York, a block and a half above the Broadway Central Hotel, and at the uptown boundary of the wholesale millinery district.

The bright, newly-fitted interior of their spacious store sets off with splendid effect the elegant showing of new Spring goods which they are offering. Visitors from the Dominion may be sure of a most hearty welcome.

A GOOD MILLINERY SIDE LINE.

THERE are many side lines that may be profitably combined with millinery proper in the smaller establishments and in stores that keep millinery only.

One of the best of these is ladies' neckwear. In the larger stores these goods form a department by themselves, and in all, whether large or small, a well-selected stock of neckwear will be a source of attraction and profit. While visiting the wholesale centres, or, indeed, at any other time, don't forget to look the neckwear people up, for they are very good people to keep in touch with and will always have something attractive to show you. The firms of E. & S. Currie, F. C. Daniels and The Toronto Featherbone Co. will make special Spring displays of neckwear, belts, etc., the first week of March.

SUGGESTIONS FOR RETAIL OPENINGS.

THOUGH the large departmental stores are making history, and the wonderful successes they are achieving are almost startling in their volume, there is another class whose success is not so generally recognized, because of their location and lack of opportunity to get before the general public in the many ways especially enjoyed by the departmental storeman. Though the country merchant, to whom we refer, does not make such a noise in the world as his competitors who run the large city stores, his success, though he has much the hardest battle to fight, is by no means so small as it is sometimes held to be; indeed, in many instances, in proportion to the capital invested, he makes a greater mark for himself and his business in comparison with his opportunities than his larger competitor.

To fight this battle for success the country merchant has to take advantage to the utmost of his opportunities and to be ever on the alert to emphasize, as it were, every occasion for advertisement and display that comes in his way.

In the country districts, as well as in the cities, it is the woman who does the great bulk of the buying for the household. It is to her you have to cater. Her eye you have to catch. This being the case, the retail Spring millinery opening is to be considered next to Christmas, as the chief event of the year, and all women, whether their purse be long or light, are pleasantly excited and not a little curious as to the prevailing styles in Spring hats, and are in the mood to be interested in what you have to show them. Naturally, the up-to-date merchant, and he has to be very much up-to-date to succeed in these days of strenuous competition, proceeds to dig in his brains for some new and attractive idea to make the most that can possibly be made of this occasion, both from an advertising point of view and as a means of displaying and selling his goods.

With the present good times the merchant can launch out a little more freely this season, as with full pockets, the temptation to pay a little more for an Easter hat, or, if something very attractive is shown, to buy more than one will be much more likely to be given way to; and, therefore, you will be wise to secure better styles and higher-class goods for the opening of 1903. By doing this you will be much more likely to keep your customers from going to the larger city stores for their new Spring outfit.

You should begin, beforehand, to lay the foundation for your extended display by showing a few advance lines of goods of a higher grade than you have been in the habit of keeping in stock. A few short lengths of fashionable dress goods, novelties in wash goods, or a blouse length or so of fancy silk judiciously shown and tucked, would serve to attract attention. Some stylish bits of ladies' neckwear is another line that would make a good showing for the money, and a few high-class styles in these goods would not only give a tone to your store, but also make a show that would interest your lady customers and serve as a lead to your main display.

If you want to conduct a successful opening give yourself plenty of time to have your ideas thoroughly carried out and have your plans matured early enough for to be

quietly preparing before the time fixed. So many things can be made ready beforehand, and effects can be better studied out when you are not hurried. If your milliner is one that has been with you for some seasons your problems will be much simplified and you can safely leave much to her that you would otherwise have to look after. Consult with her in any case, for if she knows your trade and knows your customers, on many points her judgment will be better than yours. If, as is often the case, your milliner is new to your trade this Spring, give her a little time ahead to get settled and to obtain some information as to the standing and tastes of your customers. Each community has its peculiarities, and a milliner to do justice, both to you and to herself, must have some information on these matters. Don't expect her to come to your store and arrange you a successful opening at a day's notice, as happened in one case I heard of, where the milliner prepared her novelties at another store and only reached that in which the opening was to be held the afternoon of the day previous. By working most of the night things were gotten into some sort of shape in time, and the opening held.

Now, this man did not give the time and thought to this opening that in his own interests he ought to have done, and if the result was not satisfactory, both financially and otherwise, he had no one but himself to blame. He could not expect much to result from such hurried preparations, nor could he expect his milliner and other help to be in very good form for business on the opening day.

This, to my mind, furnishes a good example of how not to conduct a millinery opening. So, in trying to give a few useful hints on how to plan a millinery opening, I would say that the first and most important thing is to think out carefully your plans and have as much work done as possible beforehand, so that nothing will have to be neglected or hurried over at the last moment.

If you held a successful opening last year try and do better this year.

It may be safely said that the man who is always striving to beat last year's record, is the one who is most likely to succeed.

Advice that will cover every detail cannot, of course, be given here. Suggestions that will set new thoughts in motion are all I can hope to accomplish. Do some scientific planning, try to plan something original, something different to what your competitors have ever had. Have special features that will make people talk and keep them talking, even after your opening is over, and it will have amply fulfilled its mission. Have music, and, perhaps, if it is a place with a large country trade and a farming population in the district, have a good phonograph. It is astonishing what an attraction this has for country people. Don't be afraid to spend a reasonable sum of money; you can't get something worth having for nothing.

Of course, you will advertise the Spring goods you are receiving into stock, from time to time, and so prepare the way for announcing the greater event. This will be done through the medium of the daily or weekly paper. In this case it would also be advisable to send a neat folder in the shape of an invitation to your principal customers and also to those families whose custom you wish to attract.

The most valuable advertising space at your command is that in your windows. People are all out when millinery openings are held. They are looking for new suggestions in head gear, and will, in a great measure, judge your display by the attractiveness of your windows, and this attractiveness will be the measure of their value to you.

In putting in a millinery window always remember that it looks best against a neutral toned background of white or the very light shades of grey, green, and where the hats are selected with extreme care, pink. So many colors are used in the trimmings of millinery that in the selection of a color for a background the greatest possible care should be taken that there is no clash between the hats and the background.

Soft greys and white, together with what may be termed pastel shades in brown or reseda, are ideal colors for millinery backgrounds. White is considered by some trimmers to be too cold, but white is unequalled for throwing out and accentuating any colored object placed before it. Satin is particularly good, as it reflects light to some extent and takes a warmth that is not its own from surrounding colors, while retaining all the advantages of white.

If your windows are small, don't be discouraged. Many a good display has been shown in a small window; besides, the addition of a mirror at the sides or back will make an astonishing amount of difference and give your display the appearance of twice the actual size, besides showing other views of your hats than the front one.

The fashion for using spectacular show windows is happily on the wane, but if this kind of a window has any excuse for an existence, it is to mark such times as a millinery opening, etc. In small places, they have not been done to death as they have been in the larger towns, so if that description of window would look and draw well why, go ahead and have it. You know the tastes of your own town and what will be best fitted to make an impression.

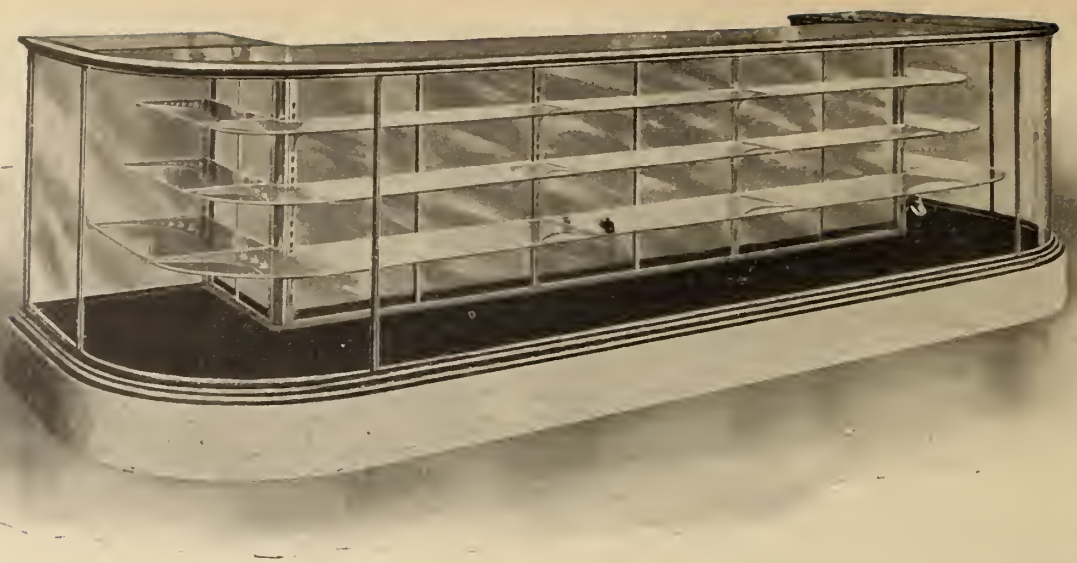
While attending to the windows, don't forget your store trims. Have them in keeping with the rest. Decorate your posts and pillars and chandeliers and any where you can with advantage. Use Easter lilies, palms and ferns as freely as your expense account will permit. There is nothing else that will give the same Spring feeling and air to your store as growing plants and flowers. Artificial flowers and the cheaper kinds of millinery flowers can also be used. Have your Spring goods nicely displayed in all your departments. In a word, make your whole establishment spell Spring opening.

Of course, it is presupposed that your milliner and her help is the best that you can command. Nothing about a store is such poor economy as cheap help. If you want to get the best out of your milliner, don't let her feel that she is being watched and spied upon, but let her see that you know what she is doing and that her cleverness and industry is appreciated. Don't harrass or worry her with fool restrictions. Depend upon it she has enough troubles of her own without you adding to them.

Another feature that is deserving of attention would be the serving of a palatable lunch at a reasonable price to the country people, or to those from neighboring towns who attend your opening. The large departmental stores find this idea beneficial, and it might prove a winning card for the country stores also. Now, to wind up, be enthusiastic about what you are doing.

This matter of enthusiasm is of great importance, as if there is the sympathy between you and your help that there ought to be, you will carry them along with you and impart life and interest to their work. So keep up the enthusiasm for in this lies, in a great measure, the success of your opening.

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61
15



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QUALITY—THAT'S THE POINT!

Silent Salesman

There's always a subtle "tone" about **"Silent Salesman"** Cases. The finest of metal and flawless glass ; a hard, enduring finish ; the "Know-how," gained from 38 years of show-case making—all these radiate quality from every inch of its highly-wrought glass surface.

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The **"Silent Salesman"** is the apostle of Best Possible Display. It has replaced every other show case in hundreds of thriving stores. It protects you against sticking doors, warping frames and the manifold evils of mediocre casemaking.

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CLOAK AND SUIT FORM

Is as Valuable as an Extra Salesman

and it doesn't cost nearly so much. It's on duty all the time, never gets sick or tired and never wants an increase in salary.

These Superior Forms are the Very Best you can buy.

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Write for 304-Page Catalogue, and Supplement F.

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ESTABLISHED IN 1852.

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Practical Fixtures for Practical Merchants

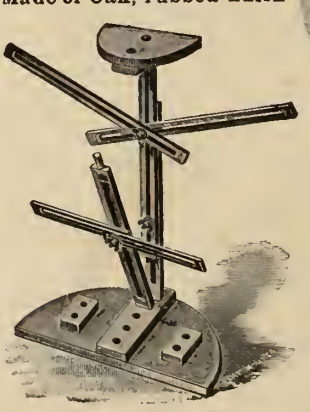
Practical Ribbon Cabinet

PRICE LIST.

No. 0.	27¼x6½x26½,	cap'c'y 50 bolts,	$	6.00
" 1,	28¾x14 x26	" 100	"	10.00
" 2,	28¾x14 x38	" 150	"	13.50
" 3,	28¾x18¾x38	" 250	"	18.50
" 4,	28¾x23¼x38	" 325	"	23.00
" 5,	28¾x27½x38	" 400	"	26.00
" 6,	28¾x32½x38	" 475	"	30.00
" 8,	28¾x42¾x43½	" 700	"	42.00

Made of Oak, rubbed finish





The Practical Draping Stand

A Foundation Frame for Window Dressing

Made of wood. Simple in construction. Adjustable to innumerable positions. The length and location of the standards, position and angle of the arms can be varied at will. Each part can be used separately or in connection with any other. As useful on the shelf ledge as in the show window.

Price, per single set - - **$2.75**
Six sets or more, in one order, ea. **2.50**

A set consists of: 1 semi-circular base, 12-in. radius; 1 semi-circular top, 6-in. radius; 1 single standard, 27 in. high; 1 adjustable standard, 27 in. to 48 in. high; 1 pair arms to spread 24 in. to 44 in.; 1 pair arms to spread 12 in. to 21 in.

A. N. RUSSELL & SONS,

ILION, N.Y., U.S.A.

DRESS GOODS

FEATURES OF THE TRADE

THE DRESS GOODS SITUATION.

TRAVELLERS are still on the road with Spring dress goods, and orders are still arriving freely. The buyers for the various importing houses have left for the European, British and American markets. Some samples of new dress goods for Fall have appeared on this market, but as yet there is little from which to judge what the Canadian buyers have considered best for Fall trade.

The strong position of practically all dress fabrics continues to be the most interesting feature of the trade. One of the largest wholesale firms has recently made a revision of its entire price list in the dress goods department, and the advances in some cases are considerable. This is necessary, not only in view of the situation on the primary markets, where repeated advances are in progress, but also in consideration of the state of things here, where several popular lines are remaining low and cannot be repeated at anything like former prices.

• • •

English, French and American goods alike bring higher prices. As an example of the advance it is mentioned that goods on the other side a few months ago quoted at 10s. 3d. cannot now be purchased at less than 11s. 3d., an advance of 1s. per yard. The advance in the cheaper serges has been so marked that sales in these goods have fallen off in no small degree. Some of the lorwer grades of serges sell at 22½c., or at least that is the selling price. Sales, however, are not numerous, as the retailers hesitate about stocking the cheap serges at any materially advanced price. Higher grades of serges, although advanced proportionately, continue to go well. On the more expensive goods an advance is not of as much moment as on the cheap grades. "It is not noticed so much," as one wholesaler remarked, and even then purchasers of the finer grades do not mind the extra expense.

• • •

As a result of this condition of things, jobbers find that their trade is running much more on the better materials than in other seasons. It is hoped that the standard of goods handled will not fall with the price, except where absolutely necessary.

• • •

Cottons, woollens and silks, all share in the advance of prices. A jobber calls attention to the wide use of silk now as compared with former years. Not only are pure silks used in various garments much more than usual, but mixtures of silk and cotton are becoming very common in blouses. A considerably increased output will be necessary to supply the demand before long, in his opinion.

• • •

The prompt delivery of Spring goods is not all that could be desired. Retailers are impatient and jobbers are worrying. Letter after letter is received by the latter in regard to the shipment of goods, and their replies must always be to the effect that, not having the goods, they experience extreme difficulty in shipping them. One can hardly find fault with the retail trade for wanting their Spring goods delivered early in order to be among the first to show the new things and catch the cream of the trade; but it is impossible to rush things faster than the wholesalers are rushing now; and then the condition of the trade consequent upon the advanced prices must be taken into account. There is probably no wholesaler in Canada who has not to repeat on several lines this Spring, and the difficulty of obtaining the goods is very great, scarcity being the rule.

• • •

Regarding the materials most in demand, our information given in previous issues needs only to be repeated. As before intimated, prospects as to Fall goods are not sufficiently clear to give any definite information as to the home market.

• • •

While the wholesale houses are struggling with the problem of late delivery, the large stores are making advance showings of Spring lines, the chief feature of which is the immense vogue of fancy weaves and materials, showing how diversified in character, and wide in the range of styles has been the demand for Spring goods.

• • •

Department managers who have been making a detailed study of the dress goods situation during the past six months, are fully aware that the best-dressed women of the country are seeking individuality in dress. For this reason buyers who cater to this class of trade are aiming to supply their customers with a varied assortment of dress goods from which to make selections.

Tweeds of all descriptions, home-made, and imported, high-class effects in Scotch and Donegal tweeds, form one of the strongest offerings in grey, green, blue, and soft brown mixtures. The fancy tweed effects and combinations are very numerous. Bouretted yarns in occasional flakes, and in both stripes and plaids, are popular. In fact all kinds of combinations and flakes are very largely shown. Then there are camelhair cloths, canvas cloths, and light-weight zibelines for Spring. In thin sheer fabrics, such as crepe-de-chene, veilings, nustrals, voiles, twine cloths, etc., the same fancy effects are also shown. A very favorite pattern in these goods is a lace stripe with a knotted yarn of bright mohair or silk running up it.

• • •

The colorings shown are in soft pale shades, and even when the colors are in darker tones, they are in the neutral shades in greens and browns. In sharp exception to this is the vogue for some bright shades of blue, not quite royal nor yet light navy, and the vogue of red. Red is a color that has jumped into prominence this Spring and has a place in every line.

• • •

Mohairs and Sicilians, both in plain and in fancy effects, are well represented, and there is a few plaids and small, neat checks shown, but the leading colors are undoubtedly cream and white and the pastel shades, with black and white combinations occupying a prominent place. Light-weight black goods promise well for the Spring, and large stores are making a great display of these goods.

DRESS ACCESSORIES

MERCHANTS in making their preparations for the Spring trade should take into account the immense vogue of laces and trimmings, and the accesssories that go to complete the fashionable costume. There has never been a time when the accessories of dress were so important a feature as now.

The liking for laces is as great as ever, and on nearly all gowns lace finds a place. Of first importance to all branches of the trade is the present vogue of the rich and heavy Plauen, Nottingham and hand-made laces. Of these the leaders are Cluny, Torchons, guipire, Irish, Ruissans and those vaguely termed "antiques" and Orientals.

* * *

There is a new lace showing in coarse linen, silk and cotton, and something after the Torchon order called Craponne after the place in France where it is made. Coarse insertions and medallions of these laces are used on the sheerest and most delicate fabrics. The Plauen imitations of Irish point motifs, the Vienese and new Tenariffe laces, which have a drawn linen and embroidered effect at the same time, are all talked of in the high-class trade. Cluny comes first among the novelty laces, is the safest property of all, and is especially good in antique designs. Torchons, though a staple lace, are used as a novelty this season. Irish crochet is particularly good in allovers or yokes, sleeve puffs and waists, and also in insertions and medallions for "tub" suits. These are the laces most in demand at present, and are not only bought by the dry goods trade, but by manufacturers of ready-made garments as well. As the season advances it is expected that the finer laces will come to the fore. Allovers in the Chantilly and net order are much used in the new Spring millinery. Chantillys are very strong both in black and white as millinery laces, particularly in the wider widths, running about 9 to 11 in. The punched or repusse laces are very popular, and fillets and guipures are also strong. Chantilly laces are shown in scarfes, motifs and shaped flounces. The scarfes are long and wide, and are used to drape over the hats like the chiffon veils. The motifs are used on the crowns, and the flounces hang over the edge of the most fashionable hats. Tinted laces are the extreme thing in millinery laces. The shades are very pale, and match or tone in with the pastel straws.

* * *

In the lines of trimmings shown for Spring it is difficult to decide which belongs to the lace and which belongs to the trimming department proper. This is owing to the combination of the different appliques and silk braids with lace stitches and motifs, and many applique motifs and medallions are centred with lace, or two or more kinds of braid will be formed into a combination with lace stitches.

* * *

In no previous season has the vogue for trimming been so great or the variety so extensive. Paris has been showing trimmings, and not one trimming, but combinations and applications thereof. Parisian ideas, though somewhat modified in transmission, rule the trade here. The dress fabrics this season are not complete in themselves, but require the addition of more or less trimming to bring out their good points, and considerable skill and taste has to be exercised in the choosing and use of these combinations.

* * *

Medallions of net and beads in steel, gold, pearl, coral, turquoise and spangles with centres embroidered in silks in pompadour designs and guipures with a foundation of net and flowered silk are much in vogue. Embroidered chiffons in both black and white and black on white and the reverse in edgings and galloons are again in use. Passementeries, gimps and galloons are legion and vie with braids as the trimming of the hour. Many of them employ chenille in their raised effects. It is interesting to watch the curious combinations of utterly different materials, thick and thin, harmonious and contrasting.

* * *

In fancy braids, for use on the tailored gowns, the patterns and effects are very numerous in silk braids and in the new wood braids. The waved effects are dominant in these braids, few having a straight edge.

* * *

Besides the blacks and whites and combinations of both are braids in ecru and dark brown, brown and white, green and white, etc.

Pendants, brandenburgs, tassels and ornaments in drooping effects are used wherever there is the slightest excuse for them on all the Spring gowns, on tailored suits, on dressing gowns, on the fashionable waists and on the new neckwear. This certainly is a pendant season; where it is possible to put one it is to be found. They add a charm to evening gowns and make an effective finish for the stole ends of smart coats, or end the long lines of trimming on the new skirts.

* * *

Medallion effects have had quite a long run of popular favor, and while for this season at least they will still hold their place, their vogue is certainly on the wane. The new Oriental embroideries are expected to take their place as the fashionable trimming, and a craze for them is predicted in Indian. Persian, Turkish, Chinese and Japanese. They are worked in bright, yet harmonious-colored, silks on narrow bands of white satin, and most of the imported suits show a narrow line of them on the collar, down the front, or on the cuff They are much too brilliant for more than this.

RIBBONS.

THIS promises to be a ribbon season long to be remembered. The extensive use of ribbons in millinery, on costumes, and their continued and increased vogue for corsage and hair bows, the use of long ribbon sashes, and ribbons for stocks, and the ribbon flowers which are finding their way into millinery use, the many fancy belts of ribbon, the rosettes that decorate so many articles of dress, and the use of ribbon for garnitures of so many descriptions, will all tell their tale this season.

Sashes are going to be conspicuous this season if present predictions are fulfilled. Wide sash ribbons are being shown.

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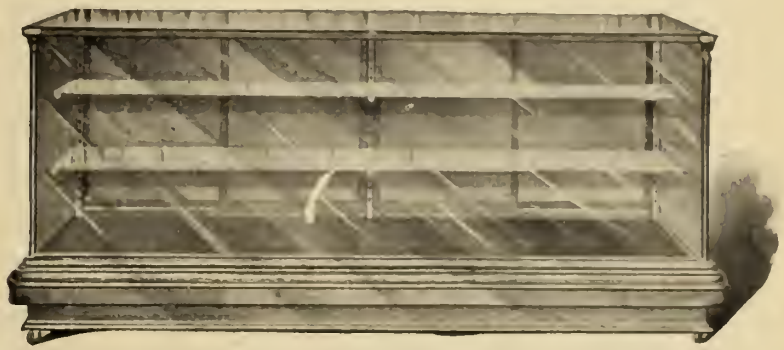
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There are novelties in French-printed satin, showing both floral and lace designs on contrasting grounds. Many of these ribbons show a wide, plain edge of contrasting color.

Pretty floral patterns, particularly rosebuds in natural colorings on neutral-tinted grounds, are sure of favor. Chene effects, on a white ground and with stripes of plaid, or a narrow black line and a shaded stripe in all the wanted colors, are among the novelties. On the warp prints the borders are generally of plain satin in a darker shade. These bordered ribbons are equally popular for millinery trimmings, and for sashes. Plaid ribbons have had a moderate sale and will be used to some extent, but are best adapted for the tailor-made and for misses' hats, but no stock will be complete without a few.

The newest ribbon on the market is the ombre, and it promises to be popular for millinery purposes. Gauze ribbons are also a novelty and have stripes of taffeta and corded edges, but the bulk of the season's offering is in the staple shades, and in soft liberty, louisine, and moire ribbons. There is always something new in the way of hair bows, and the latest is the "Pop Corn," which is descriptive. It is made of loops of ribbon knotted in the centre and made of ⅞-in. taffeta ribbon. The flat Alsatian bow in moire is another new effect.

Ribbon velvets in all widths and in the fashionable colors, and often with a contrasting satin lining, are much seen on all millinery. Black ribbon velvets, from the widest to the narrowest widths, are indispensable.

VEILINGS.

THE most important accessory to feminine dress this season is the veil. The dry goods dealer must not overlook this feature. Veils have taken an astonishing hold, not only on the fashionable world, but also in the popular priced trade, and they are being so generally adopted that to be at all in the smart style this season, a woman must wear a veil. There are three types of the fasionable veil, the nose veil, the face veil, and last but not least the drapery veil. The merchant who would make a good showing must have a representative stock of each. Sometimes the drapery veil is used as a face veil, yet by dressy women it is never so employed, as its proper use is as a floating, picturesque drapery, that forms a soft, cloudy background, as it were, that wonderfully softens the lines of the face.

The drapery or scarf veil is the fashion this season. It had a fair run last summer, but it will have a wider vogue this year than ever before. Chiffon drapery veils with spots, either singly or in groups, are most seen. Then there are hearts, stars, and many other fancy devices; spots in groups or clusters, in black and white, or white and black; then brown, blue, and, in a minor degree, red.

The hems are not very wide and are often faggoted or hemstitched, and sometimes the border contrasts in color with the veil. The two-toned chenille spot is a decided novelty in these goods, and is particularly pretty in brown and white, mingled dots on brown ground, but black and white, blue and white, red and white, etc., are also shown on self or contrasting grounds. Another novelty is the mingling of two colors in an open-meshed net, producing a kind of shot effect, blue and red being one of these combinations that is selling freely.

One and a half yards is the least ever sold for a drapery veil, but two yards is the better length; and that is the advantage piece goods has over the individual veil, that any length can be cut. To have the proper smart and individual air and finish, the end of the veil must be hemmed or finished in some fashion with a lace or other trimming. In New York they are employing the new fringes of jetted spangles for this purpose, and this fashion is so pretty that it is sure to be soon copied here.

Novelty veils of black Brussels net, showing a border of tucks or narrow ribbon of graduated width are seen, and veils of black Chantilly lace, or of esprit net, both in black and white with a lace border are among the latest veils shown.

Some high novelties show applied flowers and hand embroidery. They begin low down on the front of the veil, and the pattern is mere pronounced as the sides are reached. Another novelty designed for a hat drapery and to be arranged as a scarf with long stole ends at the neck, is of chiffon with the pattern applied in tiny pin spots for the body and a floral border, narrow at the sides and a deeper one at the ends; this comes in a creamy white and black.

With these draped hats the women of fashion are wearing what is known as the nose veil. It is particularly becoming and youthful looking. The meshes are very fine. Often the pattern shows the bold pattern in black plaid with white maline worked in between the meshes. White and black effects are almost the rage. All white and all black are favorites. Some pretty patterns are brought out in brown for suit wear.

The nose veil is put on over the hair before the hat is. It is fastened closely over the face just to the tip of the nose and is caught lightly over the hair and pinned with a hair pin. The hat is then placed and the drapery veil draped on that.

The latest Parisian fad is for short face veils. One that just reaches the tip of the nose is the extreme idea, but one that just covers the mouth and barely escapes the lob of the ear is better. If this style is popularized it will prohibit the use of borders and greatly limit the demand for made-up veils.

This may partially account for the fact that buyers catering to the high-class trade are confining their purchases very largely to small, neat effects.

Just how far this veil fad is going this season, is shown by the smart set on the other side, who, not content with the two veils when driving, wear over the nose veil, and along with the drapery veil, a third, called the face veil, put on perfectly loose; thus completely swathing the head in veils. And when we picture the fashionable woman, we not only see the clinging skirt and the hanging sleeve, but the drapery veil,

The complexion veil, composed of a combination of a fine veiling net in any of the numerous check or spot designs and a lining of filmy malines in white, is still good property. Some dealers elaborate these double veils, by cutting out portions of the pattern and introducing some other design in its place; but it requires considerable skill and judgment to gain just the right effect.

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TRADE IN THE GREAT WEST

Winnipeg, February 24.

JUST as the housecleaning time is approaching Winnipeg has sustained a great loss in the destruction by fire of the A. F. Banfield carpet and housefurnishing establishment. The building was four storeys and basement, and extended from Main street through to King, a distance of 240 feet. The Banfield carpet warehouse occupied the basement, ground and second floors, and the two upper floors were let as offices. Mr. Banfield carried acknowledgedly the finest and largest carpet stock west of Toronto, and at the time of the fire the stock was estimated at some $75,000. Fortunately, none of the Spring shipments had arrived. Mr. Banfield was, and still is, in Europe. Temporary premises have been secured in the old McLaughlin carriage showrooms, corner of Princess and William streets. The present loss is bad, but it is not the worst feature of the disaster. That lies in the inability to secure suitable quarters to carry on the trade just at the season when business is the largest and most pressing. Fortunately, the walls of the building are intact, and, no doubt, immediately upon his return, Mr. Banfield will make plans for the restoration of the building, which is one of the few stone buildings in the city. In addition to the heavy stock of carpets, furnishing linens, etc., the house carried a very choice collection of art treasures and bric-a-brac, all of which are a total loss.

STORES SCARCE.

Speaking of the difficulty of getting places to do business, there is a positive store famine at the present time on Main street. One or two dry goods merchants, who are obliged to vacate owing to their premises being sold to parties who want to occupy them, are finding it almost impossible to get accommodation elsewhere. Two firms in particular, that of Archibald Wright and E. B. Nash & Co., have to move, the one on April 1 and the other on September 1, and neither has a building in sight as yet. Everything points to a movement of the retail trade up Portage avenue, and possibly Notre Dame avenue. Plans are already under way for the erection of one or two blocks of stores on Portrge avenue. This is a splendid thoroughfare, running almost at right angles to Main street. It is asphalted for a distance of some six or seven blocks and macadamized for over a mile and a half. It has double street car tracks and is an ideal retail business street, being wide enough to insure the best of light, even if very tall buildings were erected.

STATE OF TRADE.

Trade is very good, and there is a very heavy demand for housefurnishings. This is likely to be an even more extensive trade than last year, as very many of the immigrants coming in this season are not bringing house plenishings with them. The classes of goods called for are linoleums, carpets, cretonnes, lace curtains and art muslins. House linens are also selling well.

CANADIAN PRINTS.

One of the features of the print trade this season is the number and beauty of design in Canadian made prints. The Canadian manufacturer has made long strides ahead of even last year in this matter, and there is a softness of coloring and individuality in design in many of the lines shown that is exceedingly gratifying to any loyal Canadian. Jobbers report a somewhat better delivery of goods to date from Canadian manufacturers.

THE PROSPECT OF INCREASED RETAIL TRADE.

It would seem a good season for the country retailer to look ahead and see whether he is in a position, or is going to be in a position, to meet the increased demand upon his stock in various lines. The tide of immigration setting in this year is going to more immediately increase consumptive demand than any immigration we have yet had, because we will have a larger number of moneyed immigrants than ever before.

Of course, this increased consumptive demand will come first in the shape of increased provision trade, but it will come to a considerable extent this year in boots and shoes, housefurnishings, bedding and blankets, and with the coming of the next cold weather there will be an enormously increased demand for heavy clothing. The country retailer should, therefore, cast about him, study the situation, lay his plans, and when the increased trade comes, in whatever line, be prepared to act.

SPRING MILLINERY.

The D. McCall people are comfortably settled in their fine new showrooms on Albert street. They have a space 144x28 ft. on one floor, and 90x28 on the other. The building is entirely modern, with metal ceilings, electric lighting and elevators, and is handsomely finished throughout. A very small portion of the Spring stock has arrived as their opening will not be until March 10, but enough could be seen to give at least a foreshadowing of Spring styles.

In ready-to-wears some of the English goods have arrived, but the New York stuff is not yet to hand. Among the English ready-to-wears and outing hats the Kismet, with its prettily curved brim and jaunty wings of straw, is sure to be a favorite. The Josephines, Eastlakes and Marvels are also pretty styles. The Wellesley is a broad-brimmed sailor with rolled edge, the wide brim softly draped with art muslin scarfe, finished with a black velvet bow. A pretty hat for a young girl is the Paris. The effect is round, and directly in front are smart bows of gathered muslin held in place with straw strap caught with steel buckles. In dress hats there are many good effects in tucked taffeta and mohair braid, lace straw brims with mohair crowns and capolines of Cuban braid, and Cuban braid mixed with platted twine. Sailors are shown in great numbers, but there is nothing new in either shape or size.

There will be a larger number of fancy straw hats used this year, and not quite so many creations of chiffon.

CLERK DROPPED DEAD.

William S. Henderson, one of the clerks in R. J. Tooke's furnishing store, St. James street, Montreal, dropped dead behind the counter on February 17. He had just come in shortly after 8 o'clock in the morning, and was chatting with his fellow clerks, when he suddenly fell. Mr. Henderson came from Scotland to Canada a few years ago, and was well known in the Eastern Townships. Heart failure is supposed to have been the cause of his sudden death.

A REPRESENTATIVE OF "REMINO."

Mr. F. A. Lobley, representing Robert R. Buck & Sons manufacturers of "Remino" and other fancy flannels, Atlas Works, Carlisle, was in Canada last week in the interests of his firm. In company with Mr. R. Flaws, Toronto, their Canadian representative, he made several calls upon the wholesale trade in Toronto, Montreal, and elsewhere. Mr. Lobley has made several visits to the United States, where his firm does a large business in spite of the high duty, which amounts to about 100 per cent., but this is his first visit to Canada. He was much gratified with the trip. He took a number of orders and was much pleased with what he saw of the country. He said that their business with Canada is steadily increasing and the outlook for the future was considered bright.

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Cardigans, Sweaters, Jerseys
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Collars in all newest shapes
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JOBBERS IN WOOLLENS

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Now Complete.

CONSISTING OF

Fancy Worsted Suitings and Trouserings.
Wool Suitings and Trouserings.
Black, Blue and Grey Twills.
A special lot of Black and Blue Cheviots.

A CALL FROM VISITING BUYERS RESPECTFULLY SOLICITED.

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Tailors' Trimmings

Cor. Victoria Sq. and St. James St.,

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185 St. James Street.

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RATHBONE, McNEIL & CO., MONTREAL.

FINANCE AND INSURANCE

THE day has gone by when Canadian financial, insurance and banking institutions confined their operations to the limits of the Dominion. During the past couple of years the tendency to expand and to invade other countries has become quite marked. Some of our banks have now branches in different parts of the United States and in the West Indies. Our insurance companies have followed suit. Among the latest of the latter class to invade the United States is the Manufacturers' Life Insurance Co., of Toronto. It is now arranging to establish a branch in Michigan, and a deposit of $100,000 in bonds of the Michigan Central Railway Co. has been made by that company with the State Treasurer as a preliminary step to doing business there.

* * *

Although the Aldrich Currency Bill, which is before the United States Congress, is undoubtedly a popular measure, there is enough opposition to defer from day to day its receiving the final legislative touches. This is the situation as we go to press. This Bill is designed to remedy the present unsatisfactory state of affairs in regard to the currency system of the United States, which is insufficiently elastic to meet the requirements for money when funds are required to move the crops from the interior. The Aldrich Bill allows the deposit of Customs as well as other receipts, and permits the use of other security than Government bonds. In the form introduced in the House of Representatives it relieves the banks from keeping lawful money in reserve against these deposits in addition to the full security given. Commenting upon this Bill, The New York Journal of Commerce says: "There is no need of further argument to demonstrate the absolute safety of this plan. It is demonstrated not only by reason and sound theory, but by actual experience beyond all question and cavil. It has been working for years with absolute success beyond the Canadian border."

* * *

During the last session of the Dominion House of Commons it will be remembered that the C.P.R. obtained authority to increase its capital by $20,000,000 in order to procure funds for improving its system. Large as this sum was, it is proposed by the Pennsylvania Railroad Co. to expend an amount far in excess of this figure. The sum it proposes to expend is $67,000,000 on its line east of Pittsburg.

* * *

It is asserted that some of the steel manufacturers in the United States have succeeded in turning out a steel tie for railroads at a price which will allow of its general use. Of course, this is something that has long been desired, and if the present efforts are as successful as claimed, it should, no doubt, appreciate the value of the steel stocks on the markets. It is estimated that in the United States alone about $10,000,000 per year would be expended on steel ties if they come into general use.

* * *

The annual report of the Merchants' Fire Insurance Co. showed a most gratifying condition of the company's affairs. The gross pemium income was $55,725.31, and the number of policies in force, 7896.

* * *

The coming of age of The Toronto General Trusts Corporation, which was established in 1882 by the present managing director, J. W. Langmuir, was marked by the submission to the shareholders at the annual meeting on February 25 of a financial statement of the year 1902, indicating continued prosperity and increasing confidence in this pioneer amongst Canadian corporations which undertake the duties of a trustee. The profits of the year's operations of the company under consideration, while of a very satisfactory charactor to the shareholders, bear a very moderate ratio to the $20,000,000 of estates in its care.

* * *

The 56th annual report of The Canada Life Company is o a very gratifying nature. The year's business of $8,400,000 was the largest in the history of the company and the total business now in force amounts to $90,000,000. The assets which stand at nearly $26,000,000, were increased during the year by more than $1,400,000. The actual payments already made to policyholders and beneficiaries amount to $25,300,000. The company deserve to be congratulated on their report, every item of which is of the most satisfactory character.

* * *

In their weekly letter of February 27 Amelius Jarvis & Co., Toronto, say, in part, as follows, regarding the local stock market as far as banks are concerned:

> The public here have also shown considerable attention to certain bank stocks. Dominion Bank has advanced several points. We have not been able to obtain reliable information as to the cause of its sudden rise. A bonus is hinted at, but no official information can be obtained. Bank of Ottawa sold yesterday at 220, closing with a bid at that price, none being offered under 223. This is, of course, ex-allotment, and is high-water mark for the stock. At the risk of repitition we would say that we believe this stock is not as high as it deserves to be when one considers the splendid condition of the finances of the bank. The stock of the Bank of Commerce has always been selected by us as an excellent investment for our clients. We have also felt that, besides a fair return upon their money, considering the security afforded, they have, in addition, a very good chance of substantial increase in the price. Within the last few days there has been heavy buying of the stock. Under its influence the price advanced sharply, sales taking place yesterday at 168½, the stock closing with 168½ bid, 169 asked; while this morning the price advanced still further, the stock selling at 170. This bank has for some years shown a policy successfully combining sound business methods with great progressiveness. A short time ago they absorbed the Bank of British Columbia, which had a very strong hold upon the business of British Columbia. There is still a portion of Canada where the bank is practically unrepresented, that is the Maritime Provinces. Yesterday an announcement was made of an increase of the capital of the bank from $8,000,000 to $10,000,000.

* * *

The bank of Toronto will shortly open three new branches in Toronto and Montreal One at the corner of Queen and Spadina avenue, Toronto, as soon as their new building at that prominent corner is completed, and one at the corner of St. Catherine and Guy streets, Montreal. The office is in the Board of Trade Building, Montreal, to which reference was made in our last issue. This bank is giving public notice of its intention to apply to the Treasury Department for authority to increase its authorized capital from $3,000,000 to $4,000,000.

* * *

The annual meeting of the shareholders of the Royal Bank of Canada was held in Halifax on February 1. The old directors were re-elected and a resolution passed authorizing the directors to apply to Parliament for power to add $1,000,000 to the capital stock.

The Canada Permanent and Western Canada

MORTGAGE CORPORATION

Toronto Street, . . TORONTO.

Paid up Capital, - $6,000,000
Reserve Fund, - 1,500,000
Resources, - 23,000,000

President: GEORGE GOODERHAM.
1st Vice-President and Managing Director: J. HERBERT MASON.
2nd Vice-Pres.: W. H. BEATTY.

DEPOSITS.

$1 and upwards received on deposit and interest thereon paid or compounded half-yearly at **3½%**

DEBENTURES.

$100 and upwards are received and debentures for fixed terms issued therefor with interest half-yearly at **4%**

INVESTMENT SECURITIES, GOVERNMENT, MUNICIPAL AND CORPORATION BONDS

Yielding from 3½ to 6½ per cent.
Four per cent interest allowed on funds awaiting investment.

A. E. AMES & COMPANY

MEMBERS OF THE TORONTO STOCK EXCHANGE

BANKERS

18 KING STREET EAST, TORONTO.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims

Tel. Main 1985.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office
Toronto, Ont.

Capital Subscribed - $2,000,000.00
Capital Paid Up - 1,000,000.00
Assets, over - - 2,320,000.00
Annual Income - 2,300,000.00

HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

WHEN YOU STOP TO THINK

how much the success of your business and the comfort of your household depend on communication with others you will appreciate the fact that telephone service is worth a great deal more than it costs.

Metallic Circuit Service—efficient, rapid, constant.

The Bell Telephone Co. of Canada

THE BANK OF TORONTO.

(Incorporated 18—)

Head Office: - TORONTO, ONTARIO.

Paid-up Capital, $2,500,000. Reserve Fund, $2,600,000
Total Assets, - $24,000,000.

Business Accounts opened on favorable terms.
Savings Accounts for your spare money. Interest paid on these compounded twice a year
Drafts Sold for use anywhere in North America or Europe.
Letters of Credit Issued Cash Credits for convenience of Travellers in Europe. Time Credits for Importers

SEND FOR OUR BLUE BOOK ON "BANKING."

At any of our Offices you will receive courteous treatment and our best services

BRANCHES

TORONTO—Cor Church and Wellington streets cor King and Bathurst streets cor Queen and Spadina ave.
MONTREAL Cor James and McGill streets, cor St Catherine and Guy streets, at Board of Trade, and at Point St Charles
ONTARIO—Barrie, Brockville, Coburg, Collingwood, Copper Cliff, Creemore, Elmvale, Gananoque, London, London East, Millbrook, Oakville, Peterboro, Petrolia, Port Hope, St Catharines, Sarnia, Stayner, Sudbury, Thornbury, Wallaceburg, Gaspe, P Q., Rossland B.C.

EXPERT SERVICE.

This is An Age of Specialists.

In every department of professional and commercial life expert service is required.

The Trusts Corporation is a specialist in all the duties pertaining to the offices of **EXECUTOR, ADMINISTRATOR,** or **TRUSTEE** and its knowledge, experience and organization are available to everyone at a reasonable cost.

THE TORONTO GENERAL TRUSTS CORPORATION,

59 YONGE STREET.

THE TIME TO INSURE IS NOW

While you are WELL, STRONG and INSURABLE.

THE

Confederation Life

ASSOCIATION issues policies on all approved plans of Insurance, and is a prosperous and progressive Canadian Company.

PROTECTION FOR YOUR FAMILY.
PROFITABLE INVESTMENT FOR YOURSELF.

Pamphlets and full information sent on application.

W. H. Beatty, Esq., PRESIDENT.

W. D. Matthews, Esq., Frederick Wyld, Esq., VICE-PRESIDENTS.

W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO.

An indication of the growing population and increasing prosperity of Canada is recorded in the fact of 19 banks opening 135 new branches in the Dominion in 1902.

* * *

The Sovereign Bank has opened a branch at the corner of St. Catharine and Guy streets, Montreal, with E. G. Spinner as manager, and George Wills teller and accountant. The Sovereign Bank is the first bank in Canada to adopt a special department for ladies, this being a feature of the new Montreal branch.

* * *

The Bank of Montreal has definitely decided on opening a branch in Spokane. This will be the second Canadian bank to open for business in Washington State. The Bank of Commerce has for several years maintained a branch at Seatle.

* * *

During the year 1902 the deposits with The Canada Permanent and Western Canada Mortgage Corporation increased $176,610.71, while the amount invested in its currency bonds increased $395,619.32. Thus, the amount of Canadian funds for which this company has afforded a safe and profitable investment has increased in one year by the large sum of $572,430. Following as it does similar large increases in previous years, this may be taken as another indication of the remarkable prosperity our Canadian people are enjoying. We say "Canadian" people, because neither its depositors nor bondholders are confined to the city of Toronto, but are to be found in every Province and Territory of the Dominion. It also clearly indicates the confidence which all classes of the people have in the Canada Permanent, a trust which is well merited, as it is based upon a solid foundation of capital, reserve fund and assets. Its paid-up capital of $6,000,000 is equalled by only three of our largest banks. Its depositors, either in Toronto or elsewhere, are afforded every customary facility. Accounts may be opened and money deposited and withdrawn by mail without any inconvenience. Its bonds are a legal investment for trust funds.

INSURANCE AS AN INVESTMENT.

IT is not many years since that insurance was looked upon as merely a protection for the persons dependent upon the insurer for the necessities of life. Many people indeed, even to-day, see nothing more than this in it. True this was the the original and should always be the main object of all insurance. There is no way that a man can provide an absolutely secure protection from want for his family in case of his death, but any one of the well-established of our old-line companies, guarded as they are by strict laws and Government inspection, comes as near furnishing the means for it as it is possible to get.

A new idea, however, has during the last few years connected itself with life insuranc, viz., investment. Business conditions are not to-day what they were a few decades ago. The opportunities for developing a business on a small capital are not as they used to be. It is the age of joint stock companies, trusts and large amalgamations of capital. Even the millionaires to-day find the benefit of coalition with other large monied interests. As this period has developed the older insurance companies have found themselves in the happy position of having large funds ready to cope with the situation. They find themselves in much better position for investment than any ordinary individual can be, since investments seek them rather than they the investments. Men have found that the insurance policies they held have returned them profits almost if not quite equal to any of their other ventures. They had actually become stockholders in large and profitable loan businesses.

The new idea is legitimate. Take an individual case. Suppose a man has money to invest. It is a good proposition, indeed, that will to-day yield him over 4½ per cent. over and above the cost of investment. Suppose he put the money into an insurance policy. It is a well-known fact that almost any of the larger companies will refund him all he pays in, and at least 3 per cent on his money at the end of 20 years, or whatever the investment period may have beeen. You say this is 1½ per cent. less than he could have made otherwise. This may be true, but what else has he had? He has been saved all the worry of handling the money, he has run almost no chance of losses, and above all, he has, during almost the whole period, had insurance protection amounting to many times what he had paid the company. Surely 1½ per cent. on his money was a small price to pay for this: and in many cases even this cost almost entirely disappears. It would certainly seem that he had had a good investment.

We have no doubt that insurance methods can and will be still more perfected, and that a policy in a strong company will become more and more a good proposition far investment, but we must acknowledge that even to-day insurance carries with it a great deal more than the idea of mere protection. It is also a secure way of having idle money handled to our advantage.

FINANCIAL AND INSURANCE NOTES.

The Royal Bank will shortly open branches at Pembroke and Prescott.

A new branch of the Merchants' Bank of Canada has been opened at Olds, Alberta.

H. H. Beck has been reappointed managing director of The Manitoba Insurance Co.

E. R. Blanchard, cashier of the Bank of St. Hyacinthe, Que., died suddenly on February 15 of hemmorrhage of the brain.

Herbert Fox, accountant of the local branch of the Standard Bank, Kingston, is joining the staff of the head office in Toronto.

B. H. Siddall, late of Lindsay, has been appointed manager of the branch of the Ontario Bank recently opened at Trenton.

A handsome new building is now in course of erection by the Bank of Hamilton on the corner of Queen street and Spadina avenue, Toronto.

The clearing house of Winnipeg was established in 1893, and the first full year's clearing was $50,311,000. This increased to $188,370,000 in 1902.

There are now ten branches of various banks located on St. Catherine street, Montreal. Before the Spring has far advanced there will be fully as many more.

The Traders' bank has decided to open branches at Stratford and Owen Sound. R. Jeffrey will have charge of the Stratford branch and Norman Ross will assume the management of the Owen Sound branch.

The Bank of British North America has opened branches at Yorkton and Battleford, and the Union Bank of Canada has opened branches at Saskatoon and Innisfail, an indication of how business is developing in the Northwest Territories.

GUARANTEE BONDS.

We issue Bonds of all descriptions---At a minimum cost.
Write for particulars.

We also issue **ACCIDENT** and **SICKNESS** Policies, on the most approved plans.

The Dominion of Canada Guarantee and Accident Insurance Co'y.
Head Office: TORONTO.



The Draper of Australasia,

The Organ of the Drapery and Kindred Trades of the Antipodes.

SUBSCRIPTION $2.50 PER ANN.

post free to any part of the world. A handsome Diary is presented free to annual subscribers.

Publishing Offices :
Melbourne, Fink's Buildings.
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New York, Park Row Building.

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Specimen Copies free on application.

To Manufacturers or Finishers of Woollen Woven or Knitted Goods.

The advertiser who has had a long and practical experience in known unshrinkable processes, has discovered an improved formula by which woollen goods are rendered absolutely and permanently unshrinkable. This method in no way interferes with the hygienic properties of the wool fibre, but is warranted to produce unshrinkable goods of a superior velvity finish, non-irritating to the most sensitive skin

The improved formula is secret, and is for sale for use (exclusively if desired) in any country, other than Great Britain.

For further particulars app'y.

BOULT, WADE & KILBURN,
Chartered Patent Agents,
111 Hatton Garden, - - LONDON, E.C.

ELDER, DEMPSTER & CO. ROYAL MAIL STEAMER LINES.

BEAVER LINE

PROPOSED WINTER SAILINGS. (SUBJECT TO CHANGE.)

From St. John, N.B., to Liverpool.

LAKE ONTARIO	Mar. 11
LAKE SIMCOE	Mar 21
LAKE ERIE	Apl. 4
LAKE MANITOBA	Apl. 11
LAKE ONTARIO	Apl. 18
LAKE CHAMPLAIN.	Apl. 25

From St. John, N.B , to Bristol

*MONTCALM	Mar. 11
LAKE MEGANTIC	Mar. 28
*MONTCALM	Apl. 18

*The S.S. Montcalm does not carry passengers.

FIRST CABIN—Single, $45.00 and upwards. Round Trip, $85.50 and upwards.
SECOND CABIN—Single, $35 and upwards. Round Trip $68.88 and upwards.
According to steamer, location and number of persons in room).
STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, $24.50 and upwards, according to steamer.
Summer Sailings will soon be published.

ELDER, DEMPSTER & CO., 6 St. Sacrament St., Montreal.

"The Lace Warehouse of Canada."

OUR first shipments of Spring orders are drawing to a conclusion, and shipments of balances will soon have our attention. Our buyers are already in the European and American markets **seeking Novelties** for the **assorting season's** trade, and our travellers will soon be with you again and show you the **right stuff at the right time.**

KYLE, CHEESBROUGH & CO., 16 St. Helen St., MONTREAL

SMALLWARES AND NOVELTIES

AN UP-TO-DATE NOVELTY.

SO long as the separate waist and skirt is worn there will be the problem to solve of keeping the waist pulled down, and of a supporter to keep the skirt up, so that the waist may fit trimly and tidily, and there will be no unsightly gaps between waist and skirt. There have been many devices put upon the market for this purpose, some good, some no use at all, and some indifferent; but there in now introduced a little contrivance that will not only do all this, but is also a waist-former at the same time. This ingenious and useful little article consists of the "ever-ready belt" and what is called the adjuster is all in the one piece, and is very simple in both its use and muke-up.

A belt of firm webbing has three hinged plates securely fastened to it at the back so that it fits the waist. On these plates are little pins, one set of which turns to the waist and catches the back, while the others on the outside catch under the band of the skirt, so that there is no danger of them parting company. The weight of the skirt keeps the waist well pulled down. In front is what is termed the adjuster, consisting of a plate with two buckles placed at the proper angles, with a hook to hold down the skirt in front. A stout pin, which must be firmly fiixed in the front of the corset, is fastened to the plate. To put this adjuster in place and to fasten the ends of the belt in the buckles takes less time than I have done to describe it, and yet you have the blouse drawn down and held securely and firmly in place, while the belt prevents it riding up at the side, the skirt supported, and at the same time the fashionable dip effect is obtained; and at any angle desired high or low. This is all accomplished by one little article, the fittings of which are aluminum, so that there is no danger of staining and spotting through rust. There is no sewing or pinning, and last but not least, there are no loose parts to get lost. The whole thing is so simple of construction and so easy of adjustment that it only takes a few seconds to put it in place, so that it is rightly named when called the "Always Ready." The only point to watch is to have the pin firmly placed, and there is no trouble abont the rest.

I know from practical demonstration, having worn one for some time, how useful this little invention is. It can be used equally well with the heaviest cloth, or with silk or the lightest cotton fabrics, and will not tear or injure them in any way. Indeed, this is a most comfortable little article to wear as once properly adjusted you have no more trouble, as you know that your waist and skirt are all right and not likely to part compay behind. Brush & Co., corset manufacturers, Toronto, have acquired this valuable patent, and are placing this belt and adjuster with all the leading dry goods houses in the Dominion. This belt and adjuster combined makes ready friends for itself wherever sold, and merchants in search of attractive novelties for their notion counter should not forget such a good thing as the "Always Ready" belt.

L. D.

A. E. REA & CO.

ONE of the rising young firms in Toronto is that of A. E. Rea, & Co., 22 Wellington Street West, Toronto. In talking with Mr. Rea one cannot help but be impressed with his ambition and progressiveness. Indeed their past record could not but be an incentive to future efforts. Commencing business less than three years ago with a first month of $23, they have sprung to a business of $6,500 a month.

The factory, with a floor space of 9,000 square feet, provides work for from 65 to 75 hands. Mr. Rea evidently believes that good wages induce good work, for some of his girls earn as high as $14 a week.

The line of manufacture consists of skirt bindings in all varieties, ruchings, pleatings, underskirts, ruffs, stock collars, etc. Some special novelties for this season include their patented "New Century," brush binding, which instead of drawstrings have dome fasteners set around the waist, a contrivance that eliminates the fullness around the waist; ruched crowns for the millinery trade that promise to have a ready market, and novelties in ruffs and collars.

Any of their goods can be obtained either direct or through the jobbers. This firm promise to keep up-to-date, and with their own special novelties a line of attractive, saleable goods is assured.

THE W. R. BROCK CO., LIMITED.

A new stock of featherstitch braids, at all prices, are just in.

A novelty in smallwares is an assorted cabinet of pins, which can be retailed at 5c. per paper. The cabinet forms quite an ornament to the counter.

New veilings to hand from Paris, Nottingnam and the American market will be found to be desirable goods and the prices staple.

The Brock Co. are showing a large stock of embroidery edgings, insertions, sets, galloons, etc.

Umbrellas, both ladies' and men's, are held in stock of the best value. They have the latest handles, durable cloth and close-fitting frames, to retail from 50c. to $6.

The Brock Co., in addition to the energy and ability displayed in all their departments, make a special effort as regards hosiery, gloves and underwear. Every merchant knows how important these lines are and Brock's buyers endeavor to cater to all requirements, but particularly to these three indispensable articles.

JOHN MACDONALD & CO.

One thousand dozen Swiss embroidered handkerchiefs are being carried by The Macdonald Co., at $1.25, which regularly bring from $1.50 to $3.

A large range of ladies' solk belts is on hand, including all the latest novelties. These lines can be retailed from 25c. to $1.50.

Other novelties include pearl necklets, to retail from 15 to 25c. These goods are in great demand and are special value. Chatellaine and wrist bags come in great variety and form a fine line of retailers at 25, 50, 75c., $1 and $2. Finally, there is a splendid assortment of fancy haircombs, worth attention. They include vaesar and pompadour combs.

Returned March 9/03

WE DO

Ruching, Tucking, Hemstitching, Shell-Tucking, Cording, Etc.

Our excellence in work and promptness in delivery assure satisfaction . . .



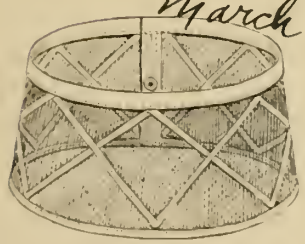
No. 743—Price $15.00 per dozen. A full line of stocks from $2.25 to $30.00 per dozen.

Returned March 9/03



This is a Sample of our Work.

Returned March 9/03



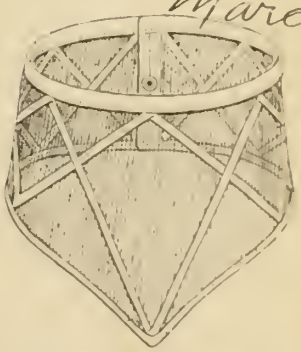
No. 707—Price $1.25 per dozen. Made in black and white. With or without snap buttons. Same style made of Mousseline de Soie, at $2.00 per dozen.

Returned March 9/03



No. 813—Price $2.00 per dozen. Mousseline de Soie. Made in black and white. Round and pointed. Same styles made of fine Crinoline, at $1.25 per dozen, with or without button

Returned March 9/03



No. 708—Price $1.25 per dozen. Made in black and white, with or without snap buttons, of Mousseline de Soie, at $2.00 per dozen.

Owing to the completeness of our plant, the durability, vitality and uniformity of our plaiting cannot be equalled in Canada.

SAMPLES MAILED ON REQUEST.

All our goods may be procured from your jobber.

A. E. REA & CO.

20-22 Wellington St. West, **TORONTO**

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

W. R. BROCK COMPANY, LIMITED, MONTREAL.

Every merchant who wishes to be up-to-date and to increase his sales, should ask to see the lines of hosiery carried by The W. R. Brock Co., of Montreal. If he is looking for bargains he will not be disappointed. The following are among The Brock Company's largest sellers: "Daisy," "Pey," "May," "Lady," ranging in price from 10 to 25c. per pair retail. They also carry a line, No. 31 and No. 36, of black worsted hose, to sell at 25c., which are very special at the price, and a line of No. 57, of heavy-ribbed double-knee hose to sell at 50c.

When looking at lines of ladies' vests one cannot do better than see The Brock Company's samples of the following vests, which, for price and quality, cannot be beaten, 73, 75, 86 and 91, to sell at prices ranging from 10 to 25c. In ladies' natural wool vests they are showing a line, No. 301, to sell at 81, which is very special value.

The Brock Company, Montreal, are now carrying a full line of "Nazareth" waists. For young children these are invaluable and they can be heartily recommended. Watch this paper for special ads. These waists retail at 20, 25 and 30c., and are astonishingly cheap at the prices.

In the smallware department of The W. R. Brock Company's Montreal warehouse we see a new line of blouse buttons to retail at 81, and in skirt bindings, "Satin-de-Lyon" and "Mimosa" still lead the way. Calcutta pearl buttons are still selling freely. Merchants would do well to procure a stock of these. In key rings, key chains, armlets and cuff clips they are carrying a very complete stock. These articles are called for daily and they always help the regular trade in men's furnishings. They also carry a line of jewellery, comprising watch chains, collar buttons, cuff buttons and links, ladies' watch chains, etc., which are good value at the prices asked.

From all appearances it seems that Adamantine pins will advance still higher in price. The W. R. Brock Company have protected themselves and merchants cannot do better than to buy now and protect themselves also.

Brock's staple department reports great sales in their 103 and 105 prints. They have a full range of designs and in price they are beyond competition, however keen. In the linen department they have a nice stock of towels, napkins, tablecloths, cut, and in lengths, in all prices and qualities. In the carpet department new designs are arriving daily, both from Canadian and foreign mills. Of chenille curtains, table covers, etc., they have a very complete range, and customers, both in the large cities and in the country villages, too, can be assured that their orders will be promptly and carefully filled. In this connection, it might be mentioned that they have lately introduced a new system of entering goods in their entry rooms, by which means errors are almost impossible; and in this way they hope to still hold their good reputation for prompt and careful filling of orders.

It seems almost impossible that any other warehouse should have more specials than The W. R. Brock Company's staple department is showing. A few of the most prominent are: English "E. K." pillow cotton to retail at 15, 18 and 20c.; special English white cotton, in 40-yard ends, to retail at 8, 9 and 10c.; and flannelettes, in all designs, at exceedingly low prices. In this department one can also find the famous American "Rockfast" drills, in fine assorted colors. These colors are perfectly fast and the buyers can easily prove the assertion by the name. Their new skirts for Spring are in great demand, judging from the orders they are receiving from their travellers.

They have in stock one of the best assortments of ladies' whitewear in Canada. Every day they receive new blouses for Spring, and they are O.K.

Do not forget to ask for their alpaca blouses for Spring, in all the latest styles. They have just received three lines of black silk underskirts, at popular prices; also black sateen underskirts, "Special."

The W. R. Brock Co., Montreal, have a most complete range of white muslins, lawns, organdies, dimities, piques, etc; also fancies, in black and colors, mercerized openwork and embroidered effects; don't fail to ask to see their samples of linen color batistes, tussore cloths, etc., and em broidered sets to match; medallions, laces, etc., everything in the way of trimmings to go with the above lines.

The W. R. Brock Co., Montreal, always carry a complete range of embroideries, laces, ribbons, trimmings and the latest novelties as they come out. At present, fancy braid and ornaments, for costumes, are the newest fashion, and they are being sold freely.

The W. R. Brock Co., Montreal, are showing a complete set of Swiss embroidered tab collars in all the newest shapes.

The W. R. Brock Co., Montreal, show a beautiful range of ladies' ruffs from 81 to $3.50 each in white, black and linen colors.

The W. R. Brock Co., Montreal, have laid in a complete stock of linings in shades, white and cream, always in demand during the Spring millinery opening season.

The W. R. Brock Co. are opening up a special lot of frieze to retail at 75c. These goods are wider than anything we have seen, being 62 in., and all in the best shades of grey.

Mill clearing lots of tweed are very scarce, owing to the considerable advance in wool this season. Congratulations are due to The W. R. Brock Co., Montreal, for having secured several bales of three-quarter suitings at most astonishing prices.

Louisines are quite the proper thing in the silk trade for Spring. Any retailer wanting a full assortment of shades, to sell at 90c. or 81, can procure them from The W. R. Brock Co., Montreal.

THE GREENSHIELDS, LIMITED.

The firm of S. Greenshields, Son & Co., Montreal, has been turned into a joint stock company under the style of "The Greenshields, Limited," with a capital stock of $1,500,000, and headquarters at Montreal. Incorporation under letters patent was secured by Edward Black Greenshields, George Brown Fraser, Edward Charles Barry Fetherstonhaugh, George Lighthall Cains, all of Montreal, and Eliza Brodie Greenshields, wife of Edward Black Greenshields. The Greenshields, Limited, has power to acquire the business of S. Greenshields, Son & Co., in Montreal and elsewhere, with stock, property, and goodwill, and to pay for it by the paid-up-stock in The Greenshields, Limited; also to acquire the interest held by S. Greenshields, Son & Co., in the stock of Greenshields & Co., Limited, at Vancouver, B.C.

HIGH-CLASS FABRICS FROM NOVA-SCOTIAN WOOL.

Letters patent, under the Company's Act, of 1902, have just been issued at Ottawa to The Hewson Woollen Mills, Limited, of Amherst, N.S., with a capital of $175,000. This company was formed less than six months ago for the manufacture of Nova-Scotian wool into high-class fabrics for ladies' and gentlemen's wear. Steam is now on in their two large boilers, and by the middle of March the Hewson products will be coming from the looms. This is probably the record time for organizing the company and putting in operation a brick and stone mill of the large dimensions of this one.

The general manager, H. L. Hewson, has a splendid reputation as a woollenman, and before embarking in this new enterprise, refused a tempting proposal from the largest woollen concern in the United States. His faith in Canada, however, was great enough to keep him on this side of the line. To supplement local ability, a draft has been made on the skilled labor market of Huddersfield and the United States. The fine, new machinery and modern equipment, combined with the well-organized corps of practical men, who own the bulk of the stock, will surely be a guarantee that Hewson tweeds are in for a large share of popular favor.

Boulter & Co., Toronto, are agents for Quebec, Ontario and the United States. C. O. Douglas sells from Winnipeg to the Coast. Several men will travel in the Maritime Provinces.

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishings.

WE STOCK

ENGLISH FULL DRESS SHIRTS,

Cuffs or Bands, - $ 9 00 per doz.
Cuffs only, - - - 12 00 per doz.

Agents for "Magic" Clasp Garters and Hose Suspenders.

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLLEN UNDERWEAR, FLEECE SLIPPERS, Etc.

Dominion Agents for

Young & Rochester

Manufacturers,

LONDON, ENGLAND.

Spring 1903 Ranges Shirts and Shirtings

Anderson's Oxfords and Zephyrs.
Latest Silk and Mercerised Stripes.

In **SUMMER VESTS** we can ensure perfect fit, and have the finest set of patterns brought into Canada.

Our full ranges for Fall Dressing Gowns, Smoking Jackets, etc., READY MARCH 1st.

Tress & Co.

High-class LONDON, Manufacturers,

HATS and CAPS

The "TRESS" Hat for Spring 1903 is now being shown.
For comfort with style, the "TRESS" Silk, cork-lined, is the correct Hat.

If not in Toronto write and arrange for our travellers to call.

Going to Re-Decorate?

Why not enjoy the practical advantages offered by our

Metallic Ceilings & Walls



They are both handsome and economical—outlast any other style of interior finish—are fire proof and sanitary—can be applied over plaster if necessary—and are made in a vast number of artistic designs which will suit any room of any building.

Write us—we'd like you to know all about them. If you want an estimate send outline showing the shape and measurements of your ceilings and walls.

Metallic Roofing Co. Limited

TORONTO.

MERCERIZED COTTONS FOR MIDSUMMER.

The New York Silk Waist Co. recently received a complete range of heavy mercerized American cottons for midsummer trade. The goods will all be made up unlined and are sure to be profitable to the retailer. They are somewhat similar to the cottons shown in New York, the designs being very beautiful and exclusive to this firm. Their system of quick delivery has exceeded their fondest expectations, and they have yet to hear of one case of late delivery, which speaks well for the workings of this department. Their two designer's are planning for next Fall's styles and expect to leave shortly for Europe and the United States respectively, so the Fall range will be entirely different to anything else shown in Canada. The firm will spare no expense to have next season's goods superior to anything else shown; and with their facilities for buying silks and laces direct from the manufacturers, the prices will be most reasonable, especially in view of the quality of the work. Their skirt and jacket department are running overtime. It will receive the greatest attention for Fall business.

ANOTHER BIG YEAR ANTICIPATED.

Although The Alaska Feather and Down Co., of Montreal, Limited, report the large increase of 65 per cent. in their business for 1902, they are anticipating a still greater increase this year and are making extensive alterations and improvements preparatory to taking care of the rush when it comes.

MADE IN CANADA.

A large Western buyer, who has formerly placed his entire bedquilt business in the American and European markets, informs us that he has this year placed his entire order with The Alaska Feather and Down Co., of Montreal, as the extensive variety and values offered by this progressive company are superior to anything he has ever met with in previous years.

HOSE SUPPORTERS.

With the straight-front corset the hose supporter is a necessity. Fashion shows beyond a doubt that the long hip is to be the principal corset of the season, and in conjunction with the long hip the hose supporter is one of the leading features.

Now, though hose supporters are right in the idea, yet a mistake is made when it is attached to the corset, and is one with it. The trade should be cautioned against these goods, particularly when a cheap hose supporter is attached to a medium-grade corset for the effect and not with a view for service.

The elastic and fittings on a hose supporter, to give any wear, must be of good quality, as the strain is such that inferior grades are of little use, and even with the best elastic obtainable one pair of corsets will outwear two or three pairs of supporters. This is, to my mind, a good argument in favor of the separate supporter, as it is a distinct convenience to have these articles detachable or attachable at will. Then, rubber is a perishable material, and easily spoiled by greatly varying changes of temperature, and if the hose supporters are attached to the corsets and the rubber won't work when shown to a customer, then good-bye to the sale of that pair of corsets.

For these reasons a snap on supporters specially made and sold on its merits is much to be preferred. Brush & Co., manufacture one that is particularly good, specially designed for their "B. & C." corset, but adapted for wear with any other make. They snap on in an instant, and really ought to be called the "Bulldog," for their hold on qualities. Then the rubber parts can be renewed at will, and so the life of the supporter can be prolonged.

THE "NOR'-WESTER."

Rathbone, McNeil & Co., Montreal, are finding the Panama shape, in both straw and felt hats to be the favorite sellers in towns and villages throughout the country. Their "Nor'-Wester," a wide-brim Panama shape straw, is also a good seller and looked upon as one of the leaders for the coming season.

THE W. R BROCK CO., LIMITED, TORONTO.

One of the creations of the age that is causing quite an excitement among the ladies is the "Nazareth" waist for children. The Brock Co. carry four different ranges, in all sizes, and, we believe, their's is the only house in Toronto where these goods can be procured. The cuts in this issue illustrate better than words the desirable features of these garments.



The label for the new brand of "Britannia" Unshrinkable Underwear, handled by John Macdonald & Co., Toronto.

Brock's selection of shirt waists, to retail for 50, 75 and $1 up to $2 is choice and shows good value and perfect fit. The waists can be had in fancy colors, in black sateen and white lawn, gotten up in first-class style with all the latest improvements.

New collars have just been opened up, direct from the largest manufacturers, in lace muslins, lapovers and other effects. These, together with a choice selection of appliques, sequins and other new dress trimmings, will repay the visit of any buyers who wish to make up-to-date purchases. They also show the latest novelties in pearl buttons, now much used for blouses, ball pearls, pearlettes, etc.

The lace stock of The W. R. Brock Co. is not only extensive, but attractive, and includes all the latest ideas, patterns, designs, etc. In ribbons, they have not only staple lines at staple prices, but selections from the looms of Switzerland and other ribbon centres.

The Brock Co. have just opened out a new kid glove, called the "Hilda," both in the new Spring colorings and in black, to retail at $1. These gloves are guaranteed to give good wear. They will be replaced if anything can be found positively defective in them. Of course, The Brock Co. cannot be responsible for the consequences if a lady, who should wear a No. 7 glove, endeavored to put her hand into a No. 6¼.

The Brock Co. have had great success with the "Coronation" brand of Shetland floss. They still sell it at the same price, having a large contract, of which they propose to give their customers the benefit.

A new collar for ladies is one with two tabs in front, similar in style to the "Postillion" belt. The Brock Co. have it. It is called the "Ideal."

The assortment of ladies' belts carried by The Brock Co. is very large, containing the postillion effect in both silk and leather, staples of all descriptions and novelties, from 10 to 75c. each (retail.)

This season has seen the largest hosiery business ever experienced by The Brock Co. They account for it from the extra value that they have been showing to retail at the popular prices of 10, 15, 25 and 50c., having made a contract very early before the advances were made.

They direct special attention to a cashmere hose they are offering to retail at 25 and 35c. per pair. Parties handling them will not only get a good profit, but will reorder. The factory price to-day, Brock's claim, is the same as they are asking the trade. In addition to their staple lines, they

show quite a large assortment of men's and misses' lace and openwork effects.

The carpet department is at its busiest now and full lines of everything are on hand. In tapestries, the bright colors promise to augment the sales, and with prices as low as 35c. and as high as 85c., any demand can be satisfied.

The Brussels range is exceptionally fine, with a quality in self colors and good floral designs that will retail at $1 per yard.

A great range of the newest styles, in unions and wools, will retail at 35c. to $1.

Extra good hemp stair carpet retails at 8 to 25c., and 4-4 hemps at 12½ to 35c.

The stock of oilcloth and linoleums is complete, and the Chinese and Japanese mattings are of the very lowest in price for the best in quality.

Rugs and mats are very attractive, in all sizes, in Smyrnas and Axminsters. Carpet squares in tapestries, in all sizes, retail at from $6 to $20.

In draperies there is a very large assortment of muslins and cretonnes, in stripes and flowers, with very attractive combinations of colors. Art muslins, that will retail at 6 to 35c., are good value.

The largest stock and choicest ever carried by them in lace curtains, including curtain nets and muslins, is now in the warehouse, and prices are second to none.

The other housefurnishings of special importance and value are the tapestry and chenille table covers, in all sizes and qualities, and a special line of bedspreads, that will retail at $1 each. Other lines of more expensive covers, including fringed and satin, are carried in great assortment.

The W. R. Brock Co. find that at present the demand of the trade is centreing in white and cream goods, such as lustres, silk-sublimes, satin striped voiles, plain voiles, crepe-de-chene, Bedford cords, fine serges, cheviots, broadcloths, satin cloths, in woollen goods and in taffetas, taffetalines, poplins, bengalines, crystal cords, lonisines, liberty satins and 27-in. Japs in silks. Brock's stock is not quite complete yet in all these lines, but will be so by March 15.

This company are also showing the following special lines: A lot of extra heavy all-wool serges, special clearing lots, to retail at 25c., worth 45c., in black and navy; V3 and V1, 56-in. fine French cheviot, in navy and black, to retail at $1 and $1.25. Having a large contract placed on this line before the advance makes the value of this cloth hard to beat. Also MV15, extra fine thibet cheviot, in black only, to retail at $1.50. J102, 50 in. pebble cheviot, to retail at $1, in full range of shades. This is one of the most popular lines of the season.

One of Brock's novelties is a line of Moscow tufted zibeline, confined for Canada to this firm in green, four shades of grey, navy and black, to retail at $1.

The W. R. Brock Co. are showing a splendid line of the fashionable Donegal tweeds. This company carry an immense range of fancy muslins for the coming season in all the newest designs and colors, in small flower and vine effects, stripes, scrolls and conventional designs.

The Brock Co. wish to call special attention to their fine French organdies in black and white, 66 in. wide, to retail from 30c. to $1.25.

The Greenshields, Limited, Montreal, are making a special display of ladies' sunshades and parasols. They are being offered at a very small advance to induce many retailers to place orders with them. The trade will find the values fully as good as those offered by manufacturers, and in some cases better, special contracts having been made for them. Two special lines, put up in cases of 25 each, have met with great success, No. 12, to retail at 75c. and No. 24, to retail at $1. These are wonderful values and cannot be surpassed anywhere.

The Brock Co. have just passed into stock a line of striped bag crash towelling, of which they have cleaned out a mill stock lot. These would be retailed at 5c. in the regular way, but The Brock Co. offer them at such a price that they can be retailed at 4c., with a good margin of profit. They bought a large quantity to get it at this price, but the goods are going fast.

They have also secured two lines of Canadian linen towelling; one is an 18 in. huck, the other an 18 in. crepe. Both are good heavy weight and are made of pure Canadian flax. They will wear like iron. The Brock Co. offer these to the trade to retail at 10c.

No. JB1 is a 14-in. check glass towelling, which can be retailed at 5c. for a leader. These goods would be good value at 6c.

P3 is a special line of 20-in. bleached huck towelling, to retail at 12½c., just the thing for handmade towels and fancy-work purposes.

JB3 is a 54 in. cream damask table linen to retail at 25c. It comes in five different designs, and is good, heavy weight.

MS90 is a 70 in. bleached superfine table linen, that can be retailed at 75c.—worth $1.

No. 33 is a 40-in. black mercerized sateen, good heavy weight, bright, glossy finish, will retail at 20c., 3c. below the regular wholesale price. This line was made for a manufacturer, and Brock secured it at a clearing price.

No. H3 is a 32-in. cambric print, in blouse stripes, from narrow to wide, in linens, nile greens, pinks, blue and navy stripes. This is one of the latest British productions, and is one of the most stylish and effective stripes that has been shown for some time. The goods will sell on sight.

H18 is a double-warp French sateen, which is worth 32½c. wholesale. Brock's English buyer cleaned out a stock lot, which they offer to retail at 20c. Some of the patterns they carry in large quantities, but of others they have only a single piece. Many of the designs and colorings are extremely beautiful, it being a cloth and work that could not be brought into this market in the ordinary way.

The wash goods department is showing a tremendous range of Scotch and domestic zephyrs, their range being over five times as large as they ordinarily carry, being got to meet the growing demand for these goods this season. They have done an enormous business in them to date. The goods range in prices, to retail at 5, 8, 10, 12½, 15, 25, 35 and 50c. per yard.

The run this season is on Scotch tweeds, and The Brock Co. are showing a large range of the latest effects in these goods, both in stripes and checks. Designs are confined to The Brock Co.

The Brock Co. have a remarkable stock of black and blue cheviots and serges, comprising 12,000 yards of job stuff. These they secured from the estate of the late Andrew Mellish, of Leeds, for spot cash. They are now offering these goods at less than mill prices—suitable for both men's and women's wear.

The rise in the price of black and blue goods will be seriously felt. The trade will be pleased to hear that The Brock Co. foresaw the rise and stocked at the old prices. They are keeping their goods at the old price.

The firm purpose doing a big business in their Saltaire serges and vicunas. These goods are confined to them for the whole of Ontario. For particulars see their advertisement.

JOHN MACDONALD & CO.

The filling of Spring orders in housefurnishings is almost completed with last week, the largest in our history. Mr. Mitchell, our carpetman, has just returned from his semi-annual European buying trip, and reports that by April 1 a large quantity of special stock lots will be in our warehouse. Among these may be mentioned 500 pieces of 8-4 linoleum, from the cheapest up to inlaids; 1,000 pairs of Swiss curtains that will sell as cheaply as a medium-priced Nottingham; 400 pieces of tapestry carpet, in medium and best quality; a clearing line of Madras muslins, for draperies in creams and colors, and a quantity of spot muslins for curtains.

The demand this Spring in rugs and squares has been unprecedented and orders difficult to fill, but our new shipments enable us to supply all demands. Already some repeat orders have come in. The stock of linoleums and oilcloths is particularly large, a large variety of 2 and 4-yard linoleum being in great demand.

John Macdonald & Co. announce that they have taken up this brand for the season. There is a guarantee held forth that if ever a garment can be shown to have shrunk from washing, it will be replaced. An extensive range of samples have been placed on the road. The goods will be found much cheaper than any other absolutely unshrinkable goods on the market. Advertising matter will be supplied with all orders placed with The Macdonald Co. The trade are urged not to fail to see these lines before placing their orders for unshrinkable goods. The "Britannia" will be the trade winner this season.

Among the job lines being shown just now by this house might be mentioned a line of ¾ all-wool Canadian tweed at 25c., lines of 6-4 all-wool tweed suitings at 50c., ¾ fancy-worsted trouserings at 50c. and 6-4 mixture worsteds at $1.50.

In goods for ladies' wear they are showing a large range of ladies' fustian suitings, in plain broadcloths and hopsack tweeds, in blues and black. They also have a large range of all-wool homespuns, in all the leading colors, and an extensive stock of genuine Irish costume tweeds. Their various qualities in black and blue venetians and vicunas are complete.

In men's wear their stock of Scotch-tweed suitings is choice and up-to-date. They show an extensive variety of fancy worsted suitings, both Canadian and imported, and all the latest designs in fancy worsted trouserings. Their stock of rainproof coatings, suitable for Spring overcoats, is most comprehensive. The celebrated Belwarp serges, for coatings and trouserings, are now complete in all numbers. In connection with the Belwarp goods, it is known that imitations are in the market. Retailers are urged to be careful to see that every yard of these goods is stamped with the registered trade mark, the lion and the bell.

The stock of Belwarp linings carried by The Macdonald Co., both in black and colored, is now complete. They also show a large assortment of fancy sleeve linings, pocketings and every kind of trimming suitable for a first-class merchant tailoring business.

Attention is directed to a line of twilled draperies now in stock. This is the last lot that can be bought at the old price, for the value has gone up. These goods have beautiful, bright patterns and are in every way saleable. The Macdonald Company's American silkolenes will sell for 12½c., and they have a full range of cretonnes, which will sell at 10c.

This firm are very busy completing their orders for Crum's prints. They hope to have an entire new range out by the end of the month.

A line of 31 to 35 in. striped flannelette is now in stock, which was bought job. Samples and quotations will be sent on request.

The muslin season is now opening up and The Macdonald Co. have a fine assortment of muslins for the Spring trade. These are now in the warehouse and are selling rapidly.

Repeat orders for table napkins have just been opened up, and the new shipments show specially good value in ⅝ and ¾.

They also have another shipment of special tick. They have been carrying these goods for two seasons with marked success, and will be pleased to send samples and quotations.

A full range of 36x40-in. butcher linens is now in stock.

Report that lighter-weight goods are coming strongly to the front now in both plain and fancy lines, such as plain and flaked voiles, checked and striped voiles, canvas cloths, in light and medium weight. Crepe-de-chine is also a good seller. Zibelines are going well for the early Spring trade.

Cream, in all classes of goods, occupies a very strong position in the trade. Cream lustres and serges are very scarce goods and are in great demand.

Serges in black and navy are always good property. In silks, taffetas occupy the leading place, both in black and colors. There is a very strong demand for black silks this season, and John Macdonald & Co. wish to draw attention to their stock of black silks in taffetas, peau-de-soie, grosgrains, louisines, bengalines and satins. Satins, though not usually a Spring fabric, are in greater demand than usual this season.

In white goods this firm make a strong showing in muslins, batiste, organdies, Indian linens and striped muslins. Also a special line of striped dimities in black, and white and black and white fancy and striped muslins. Piques are likely to be a stronger feature this season than for some time back.

With this company the demand for fine French Valenciennes laces started early and has been well sustained in all widths, in edgings and insertions and also in beadings.

John Macdonald & Co. carry a large and varied stock of ladies' shirt waists in embroidered fronted muslins, both in black on white, and in all white; also lace and embroidery-trimmed muslins and silk-striped zephyr, Madras and linen cloths in all colors. A special line of blouses comes in the popular black and white prints.

This company carry a well-assorted stock of ladies' tailor-made skirts. Specials in these goods are navy and black with novelty stitching in black and white, and a line trimmed with applique.

The Government of Japan offers a subsidy of 500,000 yen for four years for the location of a modern glass plant. A Jap, just returned from America, has undertaken to build a large plant. The present production of Japan is coarse and unsatisfactory.

According to a German journal the German manufacturers of earthenware are contemplating amalgamation, at least as far as the sale of their wares is concerned. During the past year by ruinous competitive prices, they have all been losing money. Some years ago a similar organization was formed, but the agreement was not adhered to and the trust failed.

SAMSTAG & HILDER BROS., NEW YORK.

"Everything to make child life enjoyable" in the toy line is seen at Samstag & Hilder Bros., 557-559 Broadway, New York City.

Many new novelties, of exclusive design, are shown at Samstag & Hilder Bros., 557-559 Broadway, New York City.

"Tell your Canadian buyers, who visit New York, we have some special exclusive lines to offer them, which will pay them to buy," said Mr. Samstag, of Samstag & Hilder Bros., 557-559 Broadway, New York City.

Merchants like to buy exclusive goods—something new and novel that their competitors are not offering and their trade want; such lines are profitable. Samstag & Hilder Bros., 557-559 Broadway, New York City, are the head quarters for just that class of saleable goods.

HAVE APPOINTED A TRAVELLER.

As The Alaska Feather and Down Co. were obliged to appoint a new representative for Manitoba, British Columbia and the Northwest Territories, owing to the death of J. M. Macdonald, of Winnipeg, their representative for about nine years, they have appointed a traveller who will work direct from their office instead of a commission agent, as formerly, as they believe the interests of their customers will be better cared for in this manner. A. W. Johnson is the name of the fortunate applicant, and "The Dry Goods Review" wishes him all success in his new position.

VEILINGS CHOSEN BY ACTRESSES.

There is one wholesale house in Toronto that usually knows when a lady celebrity comes to town, as she usually pays a visit there. This is The Canada Veiling Company. Two of the more recent visitors were Mrs. Patrick Campbell and Mrs. Langtry, who both bought largely of the veilings shown. "The Review" representative saw the veilings they both bought. Mrs. Patrick greatly admired the veilings shown, expressing the opinion that they were the best selected and in the best taste of any she had seen out of Paris. Veilings, particularly, appeal to her, as she has that style of beauty and willowey grace that can wear the draped veil to best advantage. The veils she wears are 3¾-yards long, and she has a fashion of her own in arranging them, with one end floating behind and the other draped on the shoulder and fastened with an emerald or a jewelled broach. Mrs. Patrick's choice was in the quieter styles, but it was the fireworks Mrs. Langtry asked for.

The lace and veiling section are well looked after in Toronto, for, besides the large local firms, the novelty end is catered to by The Canadian Veiling Company and The F. C. Daniels Company, of Wellington street west. The Daniels Company, while carrying a large and up-to-date stock of laces and veilings, pay much attention to ladies' neckwear, which they manufacture.

FRENCH ORGANDIE MUSLINS.

Among the lines in Brophy, Cains & Company's dress department, which are moving rapidly for Spring and Summer trade are the ranges 342, 344 and 346, the three numbers representing fine printed French organdie muslins, which they have just passed into stock. R348, a line of fine printed challies, and R349, a line of satin-striped wool de laine, are also being picked up quickly. These five lines are French goods, made and printed by the best people in the business, and should certainly be a great attraction for any retail dress goods department.

THE GREENSHIELDS, LIMITED.

A large demand is expected for lace gloves during the coming season, and the trade should look after their assortments now. The Greenshields, Limited have prepared for this with a very handsome assortment, as well as lisle, taffeta and silk gloves, dome fasteners, which will be found among the best values of the season.

The Greenshields, Limited, Montreal, are placing in stock some special jobs in white and colored lawn handkerchiefs. The nature of these jobs prevents their being sampled to the travellers, but the trade will be perfectly safe in ordering sample packages. They are sure to bring repeats, as the values are extraordinary.

The Greenshields, Limited, Montreal, are showing some specials in cotton hosiery which the trade should know of. Plain and ribbed goods are included. No. D special, a plain, seamless hose, to retail at 10c. and special A1, to retail at 25c., are values ahead of everything else. Special HA21 is a ribbed black cotton hose, heavy reinforced knees, to retail at 25c., a line unsurpassed by any in the trade. Sample dozens should be ordered. Cashmere hose, in plain and ribbed, is in great variety, comprising blacks, tans, reds and lace effects, all bought before any advance in price. The leading numbers are No. 130, to retail at 25c.; No. 138, to retail at 35c. and No. 125, to retail at 50c.

The Greenshields, Limited, Montreal, are now placing in stock repeats of embroideries. This has been their largest season in this class of goods, owing, no doubt, to the good values shown. Intending purchasers should not fail to see these samples before ordering elsewhere. The range includes lawns, nainsooks and muslins, edgings and insertions, in white, pans and the latest color combinations. These novelties are being quickly picked up. The firm has found it very hard this season to fill orders for laces, their trade having been beyond all expectations. The consequence was that goods had to be repeated and delays in filling orders ensued. They have reason to be pleased with the result of their ribbon trade. This department is new and is receiving special attention, and everything in fancy or plain goods can be had.

The Greenshields, Limited, Montreal, have on view a complete range of ladies' and misses' Spring and Summer vests and drawers, in cotton, lisle thread, wool, silk and wool, and all silk. Almost any priced goods can be shown in these, and as the assortment is kept up through the season they can be supplied at all times.

The Greenshields, Limited, Montreal, are just putting into stock a beautiful range of silk scarves. These are finished with hemstitched ends, drawn effects, and fringed, and are selling remarkably well. The range of fancy collars, in lace and embroideries, is a handsome one and comprises the latest novelties. Prices range from 65c. per doz. to $60 per doz. Samples of most of these are now in their travellers hands, and should be seen by the trade, as they are wanted and sell rapidly.

TRIPLING THEIR FLOOR SPACE.

The American Silk Waist Co. state that they are forced to extend their capacity. They will, therefore, after May 1 be found with their same liberal system and novel expanding ideas at 30 St. George street, Montreal (the entire building) which has just been vacated by The Hudson Bay Knitting Co., and which will give them over three times the area which they now occupy. They give as the cause of their moving, the high class of goods they have been putting on the market at the right prices, orders for which pourred in continually, until larger quarters had to be secured to supply the demand.

BROPHY, CAINS & CO., MONTREAL.

Our new French organdies in fancy printings are very attractive and all put up in short ends, so that the largest possible variety can be had for the smallest possible amount. You know how the customer objects when there are several dress lengths of the same design. We can help you.

In sending us repeat letter orders kindly give both the range and pattern numbers as well as the prices. It saves time and worry and enables us to send you promptly what is required.

We wish to emphasize the fact that bright mohairs, lustres, Sicilians and paradigns are very correct goods this season. We have sent as many as three repeat orders for some lines, and even at that cannot fill all the orders, and from present indications they will be more than ever in demand as the season advances.

It is gratifying to know that our "Dress Goods" for the Spring trade have been so thoroughly appreciated and not without honest merit. We have never shown as large a variety of novelties at popular selling prices. We are giving this department more than ordinary attention and we want our customers to feel that the best is none too good, and that is what we are reaching after. We want your assistance.

Do not hesitate to write for samples of voiles in all the light coming shades, as we carry them in stock.

Printed French de laines organdies and very attractive goods are now in stock.

Silk stripe French wool challies, in a large variety of designs and patterns. Samples on application.

MADE IN CANADA.

A large Western buyer, who has formerly placed his entire bedquilt business in the American and European markets, informs "The Review" that he has this year placed his entire order with The Alaska Feather and Down Company, of Montreal, as the extensive variety and values offered by this company are superior to anything he has ever met with in previous years.

NEW PREMISES.

On and after May 1 The American Silk Waist Co. will be found at 30 St. George street, Montreal, where they will occupy the entire building. Buyers, patrons and the general trade are requested to kindly note the change.

WYLD-DARLING CO., LIMITED, TORONTO.

The Wyld-Darling Co., Limited, Toronto, are showing the latest novelties in veilings, including gauze, chiffon, fishnet and Brussels net, plain or with chenille spots in black, white, magpie, navy and brown.

They also offer novelties in applique dress trimmings, black or white, to retail from 15 to 75c. per yard. Mercerized braids, Persian galloons and muslin top collarettes are being sold in large quantities. They may be had in single or two-piece style, and sell from 10 to 25c. each.

Valenciennes laces are much in demand. They carry a large selection to pick from. The trade for wide ribbons increases daily. They are now in a position to ship immediately orders for No. 925 taffetta "Royal" liberty and W50 moire ribbons, in all the popular shades. They have a full range of linen or satin back velvet ribbons, which are selling as freely as ever. Ladies' belts are shown in the new postillion style, to retail from 35 to 75c. each. Cheaper goods are to be had in patent leather, to sell at 15 and 25c. Wrist bags are all the rage. Wyld-Darling Co. offer extra value, to retail from 50c. to $1.50 each.

Their ladies' hosiery department is now showing Spring importations, plain and fancy, silk embroidered, lisle lace, polka dots and maco and natural wool split soles, all to sell at popular prices. Special values in ribbed cotton and cashmere hose for children's school wear.

In their staple department The Wyld-Darling Co. are opening daily repeats of English prints. Among them might be noted twilled turkey red prints, which they have in a good variety of patterns, indigo and white goods, indigo and gold goods, grey prints and some special blouse stripes. Their stock of D. W. prints is now complete in all colors, including navies, grenades, black and whites and light fancies.

They show a good range of art muslins, in handsome designs, to retail from 6 to 20c. In dress ginghams they are just passing into stock a new range of imported Scotch zephyrs. They have all sizes in stock and a large variety of patterns. These goods retail at 12½c. in stripes, checks and plain colors. They also draw attention to three or four special numbers in white cotton. These are lines confined to themselves, and can be retailed at popular prices. In grey cottons, they have still quite a few webs on hand of old stock, which they are offering at close prices.

The Wyld-Darling Co. make it a point to keep a well-assorted stock of plain shakers, in all colors, to retail from 5 to 15c. They have also about five lines of cretonnes in crepes, twills and duplex, which they claim are excellent value. One of these is a heavy job line to retail for 12½c.

For blouses and such wear, dress linens are the principal novelties for this time of year. The Wyld-Darling Co. also show linen and silk voiles, in self-colors and self-stripes, that are handsome goods and take well. For suits, they show knicker cloths and linenette etamines. These goods are selling freely.

In this department The Wyld-Darling Co. have an extensive range of bleached and unbleached table linens, damask cloths, tea and dinner napkins, towels and towelling. The prices at which these goods are offered to-day are fully 12½ per cent. below market values.

Since the beginning of the year linen yarns have advanced fully 15 per cent., and retail merchants would study their own interests by buying all their linen now, both for present and future deliveries, as prices will certainly be higher.

The Wyld-Darling Co. are showing special values in curtains in all popular prices and designs. In Nottingham goods they are especially strong, having a large variety of all new patterns which are selling rapidly. In frilled curtains they show an excellent range, to retail from $1.25 up in coin spots, stripes, plains and floral designs. Swiss and duplex curtains are other lines that can be seen in great variety at their warehouse.

The Wyld-Darling Co. report a shipment of the new blousing material—cotton mattings. These goods promise to be the popular cloth for Spring wear. This company have secured a large range, among which are cream with colored hairline stripe and an all-cream coarse weave that are favorites with the trade.

In fine black goods this company have many novelties. Their crepolines, voiles, grenadines, wool mattings, etc., are in a large variety of styles. They make special mention of their mistral voile, plain and satin shape voile and striped grenadine, to retail for 75c.

Wyld-Darling & Co. have all their popular prices in Victoria lawns in stock again. Two lines, "Special No. 1" and "104," to retail at 10c., are big sellers with them.

They have a full assortment of tucked lawns, Indian linens, organdies, etc., in all prices.

Blouses, skirts and wrappers is another line that The Wyld-Darling Co. are showing in many styles. In blouses, especially, they have all prices in colors, blacks and whites. They make special mention of a black sateen blouse, to retail for $1, tucked and trimmed with applique, that is a good seller.

HANDSOME NEW PREMISES.

The German Artistic Weaving Co., are now settled in their new home 683 to 685 Broadway, which is one of the most central locations in New York for buyers of their goods. The offices and warerooms are large and spacious, and are well lighted The reception room and private offices are handsomely furnished, all the wood work being finished in a dark, rich, emerald green. The private offices of the head of the firm, are furnished with excellent taste. Taken altogether the offices of this company are among the best in the metropolis. This firm is compelled to double their factory capacity; so popular are their goods that the increased space will be taxed to the utmost to supply the demand. Our friends can always rely on generous treatment from this company whose goods are unsurpassed for quality.

ZEAL FOR CANADIAN PRODUCTS

By a United States Citizen, but now a resident of this Country.

NOT in the sense that we should exclude people from other countries from coming here, on the contrary, we think they should be invited and urged to come and bring their money with them, for the reason that Canada is a good place to live in, and Canadian enterprises are safe to invest in.

The term "Canadian productions for Canadians" would, perhaps, fit the case better, and in this connection it would not be out of place to say a few words.

It is a too common error of both the business men and the people generally in this fair land of ours, if not to belittle the products of our own manufacture, to at least praise up importations from other countries, speaking in such high terms as to give a newcomer or stranger the impression that it is for other countries to lead and for Canada to follow; and that even in doing the following Canada is many years behind in the production of novelties and things generally that are desirable and convenient for the use of our citizens. Especially does this apply to our neighbor "on the other side," as we say when speaking about the domain of the indomitable Yankee.

A short time ago the writer wanted an article in the furniture line. Went into one of the big scores in Toronto and was shown the stock, but the article having the particular feature wanted was not there. The clerk said that kind was not made in Canada, that he had never seen one, etc. I remarked that it was in general use on the other side and carried in stock by dealers in his line. By way of explanation he said that the manufacturers of this country were not up-to-date, and that there was not demand enough for such goods to warrant the making of them. "Besides," he said, "we don't have skilled labor here. All the young men who have ingenuity and can do that class of work go to the other side, because they can get better wages, etc."

In another store I was shown some goods, and the first thing the clerk said was, "These are from the other side." I inquired if he thought them any better for that, and he replied:

"No, but when you want anything novel you have to go over there to get it."

One more instance was that of an old-established hardware dealer in a small town in Ontario. When speaking of foreign-made articles in comparison with our own, he said: "I don't care; it is just so, and I tell them so to their faces. When the manufacturers in this country make their goods as tasty and saleable as they do in the United States, we can sell them, but they don't do it."

Now, such talk is all wrong, even if it were true, but it is not. It is a pretty good rule to not say anything bad about a man, even though his characteristics are such that you cannot say anything good of him. And the same rule can be made to apply when speaking of our country and its productions. It is well enough to adopt the methods of others when by doing so there is no conflict or infringement of rights; but it is neither good policy nor horse sense to be always lauding and magnifying what others are doing and speaking disparagingly of our own. Right here in our own country we have every facility for doing all that can be done anywhere in the world to make our people comfortable and happy; and love of country should prompt a man to say the best he can about the land of his birth or adoption. If he feels like expressing himself otherwise, he would better say nothing, leaving those with whom he converses to find out by their own experience as to what the facts are. Ten to one, if they come from a people who are truly loyal and bring their loyalty with them, you will not find them complaining, but hustling to bring about a better condition of things if need be.

Patriotism is what is most needed, and as we believe that there is an all-wise and over-ruling Providence, so let us believe that this fair land of ours is "God's country," and that we are here for no other purpose than to improve both the country and the conditions of our people. This can in a measure be accomplished by always speaking as if we thought and felt that our country, her people and her institutions are the best on earth

ONE WHO OBSERVES

Leather Goods . . .

Our line of LADIES' and MEN'S BELTS is as complete as anything ever shown in Canada. Don't fail to see them.

We are showing this season a full line of Purses, Card Cases, Wallets, Music Cases, Chatelaine and Wrist Bags, and Staple Leather Goods.

You will find our product distinguished by a character and finish that pleases.

Our prices are right and we will appreciate your patronage.

WESTERN LEATHER GOODS CO.

82 Adelaide St. East, - TORONTO.

OUR TRAVELLERS WILL CALL ON YOU.

WANTED—Position as manager or head clerk in dry goods or general store; good accountant and financier; thoroughly experienced; highest references. Address, Box 4, DRY GOODS REVIEW. (3)



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Rapid and Ornamental Lettering for Signs, Show Cards, Price Tickets, etc. A new field for Clerks, Merchants, Window Trimmers and others to increase their earning capacity. My book of instruction at $1 00 tells all, and is illustrated with 34 Signwriters' model Alphabets and Figures. It will teach you the art during leisure hours **AT HOME** Reliable. Students everywhere, Write to-day. Address.

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WANTED—By a steady young man with seven years' experience in large general store in Eastern Ontario town of four thousand, position as traveller. Best references, will be open for engagement about April 1. Box 2, THE DRY GOODS REVIEW. (3)

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GREENSHIELDS LIMITED

Montreal

GREENSHIELDS & CO., Limited, VANCOUVER

Summer Goods

IN ENDLESS VARIETY.

Lawns, Dimities, Muslins, Laces, Embroideries.

In our other Departments also we have

SPECIAL LINES for you, and they are

Worth Considering.

The usual number of

SNAPS IN STAPLES.

Can you afford to be without them?



"Arrived."

Yes Sir,

"PINTO SHELL CORDOVAN" has "arrived" and not one straggling competition in sight to raise a dust.

And this is where "PINTO SHELL" gets off at:

The best Mitt and Glove leather tanned in any country, by any process, from any hide that ever wore hair.

From the shell of the hide of the Western Bronco, nature's own "tough boy."

Tanned without oil, without mineral, non-conductor for cold, repels water, is boil, scorch and as near wear proof as leather can be made, never gets stiff on hand, always sightly and salable.

The best Mitt and Glove value we have ever offered and that says a lot too.

Hudson Bay Knitting Co.,

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LIMITED

MANCHESTER, ENG.

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Makers of the Celebrated Dacca Calicoes and Sheetings

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Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves



Ladies' and Misses' Garments
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BRITISH-MAKE

FOR

LADIES, GENTS, MISSES AND BOYS

"Premier" Waterproofs are guaranteed not to harden, and to be thoroughly waterproof. Showerproofs are suitable for Spring and Fall wear.

(Guaranteed)

"PREMIER" WATERPROOFS and SHOWERPROOFS

STANDARD OF THE WORLD.

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The Trade Supplied Through Wholesale Houses Throughout Canada.

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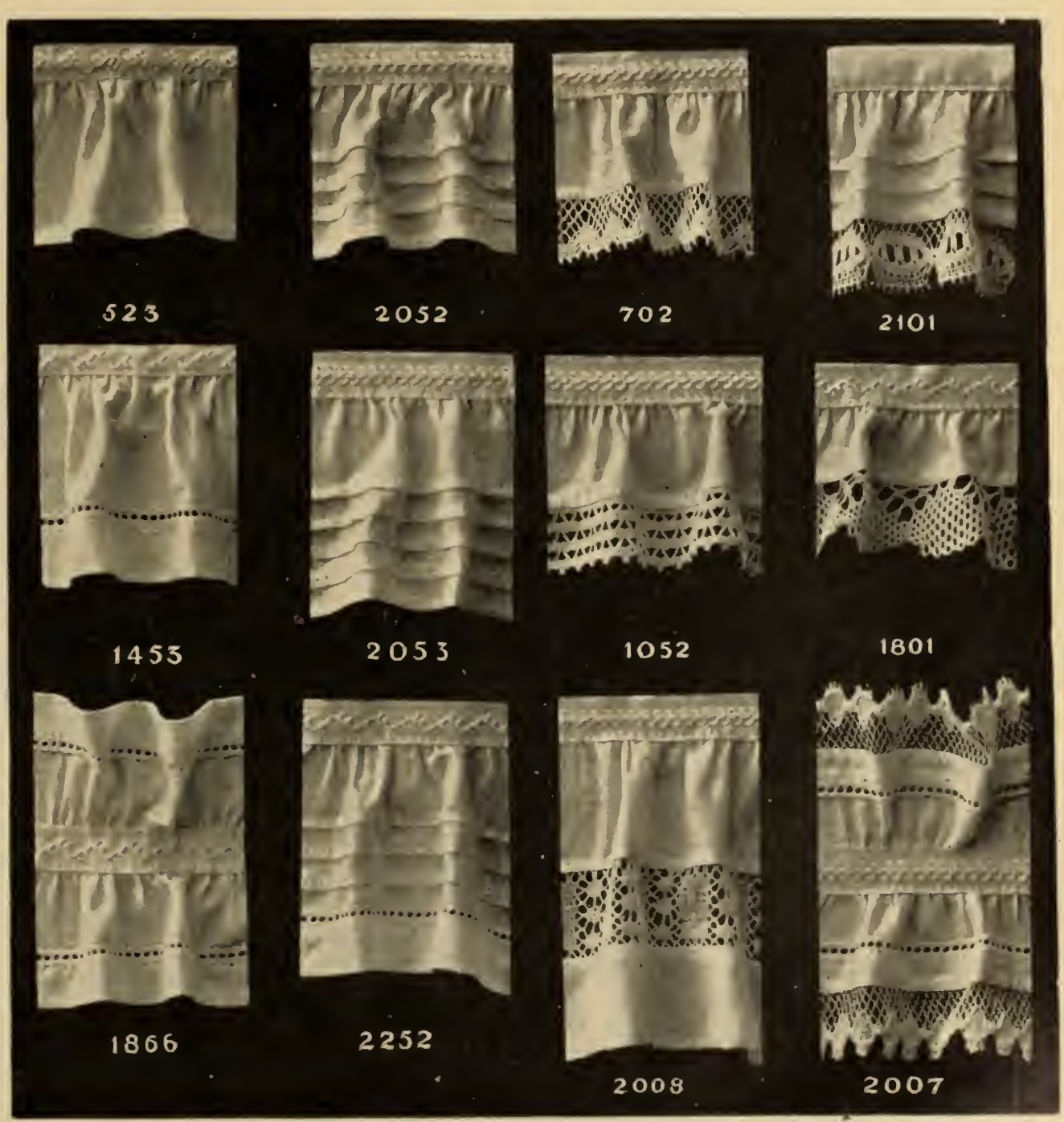
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For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET."
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THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.



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All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering

Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

New Qualities: BEEHIVE Cocoon and Eider Wools.

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NORTH BRITISH BOOT LACE CO'S.

FRANK & BRYCE, Limited

Toronto MONTREAL Quebec

"The Lace Warehouse of Canada."

OUR first shipments of Spring orders are drawing to a conclusion, and shipments of balances will soon have our attention. Our buyers are already in the European and American markets **seeking Novelties** for the **assorting season's** trade, and our travellers will soon be with you again and show you the **right stuff at the right time.**

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DRESS & WAIST BELTS

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WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

SUPPLIED AT SHORT NOTICE.
Artistic Designs Furnished.
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FOR FURS

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Factories: Crefeld, Germany, and Pompton Lakes, N.J.
683 & 685 BROADWAY. NEW YORK.
Canadian Office: TORONTO, 14 Melinda St.

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Competition Compels Keen Buyers to secure extraordinary values to retail at the most popular prices.

The following may be of interest to such buyers:

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NAZARETH WAISTS—White or Unbleached.
DAZZLER—Plain Balbriggan Underwear.
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ELECTRIC—Hermsdorf Black Cotton Hose.
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D 142—Men's Striped Lisle Socks.
RR 10—Men's Lace Ankle Socks.
BROCKNIT—Men's Black Cashmere Socks,
MEN'S Bathing Drawers.
"DURABLE"—Police and Firemen's Braces.
111—Women's Plain Black Cashmere Hose.
C 17 } Ladies' American Novelty Belts.
C 18 }
VN 12—Men's Net Undershirts.
F 192—Men's Flannelette Shirts.
C 51-C 52—White Cambric Corset Covers.
C 37-C 38—White Cambric Drawers.
SPECIAL—Taffetta Gloves, in Black, White, Cream, Tans, and Greys.
C—Men's Knot Ties.
A—Men's Derby Ties.
CC 1—Men's Polka Dot ½ Hose.

To Retail at 50 cts.

A 1—Men's Plain Black Cashmere Socks.
A 6—Men's Black Cashmere Socks, Embroidered Polka Dots.
260. AE—Women's Ribbed Black Cashmere Hose.
555—Plain Black Cashmere Hose.
333—Plain Black Cashmere Hose, Ribbed Tops.
BB BLACK, TT TAN, WW WHITE, CC CREAM, GG GREY } Pure Silk Gloves.
L 2-L 3—Colored Shirt Waists.
P 1—White Shirt Waists with H.S. Cuffs and Collars.
C 58-C 60—White Cambric Corset Covers.
C 44—White Cambric Drawers.
C 24—White Cambric Nightgowns.
C 1—Ladies' Umbrellas.
C 17—Men's Umbrellas.
SYLVANIA—Men's Regatta Shirts.
1125—Men's Blue Denim Bib Overalls.
1225—Boys' Blue Denim Bib Overalls.
BALMY—Men's Bathing Suits.
F 136—Men's Flannelette Nightshirts.
F 185—Men's White Cotton Nightshirts.
FRENCH—Men's Plain Balbriggan Underwear.
"WOOL"—Boys' Sweaters, in all Colors.
WSD—Men's Striped Chambray Shirts.
F 229—Men's Checked Oxford Shirts.
F 226—Men's Flannelette Shirts.

Take note of the above lines and inspect them in the Warehouse or with our Travellers.

THE CANADIAN DRY GOODS REVIEW

VOL. XIII. MONTREAL AND TORONTO, APRIL, 1903. NO. 4.

COMMENT ON CURRENT TOPICS

THE MORNING POST, of London, England, says that political morality is almost non existent in Canada. What has for some time been gradually dawning on many right-thinking men in this country, is evidently beginning to attract the attention of newspapers in Great Britain. It may, perhaps, touch our pride to have these unpleasant things proclaimed by the British press, but it is better to confess that we are far from being what we ought to be politically, than to shelter ourselves behind the Pharisaical plea that we are not as bad in this respect as other men- and especially as those American politicians, at whom we sometimes look askance. But public opinion is waking up. When it is wide awake we may expect the day of reckoning to be near at hand.

• • •

There are people in this country as well as in Great Britain who have not approved of all that the Right Honorable Joseph Chamberlain has done during the last three years in regard to South Africa. But even his strongest opponents can scarcely fail to approve of his decision to visit that part of the British domain and investigate for himself the condition of affairs as they are to-day. The "wounds of the war" are deep, and are still a long way from being healed, and the Colonial Office will be in a better position to intellectually prescribe for the patient, now that its head has personally diagnosed the case. If there is one quality that Mr. Chamberlain possesses in a greater degree than any other, it is the quality of business. It was this that led him to South Africa; and it is to be hoped it will not forsake him and his colleagues in the delicate task of reconstruction to which they have with much zeal set themselves.

• • •

Lord Avebury said in London a few days ago that he was proud of the colonies. Canada, as one of the colonies, thanks him, but was he not rather damning with faint praise, when in almost the next breath he declared that "at present the colonies are a burden to the Mother land?" Some of the colonies no doubt are, but the charge does not apply to all; and certainly not to Canada and Australia, which are the premier "dominions beyond the seas."

Canada is to-day a part of the British Empire, not because of any great efforts that the British statesmen and British Governments in years gone by have put forth either to help her in her adversity or to retain her affections in times of prosperity. When our territory was invaded by armed forces it was the militia that repulsed the invaders. When the boundaries of the country have been in dispute and when treaties have been under consideration the representatives of the British Government have not by any means always been zealous for the interests of Canada. The late Sir John A. Macdonald has left on record in no ambiguous language his experience with the British Commissioners at Washington. Even such Imperialists as Lord Beaconsfield considered Canada a millstone about the neck of the Empire. And Gladstone, we know, was once prepared to barter Canada away to the United States.

• • •

But "a better day is coming"; in fact, its dawn is already here. The coldness and indifference of the past is vanishing. The Mother Country is recognizing that in reducing the tariff on her products, and in sending our sons to South Africa, we are lending her substantial aid. It is only when memory lapses that some of her statesmen charge us with being burdens.

• • •

If American people and American capital keep flocking into Canada in the years to come at the same rate as at present, how long will it be before the northern, and not the southern, half of the continent, is the predominating power?

• • •

Real estate speculators in certain parts of the United States who are alarmed at the emigration to the Canadian Northwest, are issuing pamphlets with a view to stopping the trek Northwards. The inducements offered by the Canadian Great West are too great to be appreciably influenced by the pamphlets of disappointed speculators.

• • •

Germany aspires to the over lordship of the Latin American States. German citizens have for a long time been gradually working their way into the commercial life of

those States, and particularly in Brazil. As the Monroe doctrine has had some 80 years start in the role of national godfather to the Latin-American countries, Germany is treading on dangerous ground when it attempts to assume the role now filled by Uncle Sam.

* * *

School authorities in New York are greatly perturbed over the fact that their public schools are so crowded that 36,000 pupils are on part tuition. It is to be feared that while New York has been looking after its commercial interests it has overlooked the educational requirements of its juvenile population and the welfare of those who are to be the men and women of to-morrow.

* * *

In Manitoba last year, 168 joint-stock companies filed reports in the Provincial Secretary's Department, against 111 in 1901. Of foreign corporations there were 75 against 57. Manitoba will eventually become a great manufacturing and commercial centre, as well as a great wheat-growbe the "Chicago of Canada" are not likely to prove false prophets.

* * *

It is a good thing to have an encyclopedia in your library, but you require something more than an encyclopedia in your head; you require the power to think.

* * *

It is declared the Ottawa Government bought Two Mountains during the recent election in that constituency. If it did, it evidently did not put its money in a hole.

* * *

Although the Liberal party in Ontario holds the record under the British flag for continuous tenure of office, His Majesty's Royal Opposition can boast (if it so desires) of holding the record of continuous occupancy of the Opposition benches. There may not be much consolation in this, but a record is better than nothing.

* * *

The grain crops in Canada have been so healthy the last couple of years that they have been sufficiently potent to lift heavy mortgages off many farms.

* * *

Two or three of the municipalities in Ontario appear determined to hammer away at The Bell Telephone Company. They evidently like the ding-dong sound.

* * *

The Dominion Government has decided that Mr. Devlin, the new member for Galway, in the British House of Commons, can no longer remain in the service of the Immigration Department. While Mr. Devlin may be the man for Galway it is evident he is not the man for Canada.

* * *

Mr. Gamey, the member for Manitoulin, who has created such a furore in the Ontario Legislature, pronounced his name "Gammy," but there are many people who still aver that he is gamey.

Should the prohibitionists succeed in abolishing the liquor bar in Ontario we shall still have the legal bar to deprive us of our cash. As long as we have a lawyer with us we shall not be deprived of a bar.

* * *

Hon. J. I. Tarte says that he has been offered a seat in the British House of Commons. Some effectual means must be employed to stop this enticing of Canadians into the British House of Commons. Certain of them it is perhaps just as well to have parted with, but Tarte, who, in the words of the poet, "is so bright and smart," we will under no circumstances surrender to satisfy the greed of a hungry British constituency. If Canadians in the British House of Commons keep multiplying in the future as they have in the past they ought soon to hold the balance of power at Westminster. And possibly they might in time be sufficiently strong to even form a Government.

* * *

In making a raid on cotton in New York the other day, the bears were possibly bent on providing themselves with garments for Summer wear.

* * *

An honest politician should no more fear investigation of his career and actions than a saint the machinations of the devil.

* * *

The Turk may be unspeakable, but he is certainly at present causing a great deal of commotion in the Balkan States.

* * *

The Right Hon. Joseph Chamberlain has returned from his mission of conciliation to South Africa, and it is said that about one of the first things that he will do will be to try and pull his party together again. His party has become greatly disorganized during his absence, for although he is not the Premier, he is easily the strongest man in the Cabinet. His task of pulling the party together again, however, is likely to tax his energies and put his abilities to the test, for what has become known as the Fourth Party in the House, led by Winston Churchill, son of the famous Lord Randolph, seems as much bent on earning notoriety for itself as making the position of the Government unpleasant.

* * *

Having lost its suit against The Gas Company the city of Toronto now proposes to buy out that company. If the city does not manage the gas works any better than it did its case against the company it will be dear, and not cheap, gas that the citizens will get with public ownership.

* * *

Whitaker Wright goes back to England in order that the courts may decide whether he is (w)right or wrong.

* * *

Incorporated companies whose stocks are liberally diluted with water will probably roll heavily when struck by financial storms.

HINTS FOR SEASONABLE WINDOW DISPLAYS

By W. R. McCOLL.

ONE of the cheapest advertisements that a dealer can indulge in is a well dressed show window. Few things are more beautiful or attractive; and how is it possible to show the people the things one has to sell, the prices they are sold at, the quick changes in style, the novelties that are always appearing in every line, and to create a desire for the possession of these things, so quickly or satisfactorily as by the timely and tasty window trim?

When you buy advertising you pay for circulation. The larger the circulation, the larger the price per column. Did you ever stop to think how many possible customers pass a store every day, and glance at the window? That just means circulation, and if the windows are distinctive, individualized, different from the "other fellow," you will undoubtedly reap telling results, simply because a well dressed window is a silent salesman working long hours, and putting in overtime.

But like a newspaper advertisement, it should not only work overtime, but labor night and day. Light the windows every night. Light them from the top front and throw the light back and down upon the goods. Distribute the light well, and have a little more of it than is perhaps necessary; make the windows the brightest and best in town. Light draws moths; it draws people too.

Hundreds of buyers who cannot get out during the day stroll out in the evening when they are not limited for time. This is particularly true of domestics, and their trade is a most desirable addition to any merchant's turn over. Besides, many a good sale is made by the reports brought home by the maid who saw such lovely things in So-and so's window.



Illustration No. 1.

One noticeable feature in systematic and continuous window decoration, is the steady demand for certain lines, which it creates after the displays have been removed and others substituted therefor. It is a common occurrence to be asked for that piece of goods, at a certain price, which was shown in the window last week.

When the attention of a customer has been attracted by some feature in the windows, be prepared when they call to

increase the first good impression, by a liberal showing of the article in its department. If the showing is meagre, and the service half-hearted and listless, the first favorable impressions are greatly weakened, and the sale, if made at all, will be more difficult to show.

When advertising "special lines" in the newspapers, it should be the window-dresser's business to have a fine display of the articles for the time the ad. is running. If one whets the appetite for purchase with an ad., and fail to gratify it with a showing in the windows, the average man will take a look, perhaps, and pass by—and the prospective sale is lost; when undoubtedly the sale could have been effected while the interest was excited if the goods had been ticketed and displayed as advertised. There is no excuse for this omission when a man writes his own advertisements, but when the advertising man and the window-dresser are separate there is sometimes a lack of co-operation. Let the windows and the "ad." work together, and they make a team that will move more than the average load.

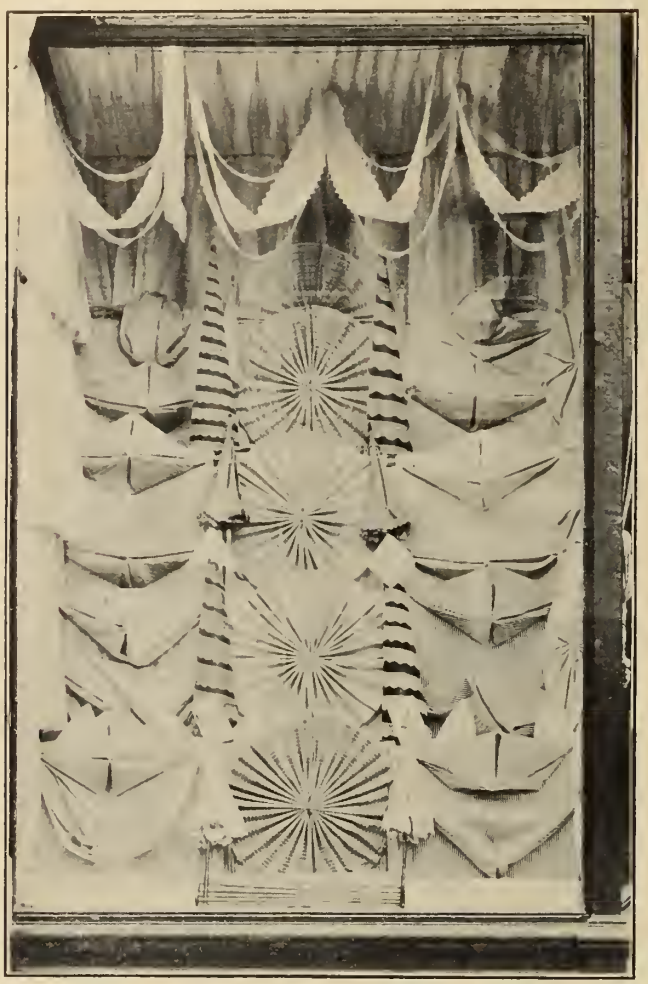


Illustration No. 2.

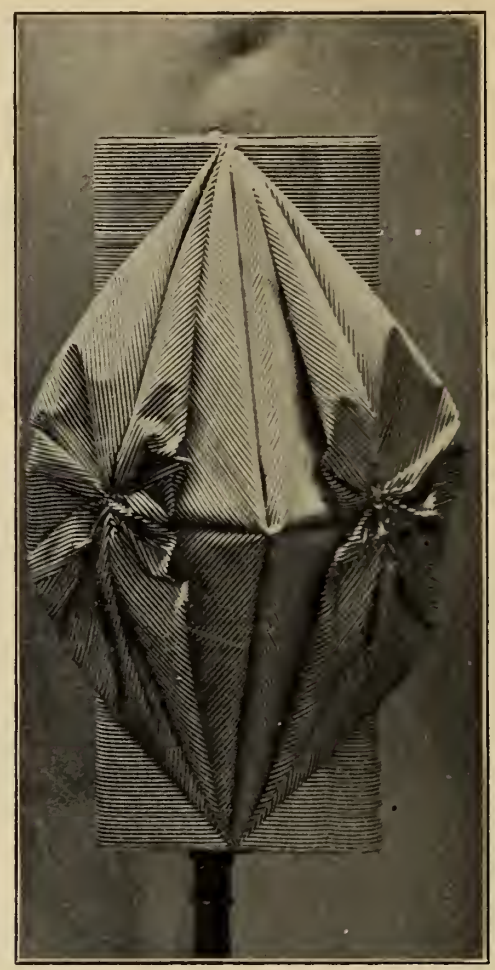


Illustration No. 3.

ILLUSTRATION NO. 1.

Close to the ceiling and twenty-seven inches from the window-back, nail two strips of lumber, one above the other, total width twenty-seven inches, and cover the same with cardinal material. Upon this foundation attach, with strong pins, sets of lace curtains hung diagonally, filling in the vacant corners with unbroken cards of valenciennes laces. From the lower strip tack laths diagonally to window-back from left to right and from right to left, like the leaves of a book. Upon each of these laths drape a lace curtain, using the upper part or overplus for a top puffing, and under or behind each curtain use a background of cardinal material to bring out the patterns distinctly, and attach price-tickets to each. The front row on window floor are banded pairs of lace curtains leaning against and pinned to the flat side of a fifteen inch A stand. Behind the openings in front row, drape cardinal material over thirty inch stands, over which display your finest lace curtain opened out, allowing the lower end of curtain to come forward to the glass, upon which display a papered pair of curtains folded cone-shape. Treat the third row in the same manner as the second with cardinal material beneath, but have the stands alternately forty and forty-eight inches high, and cover all vacant spaces on the white ground of window floor with banded pairs of lace curtains, folding the same to conform to the shape of spaces left vacant.

ILLUSTRATION NO. 2.

Ceiling.—From poles fastened at front and rear of ceiling, stretch embroidered insertion back and forth, keeping the widths close together to form a flat even surface. Drape the ceiling with loops of embroidery as shown in cut. Side wall and window back are hung with over-lapping rows of white lawn shirred full. On window floor, close to the glass, lay robes of print folded into flutings. Make the first step 24 in. high, and for the centre of it make a cart wheel puff of wash goods, made by papering the material and pleating the end as in making a fan; lay eight pleats doubled together and pin at top; make another fan the same way from an opposite fold and place the two fans against each other, forming a wheel; pin these together and keep the flutings true and even by pin-

For Spring Sorting

Underwear and Hosiery

For Men.

We show a full line of

Boys' and Mens' Balbriggan Underwear, in Browns, Stripes, Mesh and Brown-Tipped colors. ***Men's Natural Merino Underwear,*** all sizes to retail at 75c. and $1.00. ***Natural Wool Underwear,*** in both fine and medium weights.

Also a full range of

Domestic Cotton and Merino Half Hose, in Blacks, Greys, Mottled and plain colors. ***German Cotton and Thread Half Hose,*** in Blacks, Black-Wool Feet, and Embroidered Fronts.
English Cashmere Half Hose, Plain and Ribbed, ***ask for 560,*** to retail at 25c.

In Ladies' Goods.

We carry a complete stock of

Misses' and Womens' Brown and Bleached Cotton Vests, in Sleeveless, half and long Sleeves.

Mercerised and Silk lines with Exclusive Trimmings.

Ask for the new sleeveless lines with gusset. Also ***Flat Brown and Bleached Balbriggan Vests,*** in half and long sleeves, both plain and fancy trimmed.

We have an extra large assortment of

German Cotton and Lisle Hose, in Plain, Blacks and Colors, Lace Stripes, Embroidered Fronts, Wool Soles, etc. And ***English Cashmere Hose,*** all numbers again in stock.

We strongly advise our friends to buy heavily of Cashmere Hose before prices advance.

Brophy, Cains & Co.

Montreal

ning each pleat to the front of the web and hang over the step. On either sides of wheel designs make papered puffs of various designs (only five of which are shown in cut). Each step rises 24 in., upon which are placed alternate rows of parasols and cambric covered cones wound with torchon laces, and tipped with lace handkerchiefs filling in the intervening spaces between wash goods. The top central row shows a wheel design with fan top which is made in the same manner as the others, the fan being supported from behind.

ILLUSTRATION No. 3—WASH GOODS PUFF.

Open a web of print flat upon the counter, right side up, leave the first fold soft, paper the second fold, leave third fold soft, turn the two corners of top fold to the centre of the web to find exactly the size of puff required; mark each selvedge with a pencil where the angle thus formed strikes it, and pin securely. Take a board thirteen inches



Illustration No. 4.

wide and as long as the print is wide, fold the web of print backwards around the board, leaving out only the three first folds, tack the selvedges with a piece of twine over the end of the board like a new web of print, being careful to tack at the point where the pins are inserted. Turn one soft fold to the right, the other to the left, and puff the central paper fold as shown in cut. With twine passed through the soft fold, draw together, shirr full and tie. It is an improvement to finish with a large fancy button to cover the knot.

ILLUSTRATION NO. 4, A LINEN SHOW.

Ceiling.—From the centre of ceiling, suspended by the end a 4½ ft. curtain pole. From the lower end of pole run tapes to each corner of window ceiling, also from side to side and front to rear. Run similar lines in the same directions from the top end of pole close to the ceiling. With linen torchon lace, trim the eight upper lines in graduated loops, touching the lower standing lines. Trim the slanting lower tapes with handkerchiefs and attach to lower end of pole a cardboard cone covered with cardinal cambric and coiled spirally with torchon lace. Side walls and window back are hung with two tiers of lace curtains over-lapping.

Window floor.—There is too much detail to describe properly, but by following the design closely with the following hints the dresser should find little difficulty. Use turkey red table covers to cover floor and steps; it forms a pretty setting for the white linens. Stand dozens of table napkins in shape resembling the letter V, running the leg of a hairpin down the corner of each dozen to make them stand firmly. Twist doilies into fancy cones and dispose between the napkins. Over first shelf, hang drawn work towels, and upon each hang diagonally a turkey red napkin.

On lower shelf are three oblong boxes 7 x 15 in., stood on end. On top corner of each are tacked three wooden strips, like rays. Towels are pleated in fan-like shapes and pinned to each ray. The large fan-like central design is made in the same manner. The three-tiered fluted design to right and left of central fan is made by folding doilies in three pleats, and attaching them in bunches of three to a cone-shaped stand. The drooping fringed design in back of window (top row) is made by pinning towels around a cardboard cylinder; turn the cylinder up side down and let the fringe fall over. The rest can be filled in as stock and fancy will allow.

SHOW WINDOWS OF TO-DAY.

A PERSON returning to this country after a dozen years' absence would note no change in its commercial progress more striking than the development of the show window. The most pretentious metropolitan displays a decade ago would hardly compare with those to be found in some of our provincial towns of to-day, while some of the work now shown in stores of our larger cities approaches close to the mark of true decorative art. This transformation is largely due to the fact that the merchant has come to realize that one of his quickest and surest ways of reaching the public is through the medium of his show window. Those who are quick to criticise the displays they may see, would be much more charitable if they but understood the difficulties under which many displays are made and the effort required to produce them. It is a noticeable fact that some establishments seem to have nice displays at all times, while others are often found to be unattractive. This is due more to the class of goods displayed than to the skill of the trimmer who arranged them. A display of rich silks, fine gowns or dainty lingerie will appeal to the masses regardless of how crude the arrangement may be, while a display of cheaper merchandise, although arranged in a more attractive manner, as viewed from a professional standpoint, will fail to catch the public eye.

Rich materials require simple treatment; they are complete in themselves, while those of cheaper qualities are almost wholly dependent upon the accessories employed. It then stands to reason that displays of fine merchandise can be arranged in much less time than displays of cheaper materials where frameworks must be made. The beautiful displays of the Chicago department stores at this season of the year represent an expenditure of time, labor and money quite beyond the popular comprehension. Some of these displays have been under construction for months.

The show-window has been termed the poor man's encyclopædia, and rightly, too, we think, for here he may see displayed goods from all parts of the world.

WILL W. SAWYER.

THE FOUR PARTNERS.

By F. C. I.

A., B., C. and D. had each saved up £100 and decided to enter into business. As they understood the cotton trade better than any other, they agreed to launch out in that line. They purchased bales of cotton to the extent of their capital, leaving themselves only sufficient cash for necessary expenses.

They secured a room as a warehouse, office and general business centre, where the bales of cotton were stored. Then they purchased a cat, that the rats might not destroy the cotton. This cat had become a great pet and was also useful in the sphere for which it was intended, and no rats or mice troubled the cotton bales. They were attentive to business and successful. No sooner was a sale made than a new purchase of cotton took its place in the bale-room. They did all the buying, selling, storing and shipping themselves, and kept close accounts and regularly took stock.

There was one item of expense, however, which bothered them. It was the cat. At last they agreed that each one should own a particular leg of the cat. The cat by accident injured one of its legs. The owner of that particular leg was B., who wound a rag, soaked in oil, around the lame leg.

The cat, going too near the fire, set this rag ablaze, and, being in great pain, rushed into the room where the bales of cotton were stored. She was quite familiar with the place where she had caught the rats.

But a disaster took place almost immediately, as the cotton caught fire and was burnt up, cat and all. The loss to the young men was heavy, as they had no insurance on the stock.

The blame was put on B., who resisted it and claimed that what he did was all for the best. He did not consider himself responsible for the accident and would not pay the demand made on him by the other three partners.

So there was a law-suit, the three partners claimed that B. owned the particular leg of the cat which had caused the fire.

The judge examined the case carefully and decided thus: The cat's leg which had the oiled rag on it was hurt. The cat could not use that leg, in fact, held up that leg and ran with the other three legs. The three unhurt legs, therefore, carried the fire to the cotton and alone were to blame. The injured leg was not to be blamed. The three partners who owned the three legs with which the cat ran to the cotton-room, must pay the whole value of the bale to the exoneration of the partner who owned the injured leg. Moral:—Better settle disputes without law.

WHOLESALE HOUSE MOVES.

ABOUT April 1, Kyle, Cheesbrough & Co., will move from their present warehouse on St. Helen street Montreal, to 93 St. Peter street. The new place is undergoing many improvements, and when these are completed the building will be fitted up in the most modern style. The firm will have nearly double their present floor space. They will also be able to display goods to better advantage.

New lines are to be added, and the business generally extented greatly. It is almost needless to add that their friends will receive a double welcome in the new warehouse.

WE LOOKED AHEAD.

Customers' future needs were considered when buying, and with pleasure we announce a full stock of all lines wanted specially for this month's trade.

THESE LINES ALWAYS SCARCE WHEN WANTED. TRY US FOR THEM.

Ladies' and Children's Knitted Vests.

Ladies' Blouses—Special offerings of latest novelties.

Parasols—Choice assortment, newest handles.

Gloves and Mitts—Cotton, best values shown.

General Sorting—Looking at our stock from every standpoint, we have full confidence in asking the trade to inspect our travellers' samples, or favor us with a call if coming to the market this season to sort up.

Knox, Morgan & Co.

Wholesale Dry Goods . . . . HAMILTON, ONT.

Lister & Co., Limited.

Manningham Mills, Bradford, England.

Silk Velvets, improved finish, black and colors.

Couche Velvets, Panne and Mirror Velvets,

Millinery Plushes, short and long pile.

Dress Plushes and Velvets.

Millinery Plushes will be the correct Millinery trimmings for Fall, 1903. Early orders are desired, as demand will be great.

THE SHIFTING AND CHANGING OF STOCKS WHICH OCCURS IN EVERY UP-TO-DATE DRY GOODS STORE AT

THIS SEASON

will bring to light much material that is soiled or faded, and consequently unfit for sale. We have the largest dyeing and finishing plant in the Dominion, and these goods, if sent to us to be dyed and finished in attractive and seasonable colors, will be practically new, even to the eye of an expert. Just how little is the cost, you can learn by writing for our circulars and price lists. Just how well you will know when you test the fastness of colors and notice the evenness of colors and the fineness of finish.

R. PARKER & CO.

Dyers and Finishers

Head Office and Works, 787-791 Yonge St., TORONTO, ONT.

MONTREAL BRANCH—1958 NOTRE DAME STREET.

MERCANTILE LAW

A STUDY OF ITS DIFFERENT BRANCHES.

By H. T. Canniff, Barrister, Toronto

THE subject of mercantile law is a very comprehensive one, and, necessarily, in the columns of a newspaper one can but merely touch on its many different branches. Before taking up the various heads of the subject it should be stated that mercantile law is derived from the law merchant, which had its origin long ago in the customs and manner of conducting business employed by merchants and bankers, which are now recognized by the courts because they are demanded by the wants and conveniences of the mercantile world. The law merchant was not made; it grew. Customs have sprung from the necessities and conveniences of business, and have prevailed for such a length of time, and to such an extent, that they have acquired the force of law through the sanction of the courts.

The mass of our mercantile law has thus grown, and will continue to grow, by successive additions, as necessity demands.

The changing conditions of modern life bring into existence different kinds of contracts and documents necessary for the proper carrying on of business, and, as soon as it is proved to be the general custom of merchants to use these new kinds of contracts and documents in the course of trade, the courts will recognize them as valid contracts and documents.

For instance, it is only in recent years that bonds of corporations were held by the courts to be negotiable instruments, like bills of exchange and promisory notes, and the courts did not thus rule until it had been shown that merchants and bankers dealt with them as they were accustomed to deal with negotiable instruments.

With these few remarks, we will now enter into the discussion of our subject, and as mercantile contracts are the theme of mercantile law, we should, at the outset, thoroughly understand the meaning of the word "contract."

A "contract" is an agreement enforceable at law, made between two or more persons, by which the right is acquired by one or both to certain acts or forbearances on the part of the other.

To fully appreciate the meaning of this definition, one must bear in mind that the word "forbearance" signifies "the act of refraining or abstaining from."

For example, if a debtor enters into an agreement with his creditors that he will pay them 50c. on the dollar, in consideration that they will accept this composition in full of their claims; here the contract is that the debtor is to pay the composition, and the creditors agree to accept it, and to forbear or refrain from claiming the balance of their claims. This forbearance by the creditors to claim the balance of their claims is the "consideration" on their part to support the contract.

The essential points which are required to make a contract which can be enforced at law are:

1. The contract must comply with the demands of the law with regard to its form.

2. The parties must be legally able to enter into a contract.

3. There must be a mutual assent of the parties to the contract; in other words, there must be a proposal by one party, and acceptance of the proposal by the other party.

1. The objects of the contract must be legal with regard to the first essential of a valid contract, namely, that the contract must comply with the demands of the law as to its form, it should be stated that there are two important kinds of contracts, viz., simple contracts and contracts under seal, which latter class are known as deeds.

At common law simple contracts, with the exception of bills of exchange and promisory notes, did not need to be in writing, and could be made by word of mouth.

Bills of exchange and promisory notes, many centuries ago, were required by the custom of merchants to be in writing, and, in the course of time, this custom of merchants became part of the common law.

Thus it happens that bills of exchange and promisory notes are an exception to the old common law rule that simple contracts could be made by word of mouth.

But now, by virtue of various Acts of Parliament, there are many other exceptions to this old rule. These Acts were passed, as it was found that many frauds were perpetrated through false swearing by unscrupulous parties to contracts which were not made in writing.

One important enactment prescribing the necessity of certain contracts to be in writing is the statute known as the Statute of Frauds, which requires, in certain cases, written evidence of the contract in order to make it enforceable at law.

The fourth section of the Statute of Frauds enacts that no action shall be brought in the following cases, unless the agreement between the parties be in writing, and signed by the party against whom the action is brought, or by his lawfully authorized agent:

1. Any claim against an executor or administrator upon his promise to pay out of his own estate any damages owing by the estate for which he is executor or administrator.

2. Any claim against a person upon any promise to answer for the debt, default or miscarriage of another person.

Perhaps some one present is in a state of doubt as to the meaning of the preceding paragraph, and is especially nonplussed over the word "miscarriage," but he will find, on consulting his dictionary, that the word, as used here, simply means "failure" or "mishap," and signifies much the same as the word "default."

The contract referred to in the preceding paragraph mentioned is the contract of guaranty, so that every guaranty must be in writing.

It behooves, therefore, any unsuspecting merchant, who is about to sell goods to a person on the strength of the verbal promise of another person (known in law as a guarantor) to pay for them, to change his mind and obtain a written promise from the guarantor to pay for the goods.

3. Any claim against any person upon an agreement made in consideration of marriage.

An example of a claim of this kind is where a woman enters into a contract of marriage in consideration of a certain sum of money being settled on her by her intended husband or some other party; here, her claim is for the money to be settled on her.

This latter clause does not refer to a mere marriage contract, which need not be in writing, as, no doubt, everybody knows.

4. Any contract for the sale of lands, or any interest in or concerning them.

5. Any agreement that is not to be performed within the space of one year from the making thereof.

An agreement not to be performed within a year will not include an agreement which may possibly be carried out within the time, but it is uncertain, unless from its general tenor a clear intention may be deduced that its performance should be delayed beyond the year. So, also, if the agreement is to be performed within the year by one party to the contract, but not by the other, the contract is good even if it be not in writing.

The 17th section of the Statute of Frauds enacts that no contract for the sale of any goods for the price of $40 or upwards shall be allowed to be good, unless the buyers shall accept part of the goods so sold and actually receive the same, or give something in earnest to bind the bargain, or in part payment, or that some note or memorandum in writing of the bargain be made and signed by the parties to be charged by such contract, or their agents lawfully authorized.

Some other simple contracts which are required by statutes to be in writing are:

1. An acceptance of a bill of exchange.
2. An assignment of copyright.
3. Contracts of insurance.
4. Transfers of shares in an incorporated company.
5. An acknowledgement of a debt barred by the Statute of Limitations.
6. An acknowledgement of a debt contracted by a person when under age.
7. Conditional sales of goods.
8. Bills of sale and chattel mortgages.

There must always be a consideration for a simple contract to make it enforceable at law. By "consideration" is meant some gain to the party making the promise.

The court will not inquire whether the consideration is adequate to the promise, but will insist that it should be something of some value in the eyes of the law; and the consideration must be either a present or future one, but it must not be past.

An exception to the rule that the consideration must not be past is—the case of a debt barred by the Statute of Limitations, which is a good consideration for a subsequent promise in writing to pay it: another exception is—the case of a person agreeing in writing to pay a debt contracted by him when he was under age, which also is a good consideration for a subsequent promise in writing to pay it.

Having thus disposed of simple contracts, we will now turn to contracts under seal, which are also known as deeds.

It is necessary that this class of contracts should be written, sealed and delivered, and in practice they are not always signed, although in olden times they were very seldom signed for the simple reason that writing was the accomplishment of the few, and the custom was that a person signified his assent to a deed by impressing his seal thereon. The writing of the deed may be by hand or in print, and on paper or parchment. In modern times the seal has become a wafer or a mere piece of wax, which has been previously attached to the writing, or, as is the custom in the country to the south of us, is printed on the deed itself, which manner of sealing a document has not yet been adopted in our own country. The party "sealing" touches it with his finger, and so adopts it as his seal. Delivery of the deed may be actual, by handing over the deed, or constructive, that is, by speaking words importing an intention to deliver the deed. As a rule, when the party executing the deed touches the seal, he says, "I deliver this as my deed," and this is sufficient delivery—though he keep it in his own possession. It must be said, however, that in the rush of the present day, when time, more than ever, means money, the above words are seldom used, but the deed is promptly handed over and the words are taken as uttered.

If delivery is made to a person not a party to the deed, subject to a condition, as, for instance, that it is not to operate as a deed until the other party to the deed pays a certain sum of money to the party making the deed, the document is called an "escrow," and then it takes effect only when the condition is fulfilled.

Contracts under seal differ from simple contracts in many respects. Contracts under seal are much more formal in character than simple contracts, and, on account of the solemnity attached to them, the law presumes that there is a consideration for them, and consequently no consideration is required to make them valid contracts; on the other hand, simple contracts, as previously stated, require a consideration to support their validity. There is an exception to the rule that the law presumes that there is a consideration for every deed, and this exception is in the case of a person who enters into a contract with another person whereby he agrees not to carry on his business which he has sold to that other party; here, even though the agreement be made under seal, a consideration is required to support the agreement.

A statement in a simple contract is presumptive evidence of its truth against the maker of it; in a deed, such a statement is absolutely conclusive, unless the contract was brought about through fraud, or the maker of the statement was coerced into making the contract through threats of physical force used on him by the other party to the contract.

Another difference between a simple contract and a deed is that a right of action arising out of a deed is barred by non-exercise for 20 years; a right of action on a simple contract is barred in six years.

It should be stated, however, that in the case of mortgages (which are contracts under seal), made on or after July 1, 1894, the right of action is barred in ten years.

A contract by deed merges in itself an agreement to the same effect contained in a simple contract. This is what is known as merger.

The following are some of the contracts which must be in the form of a deed:

1. A conveyance of land.
2. A transfer of a ship.
3. Certain contracts made by corporations.
4. Gratuitous promises, such as a bond.
5. Leases of property for three years or upwards.

The second essential of a valid contract to be considered is that relating to the competency of a person to bind himself by contract.

A person under the age of 21 years (known in law as an infant), as a rule, cannot enter into a valid contract.

He may, however, render himself liable for necessaries of life purchased by him, in the absence of any person legally liable to support him, and also for such things as are suitable to his station in life, and to his particular circumstances at the time.

The general rule in other cases is that an infant's contract is voidable at his option, either before or after he has attained his majority.

Being so voidable, the infant may ratify his contract when he attains his majority, and assume the rights and liabilities arising from it.

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP.

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.

But there are certain classes of contracts which are deemed to be adopted by the infant when he attains his majority, unless he expressly repudiates them, and that within a reasonable time of reaching his majority; what amounts to a reasonable time being in each case to be determined on the particular factor. This latter group of contracts consists of those which are incident to interests in permanent property, and includes contracts of tenancy, partnership, contracts to take shares in a company, and marriage settlements.

In these cases if the infant repudiates the contract on coming of age, he must also return any benefits he derived under the contract. The law will not allow him by his repudiation of the contract to make a profit out of the other party to the contract.

In determining whether an infant can recover money paid by him under a repudiated contract, the test is to see if the infant derived any real advantage from the contract; if he has, the money cannot be recovered.

There are a few contracts (not a great many) made by infants which are absolutely void, such as a bond or a contract made by an infant with a penalty attached to it, and a contract which is clearly to his prejudice.

A married woman is capable of contracting as if she were an unmarried woman, but only to the extent of her separate property, and so as to bind her separate property only.

It must be noticed that there is no remedy enforceable against the married woman personally; the debt is payable out of her separate property only.

A contract made with a person who is insane and does not know what he is doing, if no advantage has been taken of the lunatic's state, and if the other contracting party was not, at the time the contract was made, aware of the lunacy, will hold good; in other cases, the lunatic's contract is voidable by the lunatic. It may, in any case, be ratified by the lunatic, when he recovers his senses.

A person who enters into a contract when in a state of complete drunkenness, so that he does not know what he is doing, may avoid such contract; but it remains good, unless he does so within a reasonable time. If the contract is for the supply of necessaries at a fair price, in the absence of unfair dealing, it is good.

The third essential of a valid contract to be considered is that there must be a mutual assent of the parties to the contract. This means that there must be a proposal by one part and acceptance of the proposal by the other party.

The rules which govern proposal and acceptance are:

1. The proposal must be intended to affect, and be capable of affecting the legal relations betwen the parties, that is, it must be made in contemplation of legal consequences; for example, a promise to take another to the theatre or a promise to take dinner with him at his house, is not such a promise as could be enforced at law.

2. The acceptance of the proposal must be absolute, and identical with the terms of the proposal.

If the terms of the proposal are changed in any way by the acceptance, there is no legal acceptance of the proposal, and consequently there is no contract between the parties.

To make a binding contract, in case there be an acceptance of the proposal with some change in its terms, the proposer must consent to the changes in the terms of the proposal made by the other party.

3. A proposal which has not been accepted does not affect the rights of the parties and results in nothing.

A mere mental acceptance, uncommunicated to the proposer, avails nothing.

A proposal, if the mode of acceptance is specified, is not properly accepted, unless it be accepted in the manner required by the proposer; for example, if the proposer write to the other party that he must reply by wire within 24 hours, the proposer cannot be bound by any acceptance which is not in accordance with the prescribed mode of acceptance.

The proposal, if nothing is said respecting the time of acceptance, must be accepted within a reasonable time.

4. A proposal and acceptance need not necessarily be written or spoken, but may be acted, wholly or in part; as, if a customer takes up goods off a tradesman's counter, and takes them away, that is, without any felonious intention, and nothing is said by either party, the law presumes an agreement for a sale of the goods at a reasonable price; or, if a man hails a cab and orders the driver to take him to a certain destination, a valid contract is entered into, and the driver can compel his fare to pay a reasonable price for the drive.

5. A proposal need not be made to any specified person, but there can be no contract until it has been accepted by some specified person; for example, the proposal by way of advertisement of a reward for the rendering of certain services, inserted in a newspaper, becomes a contract to pay the reward, as soon as some person renders the services, but not before.

6. A proposal may be revoked before it is accepted, but not afterwards; and an acceptance cannot be revoked.

The acceptance must either be communicated to the proposer, or some act must have been done which the proposer has expressly or by implication offered to treat as an acceptance; for instance, in contracts made by correspondence, there must be the posting of a letter accepting the proposal; or, the acceptance may be inferred from subsequent conduct of the person to whom the proposal was made.

With respect to the rule that a proposal made be revoked before acceptance, it should be stated that where parties living at different places are compelled to treat by correspondence through the post or telegraph office, there is a modification of the rule to this extent, that the proposer cannot retract his offer after the acceptance by the other party has been duly posted or telegraphed, although the acceptance may not yet have reached the proposer; nor can the party who accepts retract his acceptance after duly posting or telegraphing his acceptance, even though the retraction is sent prior to the proposer's receipt of the acceptance.

Even when, on making an offer, the proposer expressly promises to allow a certain time to the other party for acceptance, the offer may, nevertheless, be retracted during the given time, provided that no consideration has been given to the proposer for the promise of the specified period for making the acceptance. If consideration has been given for the time, the proposal cannot be retracted until the time has expired.

The fourth and last essential of a valid contract to be considered is that the objects of the contract must be legal.

Illegal contracts are those which are entered into in defiance of some statute or some express rules of the common law, or are contrary to public policy.

Where a penalty is inflicted by some statute upon the carrying on of a trade or business in a particular manner, contracts made contrary to such statutory enactments are illegal and consequently void.

Wagering contracts are prohibited by statute.

It is obvious that a wager may be a purely gambling transaction, or it may refer to commercial matters.

Most business ventures and dealings are somewhat speculative, and often savor of gambling transactions, but, as a rule, they are legal. Often, however, the question as to whether they are legal or illegal, is very difficult to answer;

London.
Paris.
Berlin.
Montreal.

Debenham, Caldecott & Co.

77 York Street,
Toronto.

New York.
Melbourne.
Sydney.
Lyons.

Silks, Ribbons, Laces, Velvets, High-Class Dress Novelties.

Our stock is well assorted in these goods and are sold upon the Basis of direct Importation. **In Dress Fabrics** we show only **exclusive designs.** Inspection cordially invited.

DEBENHAM, CALDECOTT & CO.

ESTABLISHED 1826. INCORPORATED 1897.

ANDREW McLEAN CO.

460 Broome Street, - New York.



Trade Mark.

Manufacturers of

Mosquito Nettings and of Linings

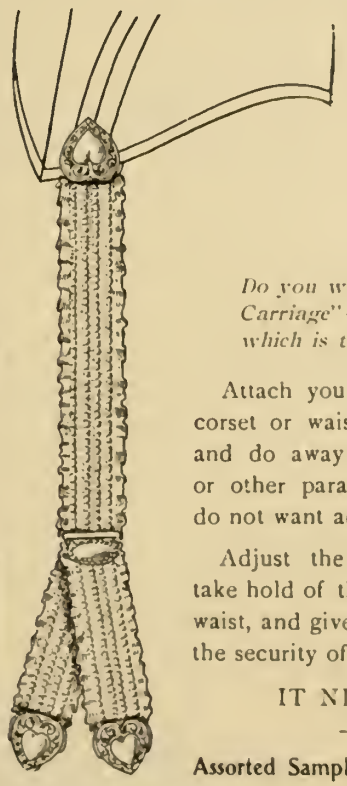
in great variety under **The Victor** trade mark.

Victor { **Sheer Linings, Silk-Finished Linings, Crinoline Linings, Canvases, Buckrams, Checks, Etc.**

Special Canvases for Stock Collars and Cuffs.

Victor Foulard Linings { 10-yard pieces and on spools. } For Millinery Use.

MILLS: PASSAIC, N.J.



MAGIC CLASP

Do you want the "Erect Military Carriage"—the "Straight Front," which is the present Vogue?

Attach your hose supporters to your corset or waist with the "Magic Clasp" and do away with all pads, bands, belts or other paraphernalia worn where you do not want additional material.

Adjust the CLASP so that the pins take hold of the binding of the corset or waist, and give it a pinch to make sure of the security of the hold.

IT NEVER LETS GO.

Assorted Sample Dozen by MAIL - $2.25.

F. ROBERTSON & CO.

Manufacturers TORONTO

and in recent times there have been many laws placed on the Statute Book to prevent certain forms of business transactions, which are closely allied to gambling, or really amount to pure gambling, that is, gambling in stocks and commodities.

The difficulty our lawgivers have to contend with is that laws directed against these gambling transactions often militate against legitimate business dealings, and consequently it is very difficult to suppress the evils of gambling in stocks without obstructing trade, which is more or less a gamble, as many a merchant knows to his cost.

To mercantile men the importance of the laws prohibiting wagering contracts lies in the effect it may have on stock-exchange transactions. The law is, that when shares are purchased, there is a bona-fide intention to take them and to pay the price, then the contract is good; but, if the intention of both parties is that the purchase shall be a cover, under which the party speculates in the rise and fall of prices, then the contract is of a wagering nature, and is bad.

It is easy to lay down this law, but the difficulty is to apply it to any particular case, owing to the many ingenious schemes of stock brokers and dealers to turn a gambling transaction into an innocent-looking trade deal.

One form of a wagering contract which has been legal for a long time is the wagering contract known as the contract of insurance.

This kind of contract is practically a gambling transaction on the part of the parties to it, but owing to the great benefits accruing from insurance, the law has, for a great length of time, recognized insurance contracts as legal.

The advantages of fire, life and marine insurance are well known, and in recent years employers of workmen have been extensively insured against losses incurred by the employers through injuries to their workmen.

Another kind of insurance brought to our notice at the present time is the insurance placed by English merchants to cover any loss to their business they might have incurred through the death of the King before his Coronation.

There are some kinds of insurance which are not legal, as the perusal of the following case will show:

The facts are as follows: A minister of advanced age entered into an agreement with an insurance agent, a much younger man, but very alive to business, that the agent should insure his, the agent's life, in a certain company, and assign the policy to the minister, and that the minister should pay the premiums. I might say that the minister, at the instigation of the agent, adopted the novel method of providing for the payment of the premiums by purchasing from the same company, an annuity equal to the amount of the yearly premium. This method of payment of the premiums does not, however, affect the question of the validity of the policy. It was understood between the agent and the minister that the agent should receive the benefit of the commissions on both the annuity and the insurance, but was not to be otherwise interested in the policy. The agreement between the parties was carried out, and the premiums were paid by the minister's annuity for a few years, when the agent died. It was held by the courts that the insurance was void, as being in violation of the statute and that the company, which was entirely innocent of the agreement between the agent and the minister, was not liable on the policy.

This statute governing insurance provides that no insurance shall be made by any companies on the life of any person or any other event wherein the pserson insured shall have no interest.

With regard to contracts made in defiance of express rules by the common law, it is hardly necessary to state that an agreement to commit a crime is illegal and would not be enforced by the courts. An agreement to commit a civil wrong is also illegal; and so are agreements of an immoral nature.

Contracts which are contrary to public policy, that is, which the courts deem it impolitic to recognize, such as agreements tending to injure the public service, are illegal. The public is deeply interested in the proper performance by public officials of their duties, and the law looks upon contracts as illegal which have for their object the sale of public offices or the assignment of the salaries of such officers.

Agreements which have a tendency to obstruct the course of justice are illegal. These agreements most frequently appear in the form of agreements to stifle prosecutions for a criminal offence.

Contracts which tend to encourage litigation are also illegal; and so are agreements which affect the freedom or security of marriage.

Agreements in restraint of trade are illegal, as it is against the policy of the law that trade should be fettered in any way.

This seems to be common sense as well as law, but by allowing trade to have too much freedom, perhaps the time will come when trade, if given too much freedom, will itself fetter the law.

In these days of huge business trusts and combines it has become a much-debated question whether some limit should not be placed on the power of the multi-millionaire to grind down his employe or to engineer trusts and combines so as to obtain the monopoly of business, thereby forcing to the wall the smaller merchant and having the power to fix prices at his own sweet will.

On the other hand, labor may get beyond the control of the law, and become a law unto itself. Although labor unions have accomplished much good for the workmen, yet, like the capitalists, they also often adopt illegal measures to obtain their ends.

An example of a valid contract in partial restraint of trade is where a man, on selling his business, binds himself not to carry on his business; but, in order that this agreement may be legal, it must comply with the following rules:

1. The restraint against the carrying on of the business may be restricted as to time and space.

2. It must be such as, in view of all the facts of the particular case, is reasonable and necessary for the protection of the party intended to be protected.

3. It must not be harmful to the general public.

4. It must not extend to every business or trade.

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO

Natural Japanese Washing Silks



WE MAKE A SPECIALTY OF

NATURAL JAP. WASHING SILKS.

And carry a large stock in the following widths: 20-in., 23-in., 27 in., 32-in., 36-in and 48-in. Any quality and width can be dyed any shade in a week.

All Widths and prices in twill Japs. in 50-yard lengths.

SHANTUNGS in different widths. Various qualities of **TUSSORE** by the piece or yard.

DYED JAPS.. all shades, in 21-in., 23-in., 27-in., and 36-in.

PRINTED, FIGURED AND STRIPED JAPS.

All shades in two qualities of **GLACE** and three qualities of Colored **LOUISINE,** and **ORIENTAL SATINS** and Foreign and **ENGLISH MERVES.**

All up-to-date makes of **BLACK AND COLORED SILKS.** Canadian buyers are invited to give us a call while in London and inspect our latest novelties.

T. RICKARD & CO.

DIRECT IMPORTERS OF JAPANESE SILKS

20 Cheapside, London, England.

OUR SPECIALTY IS ALL DESCRIPTIONS OF JAPANESE SILKS.

CABLE CODE: "CLERKSHIP"—A.B.C. CODE USED.



For RAINCOATS

For LADIES and GENTLEMEN

All genuine Cravenette Cloths have this trade mark stamped on them.

PRIESTLEY'S CLOTH "Cravenette" RAIN PROOF

SOLE AGENTS

Montreal Vancouver

GREENSHIELDS LIMITED

GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.

This department is conducted and prepared by Miss Nora Laugher, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. She will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to her. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

"Our Country's welfare is our first concern, and who promotes that best, best proves his duty."—HAVARD

GENTLE Spring, "whose robe folds are valleys, whose breast bouquet is gardens, and whose blush is a vernal evening," is here. This very fact should inspire the progressive business man to do better advertising this season than he has ever done before. That business is an up hill fight is better illustrated in advertising than anything else nowadays. The ad. represents the business, and the merchant who makes his Spring advertising more attractive and more convincing than his competitors gets the bulk of the Spring trade.

• • •

Spring hustle does not necessarily mean a hurry-skurry rush and slipshod method in anything, particularly in writing advertisements. Do not think for a moment that a good ad. can generally be written off hand, as it were. A catchy, business-bringing announcement requires time,

An excellent ad. for a credit store.



thought and attention in its construction. The written-while-you-wait style of ad. is almost invariably a failure. Plan your advertising ahead as much as possible. Don't leave the writing of headings until the last moment. Give the printer ample time to set up copy as you wish it to appear. As I have observed before, a good ad., like a good egg, can be spoiled in the setting.

"Spring time is the ring time."

Make your store, and your advertising, which represents your store, as attractive as possible for Eastertide. This joyful season is now well recognized as a gift giving time; it also ushers in the season of weddings. No dry goods merchant should miss the golden opportunity of Easter for profitable Spring advertising. The purchasing public may have somewhat stagnated since the holiday period of New Year's, but now the balmy Spring air, the bright sunshine, the Easter gladness will bring people back again into a generous and purchasing mood. Look well through your stock; bring out all the particularly appropriate things for Easter. Do not doubt that you will find profit by good rousing ads. offering Spring specials. Here are a few headings as pointers:

"French Piques.—Sweet as Spring blossoms—a variety as perfect as French weave and art can produce. Absolute newness marks the styles; the price suggests two-thirds value."

"Spring Dress Novelties.—It would require the purse of Fortunatus if any one woman aspired to have a gown from every fabric that captures her fancy in viewing our display of Spring novelties for gowns and costumes."

"The whole store is a vast sea of bargains. The advertised items are only the spray."

"Dress Ginghams.—They're here in abundance, having a Spring-like sparkle to them; all ready for smart wearers. Pretty broken plaids, also small check, some crossed with silk. Most of them from 'the land o' cakes and bonnie Scots,' but some from Uncle Sam's territory, which bear the hall mark of Gotham."

"Spring underwear and hosiery at prices that need only be told of to bring a multitude of buyers."

"A splendid glove, and economical at the price. It comes from France, from a little town where making gloves is the life-work of the people. First the finest skins, then the most skilful and experienced workmanship went into it. It couldn't help being such a beauty. We chose the colors, the daintiest and most stylish new Summer shades, as well as more serviceable shades. Most of them will be exclusively our own. You must see these gloves to appreciate them. They are a feast for the eye."

"Our new Spring and Summer shoes are now ready in every up-to-date style for all occasions. Light, dainty, dressy shoes in kid and patent, ideal kid and patent leather, shoes for tramping and all-round wear. Any woman, whatever her needs in footwear, can find in this splendid variety something to meet her requirements."

"Magnificent display of boys' new Spring attire, comprising everything that is new and nobby and attractive in boys', youths' and children's clothing, hats, caps and furnishings."

"Our new Spring and Summer shirts are the best dollar's worth of shirt you ever saw."

"The exclusiveness, beauty, style and elegance of this new Spring millinery make it well worth a visit—in fact, worth several visits. Our busy creating forces are daily making Easter hats and bonnets (bonnets are going to be worn this season). These beautiful conceptions will be on exhibition Monday. You'll not find the style and quality in millinery elsewhere at the prices we offer."

"Spring's opening surprise."

"A taste of Spring freshness."

"A first chance at a new Spring stock."

"Dainty dresses for dainty little girls."

"It will pay you to attend this Easter Sale."

"A fine Spring stock at a right price."

"Elegant Summer dress goods. Looking forward! Early buying of Summer stuffs is popular now. We meet the demand with a collection that will charm you by the delicacy of the weaves and the beauty of the designs."

"Before bride bells ring is the time to think of the wedding dress."

"White silks for Easter brides."

* * *

It is a notable fact that a very large number of manufacturers and merchants now making fortunes annually do so as a result of good and judicious advertising. Had they been satisfied to remain in the old-fashioned rut of their grandparents, merely manufacturing reliable goods and staking their success upon that fact alone, they would never have been heard of beyond their own town.

* * *

When the late Robert Dunlap, the famous hatter, started in business for himself he had only $2,000 in the bank, and his facilities in manufacturing were no better than scores of other hat-makers whom we no longer hear of. The other hatters did not advertise much. Dunlap did; he was enterprising enough to use exactly half of his little capital at first for advertising space. Of every dollar of profit he then laid aside half for advertising. His brightly-written ads. thus made "Dunlap's" hats known in all the principle cities. He amassed great wealth, but often remarked that he could never have made more than a bare living from his business without the aid of advertising.

* * *

Lipton's Advertising Methods.

Although of Irish parents, his father and mother being natives of Clones, Sir Thomas Lipton was himself born in Glasgow. When Thomas Johnstone Lipton, to give him his name in full, made his advent into the world, in 1850, his family was in poor circumstances, consequently he had but little education from the pedant's point of view. That self-education is the very best education of all is well proven in Sir Thomas' case, as in the case of Charles Dickens and hundreds of other eminent men of this era. Lipton was taken from school at an early age; indeed, when he was only 15 he was contributing to the family circle by working for a Glasgow stationer. No doubt, the fact that Thomas Lipton was born in Scotland—the frugality and shrewd conservatism of the Scottish people is well known—did much to form his character and mould his wonderful business career. When the Civil War broke out on this continent and the West was pointed out to Europeans as a golden country to succeed in, Lipton made up his mind to emigrate to America. As times went it was hard to raise sufficient money even for steerage passage, but the voyage was eventually accomplished and the future "Provision King" found himself working in an American store. Later on we hear of him as a farm hand way down south on a Nigger plantation. Young Lipton soon realized that while more money could be made on this continent, yet harder work than ever would be required of him. Pluck and energy, however, were distinguishing traits of his character; he worked hard, and although some months he did not make very lucrative wages, yet he never missed sending his regular remittances home to the Old Land. Through all his wanderings and experiences in the North and the South, Lipton never forgot his old friends in Bonnie Scotland. His home was where his heart was, and by the time he had saved up a few hundred dollars in New York he determined to return to Glasgow and start a grocery establishment for himself. All the cash capital he had to commence with was £100, and with this he opened a little shop. His experience in America had taught him much; he was his own clerk, bookkeeper and salesman. He slept at the back of the little shop, so that he should never miss a customer; he rose early and went to bed late. His newly-acquired Yankee methods, mingled with his Scottish shrewdness and Irish wit attracted everybody in the vicinity of his store. Honest dealings and the scrupulous cleanliness of his small shop held custom. Sales grew larger and larger each year, so that he opened other stores, not only in Glasgow, but gradually extended them all over the United Kingdom, with head warehouse in London. Lipton's American knowledge then came to his aid, and he took another trip over to the United States to make arrangements for large weekly shipments of American provisions. Later on, when he saw his way clear, Lipton opened his own packing house in Chicago. This enabled him to dispense with the middleman—enabled him to produce much cheaper than his competitors and to sell at lowest possible prices. Following out his idea of doing away with the middleman, Lipton made up his mind to add tea to his list of staples and to grow the tea himself. Tea was then sold by him to the British public at an unprecedentedly low price; he became famous through tea and accumulated enormous wealth by leaps and bounds. Queen Victoria recognizing the great good Thomas Lipton was doing for his country—the intrinsic worth of the man himself and his great generosity to public charities, then conferred upon him the Order of Knighthood. Sir Thomas Lipton is lovingly termed Sir "Tea" Lipton by the English people.

An ad. that would appeal to women.



* * *

What Advertising Did.

That advertising played an important part in the evolution of the "Provision King" cannot be denied. When he was too poor to consider the question of newspaper space, Lipton's advertising was effected by means of hand bills. These dodgers were distributed to every person calling at or passing his store, and Thomas Lipton was generally his own bill distributor. It amuses him to relate now that his first newspaper ad. appeared in The Glasgow Citizen, and cost him exactly seven shillings and sixpence. When Lipton was more famous for "flitches" than "the cup that cheers and not inebriates," one of his ads. was certainly unique. It consisted of a ludicrously fat pig driven slowly through the streets with a card on each side of the animal, reading

From Montreal—seasonable.

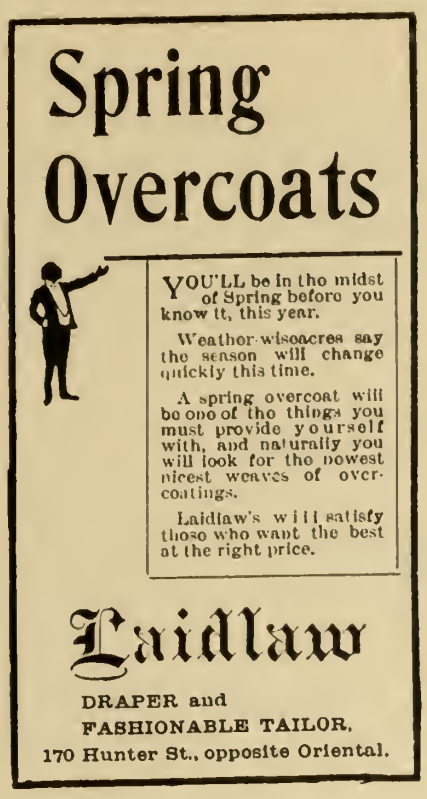
Novelties

FOR SPRING!

A splendid importation of Spring Novelties for 1903 is rapidly transfiguring every department with the spirit of freshness characteristic of the season. Every day adds something new of the best that the great fashion centres produce, and each and every addition is marked by the moderation in price at which we invariably aim. We direct attention to the following :—

"Lipton's Leading Article." That he believed in newspaper space is emphasized by the fact that whenever he intended to open a new shop he always advertised a full week before the opening. "Although colored almanacs and various other kinds of printed matter are used by us," remarked Sir Thomas recently, "I have always regarded the newspapers and the poster as the two leading forms of advertising,—the one for indoors and the other for out

Attractive little Peterborough ad.



doors." No busier places in England are to be found than the London railway stations, and the writer, when she visited the land of her birth three summers ago, well remembers the Lipton tea posters, always prominently displayed and readable from the railway platforms, well illustrating Sir Thomas Lipton's assertion that the more he spent the more he wanted to spend in advertising.

GOOD ADVERTISING DEPARTMENT OF CRITICISM.

This department is open at all times for correspondence or criticism of advertisements. The editor of the department reserves the right to publish in these columns or withhold any letter or advertisement sent for criticism, as well as any comments made on the same. All communications for this department must be received at this office by the 14th of the month.

P. A., Ont., Feb. 13, 1903.

Miss Nora Laugher,

Good Advertising Department, "Dry Goods Review," Toronto.

Dear Madam:—I respectfully submit to you the enclosed advertisement for your criticism. I have prepared it in the form of a calendar for the month of February. Up to date of writing it has proved successful as a trade-winner. Hoping to receive the benefit of your criticism in next issue of "The Review" or otherwise, yours respectfully,

Mrs. M. & Co.,

Per W. R. M.

Ans.—Mrs. M. & Co., P. A., Ont.—Your ad. is a worthy novelty and creditable to the enterprise and good judgment of the firm. We would be pleased to reproduce it in these columns for the edification of other business houses, but its color prevents its being photographed. This is the sort of thing that will bring business every month of the year.

For the information of our readers we may say that this novelty consists of a neatly printed calendar of the month, each day being brought out boldly in the centre of the ruled square, with the figures which represent the day representing the price of some "special" for that day, particulars of which are given above and below the figures in the same square. It is decidedly unique and creditable to the progressiveness of the firm.

W.C.F., L., Ont.—Replying to your very numerous queries. The position you occupy beside local items is very desirable, though the first page is generally considered rather more prominent, if there are not too many ads. beside it. A heavy rule border gives prominence, and does not detract from value of ad., as fancy borders do. The principal display headings should generally be in good, bold type; the body, good, legible type, such as pica; or parts of it in black face, as in your No. 4. There is rather too much matter for space occupied, and if well set would look well in double column. There is sufficient matter for a full column 2 x ½ in. The ads. are fairly well written, and, altogether you should get satisfactory results. Good outline cuts do much to make newspaper advertising attractive, especially in dry goods.

The J.P.W. Co., H., Ont.—Your advertisement occupying full page is a good one from the newspaper publisher's standpoint, but has too much waste space to be profitable to you. The cut in the centre is out of all proportion to the matter surrounding. If the space had been largely filled, as you suggest, with a list of high class goods at attractive prices, and properly classified for men, women and children, with a few good outline cuts, you would have had much better results. Next time you take so much space why not pay an ad. writer to get it up for you. The cost would be trifling. Judicious arrangement and well written advertisements count for more than the space occupied. No increase in the size of an ad. will make it a good one, if the matter and general "get up" is not good.

From Chatham a business-like heading.



T.J., B., Man.—Sorry I cannot, as you request, reproduce your two ads.; they are hardly up to the standard. Remember that ads. are very like loaves of bread,—good or bad according as they lack leaven. Anyone can mix up the other ingredients, but not everyone can give the last finishing touch. Try and put a little more leaven into your ads.

Menzie Mfg. Co.

LIMITED

Window Shades Shade Laces

Curtain Poles
Brass Goods

Art Furniture **Screens, Etc.**



"HIAWATHA"

Opaque Shading

is unexcelled for Opacity, Durability, and Smoothness of Finish.

WRITE FOR COLOR BOOKS.

MENZIE MFG. CO., Limited
Toronto.

Factories and Offices: King Street Subway.

Salesrooms: 34 King St. West

N.B.---Our 1903 Catalogue will be issued early in the year



CARPETS.

THE CARPET IMPORTATIONS.

DURING the year ending June 30, 1902, we imported 2,590,757 yards of carpet, valued at $1,356,020, the largest importations we have ever made and an increase in value during the last five years of almost 70 per cent. To go back further, however, our imports have increased only 4 per cent. in 10 years.

Some judge from this that the carpet industry has not thrived as well as some other lines, but when it is considered that at that time very little was manufactured at home, it is a matter of surprise that with eight or ten mills manufacturing ingrains, two Brussels and Wiltons, and one or two Axminister carpets and Smyrna rugs, our imports reached as high as 1892.

With the good class of ingrains manufactured here and the mills working all the year around, we still imported last year $88,000 worth in that line, and in 1892, $70,000. In the Brussels-weave carpets we have dropped off $80,000, as much of the demand is supplied from our own mills. Our tapestry imports, in spite of the fact that it is not as popular as it used to be, have increased over $83,000.



An Attractive Carpet Display.

A noticeable feature of these statistics is the decrease in the amount we receive from the United States. In 10 years our imports from that country have decreased 65 per cent., while in 1897, when we were using Yankee productions almost as much as our own, we received five times as much as last year, when the entire amount was only a paltry $20,000 worth. The tariff changes of 1897 practically put them out of business in Canada, and at the present time we buy from them only an occasional rush order, or samples which have taken the eye of some of our larger carpet men, are brought here and sent to England to be copied.

Germany is rapidly taking a prominent position as a source for our carpets and as a competitor for Great Britain, she is not to be scorned. Of course, our imports from Japan have increased to a remarkable extent on account of the popularity of matting.

To convince a doubter of the wonderful rise in the sale of carpets he has but to talk with the carpet dealers, who, not only sell many times what they did five years ago, but also sell a much better class of goods. The reason that our imports have not increased as one would expect is rather a point in our favor, as it shows that Canadians are appreciating the efforts of our own manufacturers to put on the market a high-class article.

In ingrains our mills can produce a fabric considered by most as equal to the English article; in Brussels, the pile on Canadian goods is higher, and the colors and patterns more attractive, with wearing quality to be yet tested some extent; in Axminster the Canadian-made, even if, as a few think, not quite on a par with the best foreign manufacture, is far cheaper and certainly is a handsome carpet. In every class of carpets our patterns and colors are admitted by almost everyone to be superior to English goods, and considering price, wear and looks, we are now able to produce a floor

covering which makes it almost unnecessary for own people to go out of our own country for their supplies.

AN ATTRACTIVE CARPET DISPLAY.

THE window on the preceding page, from The Dry Goods Economist, is striking and one that is easily made up. In the back a large rug is hung straight down. Around the sides and back large rugs, rolled up, are placed on end, and draped between the tops of these is rug fringe. These rolled rugs, together with the rolls in front and in the intervening spaces, are topped off with small rugs fastened in the shape of fans, while other small rugs are set up in triangular designs in different parts of the window. A notice or sign card is hung in the centre.

GUELPH CARPET MILLS CO.'S EXTENSIONS.

ON account of the constantly increasing business done by this company they have found it necessary to make large and important additions to their plant in Guelph.

Two buildings are to be built, one 170 ft. and the other 120 ft. long. Both will be three storeys high and built of stone. New dye-houses and dry-rooms will also be erected.

For the first time in the history of Canada tapestry will be made here, the Guelph Carpet Mills Co. having determined to add a full plant for the manufacture of this popular line. They will then be manufacturing Wiltons, Brussels, tapestries, wools and unions.

Much credit is due this firm in installing such an expensive plant as that required for the manufacture of tapestry.

THE TORONTO CARPET CO. BRANCHING OUT.

MR. BINNS, formerly of The Thomas Ligget Carpet Store, Montreal, has taken the management of the newly opened Montreal office of The Toronto Carpet Manufacturing Co., which will be located in Room 303, Board of Trade building, Montreal. Mr. Binns will have charge of the Quebec and Maritime districts in the place of C. Victor Harding, who again takes up his duties in the office department as assistant to Mr. Hayes, the secretary of the company.

Mr. Murray reports that large extensions and additions are contemplated, including new lines in carpets and rugs. For these the newest and latest machinery for the production of all the yarns required in their manufacture will be installed. The intended enlargement will mean the employment of at least another 100 hands.

NOTES.

England exported to the United States in the month of January 57,000 yards of carpets, as against 27,000 in 1902 and 20,100 in 1901.

The largest seamed rug, perhaps, ever made has been manufactured by The Ivins, Dietz & Metzger Co., Philadelphia. It is 42½ ft. long and 31½ ft. wide.

The annual meeting of carpet manufacturers of England and Scotland was held in London during March. The general tone was optimistic, and a reduction in the price of rugs, which had recently been made, was confirmed.

Spring orders have been only fair in England, although the export business has been unusually good. Regarding the reduction in the price of rugs, many think it was unwarranted, and the old quotations are expected to soon reappear.

Bacon : That Jersey friend of yours is a happy man.

Egbert : How so ?

Bacon : Oh, I believe they've introduced a red mud out there that harmonizes with the carpets, and he's never blamed for not wiping off his boots any more.—Ex.

A. F. Banfield, the Winnipeg housefurnisher, who was recently burned out, has returned from abroad, and, after visiting Toronto, left for home, where he will immediately sign contracts for the the erection of his new store to be built where the old one stood. He has in the meantime rented a a large warehouse near the old stand, where business will be carried on without interruption. Fortunately his Spring goods had not arrived, so customers can pick from the regular lines ordered for the Spring trade.

WALL PAPER.

PAPERHANGING.

HAVING cut your paper to match, turn the strips over and place them on pasting table within an inch or two of the front edge. Shove the top pieces back to bevel the edge of the pile, and then draw the top piece to the front where it will be in position to paste. Apply the paste evenly to all parts of the paper brushing down the middle of the piece first and taking care to sweep diagonally from edges and parallel with them as that would be likely to cause a speir of paste. When the strip is pasted fold both ends towards the centre making them meet and take care that the edges of the paper are even. If the strip is too long for your table paste half or more and fold the end towards the centre, then carefully draw your strip over and paste the other end and fold so as to meet the end already folded. If the paper has not been trimmed do it now.

HANGING THE PAPER.

TO put on the paper commence at a projecting corner or at a door or window where a mis-match will show the least. Unfold the upper half of the strip, place it where you want it, and brush or roll down until you come to the other fold. Take that down and work down to base board. Then take hold of the lower end, raise it a little and draw the point of your shears in the angle of the wall and base board to make a mark to cut by. Then carefully cut off the waste at the mark and brush down the end. Pound down the edges with the ends of the bristles when using common papers, but for better papers a roller is preferable. Never draw brush or roller to the left if you are working toward the right, as that will force paste out on the previous strip. Use roller on ingrains when wall is smooth enough to admit it, otherwise use clean, dry brush, rub lightly and carefully and pound down the edges with the ends of the bristles.

When you put the last piece on, if there is a prominent mismatch you can remedy it somewhat by notching or scalloping the edge which laps over, cutting out the prominent mismatched figures. Another way is to paste on a flower or figure cut from the paper.

In turning corners it is best to cut the paper instead of trying to turn a wide strip, because most of the angles are not straight. Cut paper so as to turn not more than half an inch and beat well into angles with corner of brush. If your paper is inclined to blister, keep a piece or two pasted ahead, so as to let the paste soak in, when it will not blister. In hanging finer papers a smoothing roller should be used with a corner roller, which presses the paper square into the corners without the liability of smearing the colors that comes from the use of cloths and brushes.

GEO. H. HEES, SON & CO.

= 1903 =

Beginning the New Year we commenced manufacturing

Muslin and Bobbinet Ruffled Curtains

In ARABIAN RENAISSANCE and other popular styles.

We carry in stock ready to deliver an immense stock of

Lace Curtains

In prices all the way from 20c. a pair to $15.00 a pair.

Also LACE DOOR PANELS in all grades and qualities.

GEO. H. HEES, SON & CO.,

71 Bay Street, TORONTO.

—MADE IN CANADA—
—Oil Cloths—

Be Patriotic and at same time get best value, by purchasing Canadian-made Oil Cloths.

WE SHOW SELECT AND UP-TO-DATE PATTERNS in

Floor Oil Cloth—3 qualities—$^{4}/_{4}$ to $^{10}/_{4}$ wide.
Canvas and Painted Back Stair Cloth
Mats or Rugs—All sizes

Table Oil Cloth.
Cotton and Duck Back
Enamelled Stair Cloth.

Enamelled Muslins, Drills and Ducks.
Decorative Burlaps.

OUR SAMPLES FOR SPRING are now in the hands of the wholesale dry goods trade and the attention of dealers is called to the advantage of handling Canadian-made goods. It is worth money to get your orders and repeats filled promptly.

We have large producing facilities and give satisfactory deliveries.

The Dominion Oil Cloth Co., Limited, Montreal

We are out for Business.
We are also out for Business for you.

LUXFER PRISMS

make goods easy to sell, and

Lighten up Dark Places.

STORE FRONTS OUR SPECIALTY

Write us for information.

LUXFER PRISM CO., LIMITED,
100 KING Street West, TRONOTO.

When hanging lapped-jointed paper it is important to remember to work away from the light so as to prevent the seams from showing.

HANGING PLAIN PAPER CEILINGS.

DRAW a straight line on the ceiling for the edge of the first strip and lay accurately to that. When on the trestle hold the strip up in front of you, or, if long, let it rest on the platform. Then brush along, after which come back and attend to blisters and loose places. Match the next piece carefully to the edge of the first and again proceed. The appearance of the ceiling is improved by having a border around the edge. Care should be taken to get the corners well beaten in and borders well stuck on.

WALL PAPER SHOW WINDOWS.

IN the dry goods store where wall paper is handled, one window, or at least part of it, should be set apart for housefurnishings at this season of the year. Wall paper then falls in for its turn in the display.

Very few merchants attempt to trim a window with wall paper alone, and yet some very striking effects are possible, and with less trouble, too, than in any other display. Of course, some artistic taste is required, not so much in the arrangement as in the avoidance of the clashing of colors and patterns. It is better in this case, if you cannot trust your own ideas of colors to obtain the services of a tasty woman.

The wall paper window should have less in it than any other window, and positively no ulterior decoration should be allowed. The very best display is made on a parquetry floor, but any oiled hardwood floor is suitable. Failing a good floor a covering of linoleum with no pattern or a plain brown paper laid flat is the best. In no case have the floor conspicuous.

After this part is arranged there are several ways of treating the wall paper itself. The simplest, and a really good plan, is to buy or make simple racks about 5 ft. high, at the back of the top of which is a small shelf to lay the roll on, while the end drops down the front to the floor and lies about 4 or 5 in along the floor. Three of these in one window are enough

Another plan is to tack along the back or side of the window three or four strips matched and along the top fix the border to match This is very striking with certain papers. A large city store recently displayed a bedroom paper tacked all around the window and hanging loosely to the floor, while over it all hung lace curtains.

Some firms adopt the plan of draping a window each day or oftener, even in papers of the same pattern but in different colors. A good comparison of the suitability of colors for certain rooms is, from this, quite easily arrived at. With a little practice a merchant can form designs of his own. Be sure and change the paper often.

NOTES.

A deputation of Canadian wallpaper manufacturers has waited upon the Government asking for more protection.

Joe Jefferson and "Bill Nye" met once at an exhibition of carvings. After greetings, Nye said:

"Mr. Jefferson, do you carve?"

"No," said the actor, dolorously. "I'm not allowed to at home, for our gravy doesn't match our wall paper."

Some new United States wall papers this month are in Art Nouveau design. One represents a pathway winding through an orchard, another a meadow by a lake with boats on the water, an arbor of roses with cloud effect overhead, and groups of Easter lilies with an overarching vista of sky. A design of real grass cloth is a novelty.

ART FURNITURE.

Hepplewhite is more of a living power to-day in his influence on our modern furniture than any other of the great group of 18th century cabinetmakers, Chippendale himself not excepted. K. WARREN CLONSTON

HEPPLEWHITE.

HEPPLEWHITE may be called the apostle of lightness in furniture, but his support of that quality led him into grave errors that have lessened the vaster influence he would have had on present day styles. Strength was a secondary consideration with him, and on this account his designs are exquisite in appearance, but for a great part impracticable for service. Following, as he did, closely on Chippendale, he, perhaps, unconsciously, but nevertheless noticeably, copied that famous cabinetmaker in all but his most admirable trait—the importance attached to strength. Still, Hepplewhite is not entirely to blame for his faults, as the revulsion of the times against heaviness demanded a style such as he adopted. His work was very irregular in merit, some pieces being marvellous works of art, while others are unworthy of notice. The sacrifice of strength for beauty is nowhere more visible than in the use he makes of the "splat" of a chair back. He never, like Chippendale, has it run down to the seat, but stops it at a cross-piece some inches above. So light and fragile are his productions that a chair, with its oval or shield back, spindle legs and lack of braces, seldom looks capable of supporting a man.

It is not to his eye for form in masses or to his power of invention that Hepplewhite owes his name, but to his exquisitely designed and artistically executed decorations. He himself states that his general object was to unite elegance with utility and blend the useful with the agreeable.

In this, however, he succeeded only partially, but no one can doubt the beauty of his completed work. His chairs were strengthened by the turn in the bottom of the leg, and surprising strength was united with the elegance of design. There was a feeling of grace and beauty of line surpassing Chippendale, and, in addition, a lightness combined with unassuming grace.

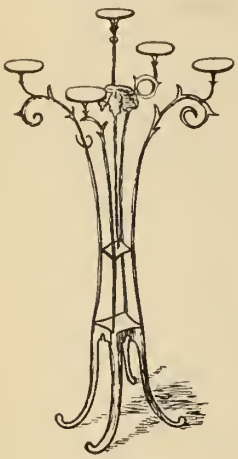
His peculiar designs included the "shield back" for chairs, very small legs, beautiful painted and japanned work and a particularly heavy central feather in the oval of the back of a chair, which invariably gave it a top-heavy appearance.

Withal, he was essentially English, although some of his ornamental additions appear to have originated in the classic form of Louis Seize. As Clonston says, with his numerous faults and ignorance or carelessness of the rules of construction, our modern furniture follows his lines more closely than those of any other of the 18th century designers.

FURNITURE IS HIGHER.

AT a meeting last month in Stratford, of nearly three-fourths of the furniture manufacturers of the Province, a resolution was passed raising the price of furniture 10 per cent. The step was claimed to be necessary as the raw material has appreciated to a great extent and workmen are demanding higher wages than ever before.

This is the second raise within a year. Oak has gone up from $60. to $80. per thousand and elm from $16. to $20.



Candle-stands.



Window-stand.

Hepplewhite Designs.

Some woods are hard to obtain at any price. The dealers who ordered early are making much money on this account over the late buyers. Manufacturers say top prices are not yet reached.

NOTES.

Allan Scharf, furniture merchant, Stittsville, Ont., has been burned out.

Chas. S. Everett, furniture dealer, St. John, N.B., has taken as partner R. S. Sime, housefurnisher.

Customer—Haven't you a Louis XV? I don't wish to pay more than 40 marks.—Fliegende Blatter.

I. L. Matthews & Co., dealers in dry goods and furniture, Port Arthur, Ont., have recently suffered some loss by fire.

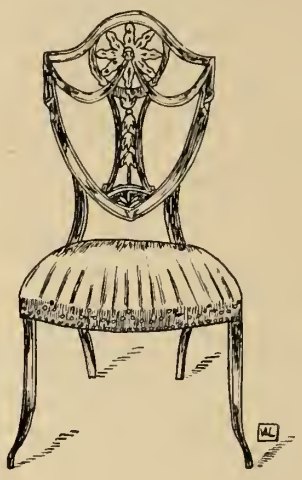
Chas. Skeates and D. Dinsley, Wingham, have formed a partnership to open a furniture store in Collingwood.

Jas. W. Walker, of the firm of Dobson Bros., furniture merchants, Innisfail, N.W.T., is dead.

E. E. Dales, Drayton, Ont., has sold his furniture business to his partner, D. T. Slimmon. Mr. Dales purposes going West in the Fall.

Dealer—Here are two beautiful chairs. This, a Louis XIV., at 36 marks, and this, a Louis XVI., which will cost you 44 marks.

C. N. Greenwood, of the firm of Greenwood Bros., Blenheim, Ont., has bought an interest in the firm of Hepburn & Nichol, Stratford, Ont. The business of Greenwood Bros. will be conducted hereafter by William Greenwood.



Chair.

Sault Ste. Marie capitalists are interesting themselves in the organization of a furniture factory, $25,000 having been already subscribed.

A by-law was carried in Preston to loan the Canadian Office and School Furniture Company $20,000, repayabe in 10 years, to assist the company to erect a large modern factory.

A London furniture firm recently showed in their windows a newly-married couple eating their wedding breakfast. In spite of its being a Sunday morning, the police were unable to cope with the crowd of 25,000 people who gathered to witness the sight.

The Canada Furniture Manufacturers, Limited, held their annual meeting March 13. For the past year they are unable to pay the full 7 per cent., although nearly so. The cause is the loss sustained in endeavoring to establish an export market. Objections to bonusing new factories were freely given at the meeting.

The Furniture Club, of Pittsburg, has decided to build a large club house for the use of members and their wives. Although specifications are not yet out we suppose the smoking-room will be done in cigar ash, and the refrigerator and cold storage rooms in fir. In the ladies' rooms the finish is not yet decided on, but one will not see conversation pine, but quite probably find ladies spruce and men rubber.

CURTAINS AND DRAPERIES.

NEW CURTAINS IN THE UNITED STATES.

ARABIAN laces are described as mounted on red, blue, green or gold moire silk. Sometimes there is a wide border of lace, then deep insertion of silk and body of curtain is net.

Colored French embroidery on black and colored nets, done in floral and Japanese design, is new and attractive.

The Austrian-Brussels variety of lace is another of the seasonable fancies.

In draping windows of boudoir many decorators now recommend an unconditional French treatment in which a straigt breadth of fabric, usually stiffened, is hung upon each side of the window as a framework to the lace curtain. Velours of some desired color, with gold-embroidered sidelines, is pretty here. To this straight framework may be affixed a silk or cotton stuff of chintz silk pattern, which should be pleated and gathered the same height as wainscoting. This material may be used for a box-pleated valance across the top of the window.

Some double-faced silk portieres are made in two patterns, one side with an Empire figure, and the other having a floral design with borders and corded edgings on both.

An unusual style has on one side an armure ground, with overshot renaissance figure, and on the reverse a three-color Oriental Bagdad stripe.

Where there is any pattern in the new silk for draperies they are often figured like the wall paper in huge petalled flowers of dark tones.

WE HAVE A LARGE STOCK,
BUT
WE CAN SEE THE END OF
MANY FAVORITE NUMBERS.

IS IT NOT WISE TO SECURE
WHAT YOU POSSIBLY CANNOT
REPEAT LATER?

DO IT TO-DAY WHILE
YOU THINK OF IT.

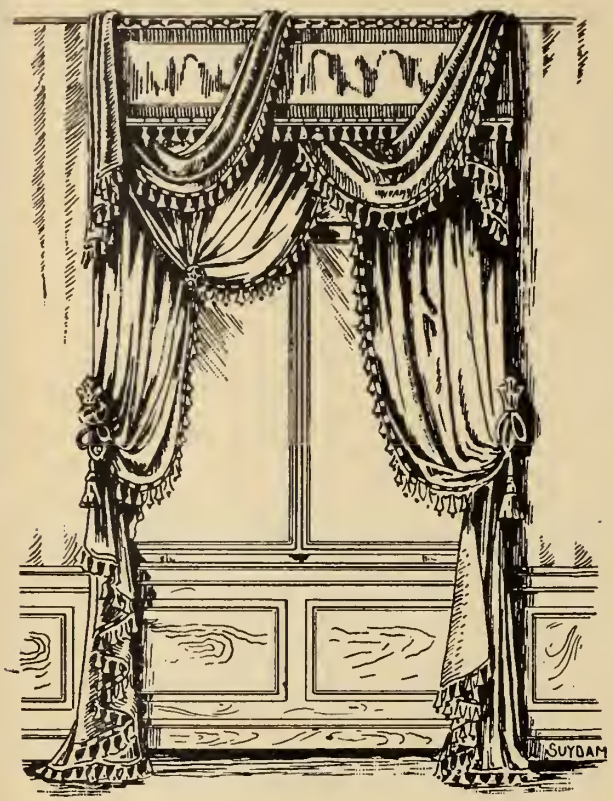
OR WE WILL PREPAY SAMPLE
BOOKS OF ANY GRADE YOU
ARE WEAK IN UPON REQUEST.

THE **WATSON, FOSTER CO.,** LIMITED
MONTREAL.

The so called "shadow silks" are beautiful and so soft that they crush up in the hand like old lace and will not crease or "hang lank."

There is an increasing demand for draperies to go with mission, colonial and allied furniture. The coloring is chiefly in dull tones of red, green, blue and tan. One and two-toned designs in stripes, block effects and small conventional figures are preferred.

Embroidered curtains and portieres are good sellers. The two-toned effects are most popular.



In the European Mode.—*Upholstery Dealer.*

Fabrics range from simple red to a jacquard velour or damask. Popular embroidered patterns are of the heraldique, Empire, Assyrian, Egyptian, Roman and Gothic types. The popularity of these has stimulated the demand for printed velours and allied goods.

A new effect in draperies is a cathedral glass effect.

SIDELINES TO HOUSEFURNISHINGS.

A LETTER has come to the department asking for the different lines a housefurnisher might handle. The request calls to mind a great variety of sidelines, but local conditions control the particular ones to which each housefurnisher may turn his attention. The character of the surrounding trade, the neighboring competition and the capital at command have each to be considered.

A list would include wall paper and decorations, pianos, pictures, gas and electrical fittings, domestic art metal work, clocks, china and glassware, decorative pottery, and more remotely utensils for cleaning and cooking. Beds and bedding, curtains and draperies are included in furniture.

With the removal and warehousing of furniture, the cleaning of carpets and curtains, and repairing, the list of analogus lines is almost complete.

There is, no doubt, a great advantage in being able to fit out a whole house, but the furnisher must allow no other dealer to carry a more comprehensive stock. He would fare better (if he is going to handle only one line) to take the one in which he could have a monopoly in his neighborhood. Having once decided to go into a line, he should carry a large stock and advertise thoroughly. It is far better to handle one line well than to handle many poorly.

With a small capital pianos are supplied by the manufacturers, so as to be returned at any time. There is money in this line, and the pianos improve the showroom. A dealer should not carry a miscellaneous collection of articles merely because there is money in them, for people will in time look upon such a store almost as a junk-shop. I know one dealer who is at present doing a good business in some of his lines, who handles pianos and organs, carriages and cutters, carpets, agricultural implements, harness, sewing machines and megaphones. Imagine such a mixture in one room and the general knowledge required to sell each line successfully. There can be no doubt but that if any dealer in his town opened a good carpet room he would obtain all the business in carpets; a drug or bookstore could capture his megaphone trade, and a furniture store his piano, organ and sewing machine sales.

NOTES.

Geo. H. Hees, Son & Co., who commenced manufacturing curtains in a loft on Melinda street, Toronto, expect to be in their new factory at Davenport Road and Pears avenue by July 1. The old plant will be removed as soon as possible and the manufacture of muslin, bobbinet ruffled and lace curtains will be carried on in an up-to-date factory with good machinery.

Geo. H. Hees, of the firm of Geo. H. Hees, Son & Co., with his wife returned recently from a two months trip to Cuba. Mr. Hees reports a splendid holiday trip.

DECORATION.

Let us by all means study the relics of old handiwork—let us learn the secret of their charm, imitate their excellence, but put aside the thought that all good work must necessarily go along the same grooves and conform to the same conditions.—JOHN D. SEDDING.

GOOD TIMES AND DECORATION.

NOTHING depends more absolutely on prosperity than decoration. Of late years the money and time spent in the decorative art is proof enough of this, for the improvement dates exactly from the beginning of good times. When a man feels a little extra money in his pocket he naturally thinks how he can increase his comfort, and it does not take him long to arrive at the conclusion that a pleasant interior or exterior to his residence increases his comfort directly, and also indirectly by catering to his inherent love of display and impression.

When times are bad the worry of poor business excludes all ideas of anything outside of simply making ends meet, or coming out a little ahead if possible, but when a man's mind is relieved of this, the luxuries of life receive attention. Of late the country house is being made more comfortable and new houses of modern architecture are being erected.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces "BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - UNEQUALLED IN QUALITY AND PRICE.

..... Sale Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.



The Straight B. & C. Front CORSET.

Up-To-Date Long Hip

WITH

Stocking Supporters.

MOST DESIRABLE

$1.00 Corset.

MADE IN CANADA.

STYLE 266.

SAMPLE ORDERS SOLICITED.

Brush & Co., Toronto.

DEPT D.

DOWN COMFORTERS,
WOOL COMFORTERS,
COTTON COMFORTERS,
BED PILLOWS,
WHITE CUSHIONS,
COSIES, MUFF BEDS, Etc.

FANCY CUSHIONS.



FANCY COSIES.

Price lists on application.
Feathers Bought.

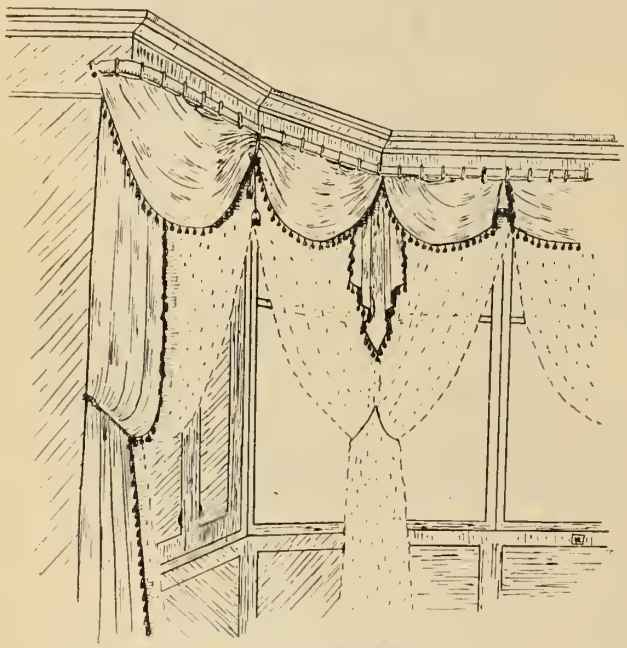
THE TORONTO FEATHER & DOWN CO.
74 KING ST. WEST, TORONTO. Limited.

One of the displays of the selfishness of man has been that heretofore the majority of barns were decidedly superior to the houses. A man would erect a 60 x 100 ft. barn to protect his cattle and cover his grain. While for himself he was content to live in a hut 16 x 20 ft. With increased prosperity, however, this has changed, so that at the present time the country landscape is not merely a succession of immense barns.

More than anyone else this change in public sentiment affects the housefurnisher. The old methods and style of stock must be renounced. The modern homemaker must revolutionize his entire system and stock, and not only keep up with the demand of the times, but by running slightly in advance of this, encourage the demand for the better class of articles.

THE HALL AND STAIRS.

THE treatment of the hall depends entirely upon the use that is to be made of it. Properly speaking, it should be very plain and suggestive of its use only as a passage-way, but in the modern house, where room is limited, the hall is of necessity a sitting-room to some extent.



An Oriel Window Drapery.

In a well-planned house the vestibule should open into the hall giving access to all the rooms on the ground floor and this hall should lead into the staircase. In small houses it is the general opinion that the staircase must lead directly from the hall and in four cases out of five the front door faces the stairs. The inartistic result of this is little appreciated, as it is so common, but if a hall is noticed in which the stairway is distinct, the improvement in the appearance will be obvious. A stairway imparts something of a feeling of privacy, whereas a hall is like a public square. A stairway divided from the hall by arches, or simply by the newel post running to the ceiling, or a moulding which continues around the room, is all that is necessary, but even a more decided division is preferable.

Let the stairway open from the side of the hall rather than from the end facing the door, and separate it by an arch, not too high, making it appear as the entrance to another room. This treatment does not take up the room that is supposed, and by having a double arch, the second part opening into a small passage leading to a cozy-corner behind the stairs, the modern demand for a hall-sitting-room is supplied without waste of room.

The floor should seldom be carpeted, but a good dark-stained wood floor with a rug is the best. The joists left open in the ceiling has a pleasant effect. In the hall, where the first impression is all that counts, forcible, simple lines with vigorous massing of shade and light are essential; strongly-marked panelling niches for vases and statues, benches with straight, striking backs and marble-topped tables carry out the desired effect. If pictures are used they should be few and decorative in composition and coloring. No subject should be used that requires thought or attention.

In cheap halls a few plain mouldings fixed to the plaster, the whole painted in one tint or two contrasting colors, such as white for moulding and buff grey, or pale green for the wall. Boards 4 in. wide and 1 in. or less in thickness, nailed to the plaster vertically about 2 ft. apart, and running to a moulding, is a cheap but effective panelling. Stain the boards dark and the intermediate plaster a dark grey.

The light of day should not be admitted too glaringly, but through odd-shaped panes in old crown or some semi-transparent glass. The artificial lighting should be from a lantern somewhat like the vestibule, but a little more elaborate in design.

The stairway should not be papered, as the effect of a continuous pattern is wearisome and the simple style spoiled. Use a dado of panel work or burlap running up about 4 ft. high. Make the steps broad and deep and do not allow them to run straight up so that the upstairs can be seen from the hall. The stair carpet should be of one color without pattern, as masses of plain color are one of the chief means of producing effect in any scheme of decoration. The bending and irregularity of a pattern in a stair carpet gives a disquieting feeling, whereas simplicity and quietness must be obtained in this part of the house.

In the best halls there are no open fireplaces, easy chairs for lounging and reading, tables with lamps, books and magazines like a library, but where the hall must be used as a living-room, some of these things are necessary. If so, place them in one corner, not all over the hall, or, better still, have as few loose chairs as possible and build cozy-corners into the wall near the fireplace. Have the articles of comfort as unobtrusive as possible and use no oftener than necessary. The hall, as I said before, is a public square, and the entrance of visitors and passing to and fro of servants should be as little conspicuous as you can make them.



BED QUILTS

Wool Filled, -	$ 7.00 per doz. to $ 12.50	Lamb's-wool Filled	$27.00 per doz. to $39.00
White Cotton Filled	11.00 " " 48.00	Eiderdown	" 36.00 " " 75.00

EXCLUSIVE PATTERNS OF COVERINGS

This is where we make them



Are we making any for you? If not, why not?

STITCHING BED QUILTS

THE ALASKA FEATHER & DOWN CO.,

Write for price list and miniature samples.

of MONTREAL, Limited.

K. ISHIKAWA & CO.

...Importers and Manufacturers of...

SHAN TUNG PONGEE in 25 in. and 33 in.

JAPAN WHITE CORDED SILKS
JAPAN COLORED CORDED SILKS
JAPAN BLACK CORDED SILKS
} in 20 in., 22 in. and 24 in.

JAPAN TAFFETA, all widths and colors.

NATURAL and IVORY JAPAN HABUTAI, in all widths and grades.

CHINA AND JAPANESE MATTINGS of every description.

Letter Orders Promptly attended to.

24 Wellington Street West, TORONTO, ONT.

FOREST CITY GOSSIP

Office of THE DRY GOODS REVIEW,
365 Richmond Street, London, Ont.

THE wholesale millinery houses in the "Forest City" are these: Clarke, Vanderlinder & Co.; Dickison, Nicholson & Co.; J. C. Green & Co., and Robert Scates & Co. One or more of these handle some of the lines of fancy dry goods as well as millinery. The millinery openings of the above houses, as already intimated, took place during the last days of February, and now that the purchases then made are nearly all entered and shipped to their various destinations, the results of the openings show an increase of 25 per cent more business over anv former season. Wholesale millinery houses here are undoubtedly attracting business to London. In proof of this, the greatly increased attendance of the milliners of Western Ontario who come to see the novelties is freely mentioned, many hundreds more than at former openings being in attendance.

* * *

The wholesale dry goods firms in London are: McMahen, Granger & Co.; Robinson, Little & Co., and R. T. Struthers & Co. In walking into any of their shipping-rooms these days, the clear, ringing voice of the entry clerk is heard every minute of the day calling off in detail the contents of bunk after bunk, while the packers and shipping porters are hustling, hammers or trucks in hand, to expedite the work of the department.

* * *

Quite a staff of commercial travellers of the very best ability are in the employ of these wholesale dry goods firms, who solicit business as far east as Niagara and west as far as the Pacific Coast. The managers of these firms are a unit in stating that the wholesale dry goods business is rapidly on the increase, and that sales for April dating is many per cent. in advance of last year, which, itself, was a record-breaker. In answer to a direct question, each state the pleasing fact that losses from bad debts have been quite small. They also state that a more conservative system of giving credit prevails than formerly, while the very best class of retail men are being yearly added to their list of customers. The big railway lorries can be seen every day now laden with bales and cases for these concerns, containing goods of domestic manufacture as well as the manufacture of every European country. The C.P.R. and the G.T.R. freight sheds are quite a lively sight at present. They also bear the most convincing evidence of London's position as a distributing point and commercial centre.

* * *

The retail dry goods firms now doing business in London, Ont., are: Mrs. E. J. Aust, C. H. Bayley, I. H. Chapman & Co., J. H. Cunningham, David Abraham, Gray & Parker, F. J Kingsmill, S. H. Knox & Co., T. E. Mara, James Morrison, Smallman & Ingram, T. G. Whiskard, I. C. Woods, R. J. Young & Co; also A. Screaton & Co., whose business is largley confined to carpets and housefurnishings. This is a smaller number than 35 years ago, and not one of them the same style of firm as at that time. While in proportion to the increased population the dry goods retail trade is in fewer hands, as explained in a former letter, more capacious stores now contain much larger and more valuable stocks than in the days of yore.

* * *

In front of nearly all retail dry goods stores there can be seen just now daily deliveries of bales and other packages of new goods for Spring trade; and there is a very general activity all along the line of shops in the principal streets, in preperation for the season just budding out.

* * *

The very unusual weather of the past two weeks has given an impetus to the sale of some classes of goods. Ladies are, temporarily at least, discarding their heavier dresses and wraps and donning apparel better suited to the higher temperature. In some of the large plate-glass windows there is a handsome display of the very latest dry goods novelties, in dress goods, laces, muslins, ribbons, and dainty lace curtains, and linen napery, with galore of the sweetest nick-nacks and notions. The 5, 10, 15, and 25c. stores are not behind with their attractive window displays either, or the crowds going in and out.

* * *

The T. F. Kingsmill Co., have moved into their new premises, notice of which was made in our February number. Heavy importations are now on the way to fill up the building.

* * *

R. J. Young & Co. are to occupy as an addition to their present warehouse, the store for many years tenanted by Beltz, the furrier. The Beltz building is now in the hands of the contractor and demolition is in rapid progress.

* * *

The firms dealing in hats, caps, mitts and furs report an extra rush of letter and travellers' orders. The warmer days are very perceptibly stimulating the demand for felts and straws. Wholesale clothingmen are pleased, too, because lightweight overcoats and Summer suits are moving to suit their ideas.

* * *

Wholesale drygoodsmen are calling attention to diminishing sales of silesia and other linings, as well as canvas used in the dressmaking trade, owing to the fact that very many dresses are made up without either skirt or waist linings. Mention is also made of the firm value of unbleached cottons and the very low prices for flannelettes. One line of wrapperettes well known to the trade at 6¾c. has been advanced to its old figure, 8c. Deliveries from the Canadian cotton mills to wholesale houses here have been very satisfactory for some time.

* * *

NOTES.

W. A. McDougall reports a steadily increasing demand for his "Elevated Salesman" fixture for showing lace curtains. Smallman & Ingram, of this city, have three of these now in use, and can't do without them at all.

Robert Scates & Co., specialists in ladies' waterproof cloaks, say the demand for their "American Lady" has surprised themselves.

Retail millinery openings are on the tapis. Unlike the wholesale houses, each advertises a date to suit himself.

W. H. L.

To the Trade. April 1903.

Every Garment Guaranteed Absolutely Unshrinkable

Can Be Retailed At Popular Prices. Every Garment Guaranteed All Wool.



Do not Buy Until You Have seen Our Samples. It will Pay You to Wait.

FILLING LETTER ORDERS A SPECIALTY.

JOHN MACDONALD & CO.,

WELLINGTON AND FRONT STS. EAST, TORONTO.

Flannelette.

If purchasers of this useful material for under-wear all the year round would buy the

BEST ENGLISH MAKE

they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

Horrockses' Flannelettes,

Made by the Manufacturers of the celebrated Longcloths, Twills and Sheetings,

ARE THE BEST.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

A. R. BURROWS & CO.

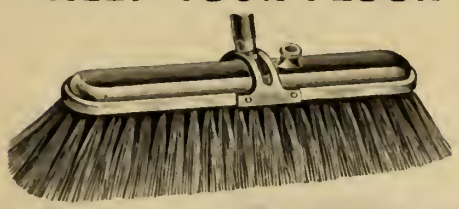
—Manufacturers of—

Rug Fringes,
Carriage Fringes and
Carriage Dusters

GUELPH, ONT.

Write us for Samples and Prices.

KEEP YOUR FLOOR CLEAN.



"NO MORE DUST"

How often have you been annoyed by dust, caused by sweeping your floor, settling on furniture, clothing and so forth and doing no end of damage? Sawdust, water sprinkling, and all kindred remedies have faded into insignificance. **The "World's Only Dustless Floor Brush"** will positively lay the dust and do away with all further annoyance of this sort.

A Reservoir for coal oil in the head of the brush supplies sufficient moisture to lay all the dust, while the oil has a cleansing effect.

Write for Price List and All Particulars.

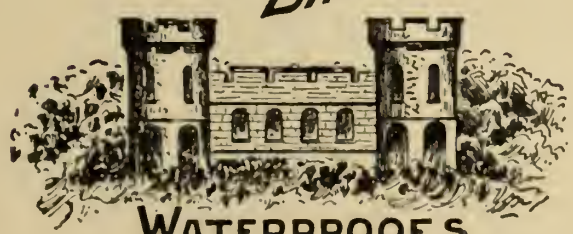
TORONTO SPECIALTY CO.
29 Colborne St., TORONTO, ONT.

Ask your jobber for, or order direct,

WATERPROOFS

BEARING THIS TRADE MARK ON INSIDE NEAR THE COLLAR

TOWER BRAND



WATERPROOFS

Our representatives are now on the road showing a full range of the latest styles. No better selection is offered by any house in Canada. It will pay you to inspect them before placing your order.

London Rubber Co.

Manufacturers

591 Craig Street (Opposite Bank of Montreal) **MONTREAL**

THE

'PIRLE' Finish

Indispensible for the Open-Air Girl.

"LADY'S REALM" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will **remain unspotted** and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."



REGISTERED TRADE MARK.

"Madge" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer.

"The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

TO BE OBTAINED FROM THE LEADING IMPORTERS,
or full particulars from

E. RIPLEY & SON, Limited,
100c, Queen Victoria Street, LONDON, E.C., ENGLAND.

LADIES' NECKWEAR

MAKERS here were late in putting their Spring samples on the market, and the same remark applies to Summer goods. The makers of neckwear are never very far ahead of their season, as up-to-dateness and style is the chief feature of their goods.

* * *

Until the washing waist and the tub suit comes into wear, and with the discarding of heavy wraps and the advent of the collarless suit, or separate coat, the dainty silk stocks will become indispensible, a fact which is plainly proved by the displays of fashionable Spring suits and coats in the stores, all of which, when shown on a model, have, as a neck finish, some pretty and artistic piece of neckwear. Even the wearing of a boa would not make any difference, as it is the styles that fall away from the neck that are most fashionable. So that it is the silk stocks that are selling at present, and while orders for these goods continue to come in so steadily, manufacturers will be in no hurry with wash lines. Both maker and retailer are interested in keeping up the sale of silk stocks as long as possible, as they run into more money than the wash goods, and, as the cost of selling them is the same, there is a better profit on these lines. But the making of wash samples cannot be much longer delayed, and in a very short time now they will be in the hands of the travellers to be shown to the trade.

* * *

The neckwear people always exploit a new idea, and are continually adding samples to their lines. The tendency at present is towards lighter, lacier effects; lace insets and faggoting, through which the neck shows, being one of the prominent features.

* * *

The shaping of the stock and the lower curve under the chin was only the first indication of a new style tendency—that is the decline of the very high stock. The newer collars are all lower; indeed, many are no higher than a couple of inches. Then the fronts are more open, and the stoles, tabs, jabots, or whatever forms the front finish, are longer than before—in fact, many of the newest just clear the waist line.

* * *

The pleated jabots that are so smart in the silk stocks are well to the front in the wash lines, the place of the colored taffeta being taken by colored linen or mercerized basket cloth, and the pleated jabot is in fine batiste or mull. Another pretty wash collar is of tucked lawn with a triangular medallion in the centre, and a lace insertion to match round collar and tabs, outlined with French knots, in white, pale blue, pink, resеda and black.

* * *

In one respect, in wash neckwear the lines are pretty complete and are having a great sale. That is in the narrow lawn and fine batiste bands in sets consisting of collar and cuffs and trimmed with fancy hemstitching or lace stitch. There are those with the edges in color and dotted with French knots. Rather more elaborate, but still in the same class, are matched sets in tucked lawn, crossed with narrow valenciennes lace insertion. The collar comes to a point in front and the cuffs have the point to match.

* * *

Stocks with the stole front or with shaped tabs in Plauen imitations of Irish crochet, point de Venice and other heavy laces are shown in high-class goods, as are also the hand-embroidered effects. In these hand-embroidered styles, besides the Eastern patterns and colorings, are slightly conventionalized designs in cherries, grapes, lily-of-the-valley and other flower and fruit designs, in white or black on white, or the reverse, and, in some cases, in pale colors.

* * *

Mercerized basket cloths and other mercerized goods that have a bright, silky appearance are very much in use in neckwear. On some of these stocks cross-stitch patterns are used with telling effect in red, blue, green, yellow, etc., on white, and the binding or turnover of the collar will be in material to match the color used for working the pattern.

* * *

A pretty lawn or batiste collar that was an elaboration of the band idea had the usual waved turnovers with inset of lace stitch, but these did not meet in front by about 2½ inches. This space was filled by a stole made of ¼-inch bands, joined by lace stitch and each band finished by a Battenburg ring.

* * *

The fad of the hour in neckwear is the craze for handwork, and on high-priced pieces there is some beautiful embroidery and fancy stitches. In popular lines much of this handwork s very creditably imitated by machine.

BOAS

IN spite of the uncertainty about styles when the sample lines of boas were made; that the designers of these goods have produced about the right article is proved by the large advance orders placed in these goods. Soft liberty silk and chiffon in black, white or grey, and the natural color in silk batiste are the chief materials used, though spotted and patterned nets are also seen.

Narrow Louisine ribbons with knotted and fluttering ends are used to brim. These ribbons come in plain white and black and white with a black edge, or black with a white one, or in small patterns or in black and white.

* * *

Though the smartest are the large cape effects and these are the styles Dame Fashion favors, the popular trade will run largely on the ruches, or ruffs, only they have a more or less pronounced tendency to fall away from the neck. Though in general form these ruffs are very likethose worn last Summer, the style points are sufficiently marked to distinguish them. This season's ruffs fall away and are more drapy and have a lighter, airier effect, and the ends are longer and wider and more in the stole shape.

* * *

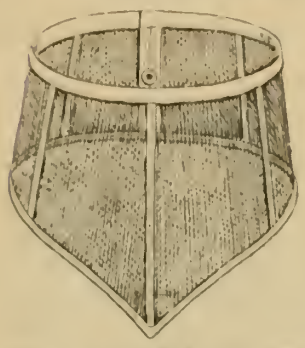
Judging from orders the white boa is to have a great run—then white with little touches of black. Black finds more favor with elderly people, and black and white is always good. The linen shades, matching the gowns of that shade, are sure of favor. These are relieved by a trimming of white lace or lace braids.

* * *

Retail dealers are making a great show of these boas, both in popular-priced goods, and in the more expensive lines, and those shown for expensive trades are very elaborate. Many of these have a heavy lace or applique collar as foundation, and the billowy pleatings and puffs of chiffon are added to this collar. In one lovely model the collar or cape was of black and white applique with touches of gold. Sewn in among the pleatings are large rose petals sometimes in white, or white with a black edge, or, as on our dainty boa, black with a net work of white veins that produced a greyish effect. Then there are stoles that are a reproduction of the fur models of the Winter, in chiffon with lace motifs, and in ostrich and marabout. Some of the marabout are powdered with rose petals. There are also a few boas shown in the tinted laces. Quite a few of the new boas are a compromise between the ruff and the cape and consist of a ruff with cape attached.

Fibro Foundation Collars
Light, Durable, Flexible,

In all the latest shapes, 1¼ to 2½ inches high.



No. 813—Price $2.00 per dozen. Monsseline de Sole. Made in black and white. Round and pointed. Same styles made of fine Crinoline, at $1.25 per dozen, with or without button.



ACCORDING PLAITING.

This is where we excel, goods plaited by us will not come out. Try us and be convinced. We return your goods same day as received. No vexatious delays.



This is a cut of our 713 at $15.00 per doz. We have 99 more styles for you to choose from, prices and styles to suit Let us send you a small sample order

SKIRT BINDINGS . .

New Century Velvet Bindings, at $4.50 per gross.

all cut o Book 9 page 16 also one bad half-tones of returned same as one in lower right-hand corner.



Pat. March 10, 1903.

VENUS UNDERSKIRTS.

Our Venus Underskirt, with our patented Glove-fitting Waist Band is especially designed for fashionable dressers. The fitted top is made with seven gores, joined to conform with the hip contour. The Flounces are very full, and Flare giving an individuality that can only be obtained by wearing a Venus Skirt. Simple, Practical and Durable, a great improvement over the old-fashioned draw string.

A POSTAL CARD WILL BRING FULL PARTICULARS.

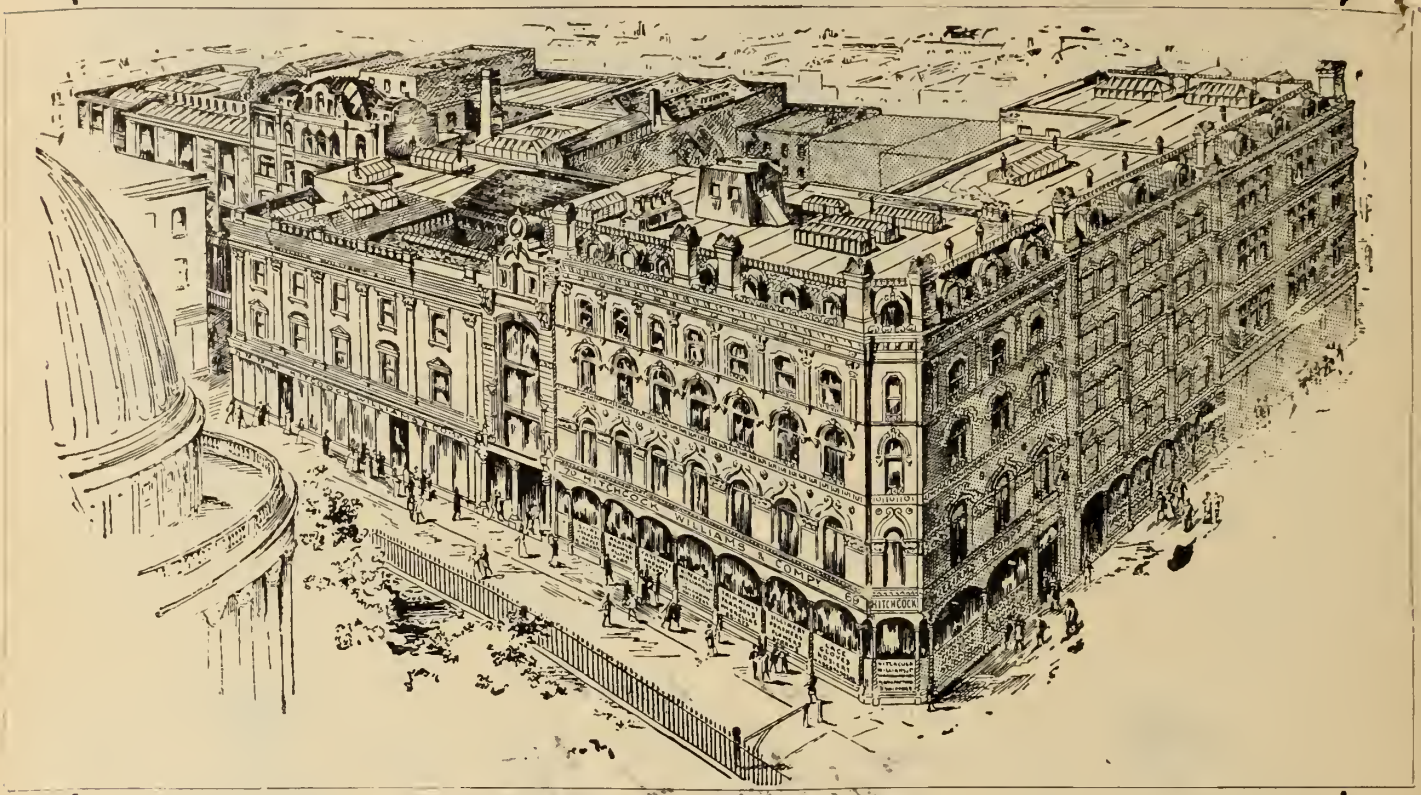


Pat. March 10, 1903.

A. E. REA & CO.

20-22 Wellington St. West, **TORONTO**

Hitchcock, Williams & Co.



SIR G. WILLIAMS
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WAREHOUSES:

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.
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Manufactories, Warwick Lane and Paternoster Buildings.

ESTABLISHED NEARLY 70 YEARS.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application

Our Mr. Cliffe visits Canada twice a year, He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

OUR LONDON FASHION LETTER

Strong Feeling for Canvas Effects—Viyella in Black for Dressmaking Purposes—Millinery Styles for Spring and Summer—Irish Lace from Plauen—Styles at the First Court.

109 Fleet Street, E.C.,
London, March 11, 1903.

THE latest phases of fashion indicate a very strong feeling for canvas effects in every possible direction. The smartest of the many short pleated jacket styles are in canvas linen, with the cuffs and collars faced with coarse woollen lace. Shirts and walking costumes of coarse linen fabrics, in effects like these, for Summer wear, will be very largely worn; and the same idea is now being largely exploited for walking costumes in woollen, loosely woven canvas or hopsack effects.

* * *

Materials of the moment, as they are now so artistically displayed in the West End windows, are chiefly—novelties in eolienne, voile, grenadine, splash canvasses, and Scotch tweed.

* * *

For dressmaking purposes the new double-width Viyella, in black and many charming pastel tints are excellent fabrics for utility and effect. They do not shrink, and drape nicely—two obvious advantages. Several of the prettiest costume models exhibited in a special show made this week by a large drapery establishment in St. Paul's Churchyard, were made of Viyella, with pleated skirts dependant from shaped yoke pieces, and the smart little pleated jackets or boleros, so much in vogue. For dark and showery days now, this woollen fabric makes admirable costumes, and later on, when the bright and warmer days come, will be charming in the soft and lighter colors for many purposes.

* * *

In millinery styles for Spring and Summer, one sees now a number of new bonnet models, and it is likely that they will become very fashionable. These small, hoodlike bonnets, fit the head closely and are very becoming. They have been worn at the various fashionable resorts in the Riviera from January, and are now beginning to exert their influence on the millinery models in London and Paris, where quite young women wear demure little bonnets tied with strings in a quaint and very attractive way.

* * *

Hat models for Summer styles present an altogether bewildering number of new ideas too varied almost to detail, or enumerate. In a word, there is no general rule as to styles. Anything goes, so long as it is light in effect, and feathers, flowers, ornaments, tulle, chiffon, lace and ribbon are alike favored for trimmings.

* * *

Many smart toque styles are entirely floral in their construction; roses, hyacinths, lilies, folinge, large marguerites, button roses and cornflowers being largely employed for their construction. Blossoms, such as hyacinths, are picked from the stems, as it were, and sewn together in closely massed fashion, to provide a very feather-like facing for the popular Spanish turban brim, or to line the sweeping underbrims of picture hats. When used in the latter form they are usually shaded from light to darker tones. A large burnt straw hat, for instance, is faced with hyacinth blossoms, shading gradually from white on the under part of the right brim and going through various shades of pink to deepest red blooms, so arranged that they droop as a fringe under the back part of the brim. Some novel flower brims are covered with close packed blossoms in one color, and medallion shaped lines in a contrasting color divide them. White roses are in immense vogue. They are used in large piquets under hat brims, and look their best when contrasted with glistening green acacia or similar foliage, on white tulle toques or hats.

* * *

Very stylish-looking turban toques, in the popular Spanish form, are covered with light pleatings of white, black or pastel-tinted tulle. These pleatings are set on with the



Hat of pale blue straw spotted with jets—steel buckle on black velvet at side—black and white cockade—rosette of black velvet with paste buckle on crown.

Black glace silk-trimmed ornaments and new Paris collar.

edges outward, and make a nice feathery effect. There is usually no other trimming than a very smart upstanding gourra aigrette fixed on the edge of the left hand brim. The palest blue tulle toques of this type are very fashionable, and are extremely smart, when the ornament is a black and

white or grey goura aigrette. The brush ospreys or Persian aigrettes still continue very popular, but this is now so general that the best-class trade finds substitutes in the goura and similar effective fancies described here. The turban brim is one of the most popular in vogue, but the back is very deep and pressed in squarely to the head. The top row of the plait reaches the edge of the crown—and the effect is very stylish, particularly as the hat is worn well forward in the typical French fashion. Ready-to-wear hats in this form are very good when done in burnt straw, with no relief or trimming beyond a big cockade of black plait upstanding upon the front, and three or five smaller black-straw wheel or cockade rosettes on the deep back. There is a new kind of very mossy-looking straw plait



Hat of blue straw, laced with black bebe ribbon velvet, black cockade.

Coat formed of shaped flounces of biscuit-colored, fine faced cloth. Collar and stole ends of braid lace, with canvas insertions. Pendant, pieces of red and white braid; trimming around neck.

much used in Paris for new looking styles in ready-to-wear hats that affect plaid designs. As an instance, a very flat tambourine shape is in violet and green moss plait. There is little trimming beyond a piping of the two colors in velvet, laid just inside the slightly upcurled brim. On the front is an arrow-shaped fancy aigrette of breast plumage that exactly reflects these two shades, and the style is very great, although the detail sounds so simple.

* * *

For trimming ready to wear hat styles, there is an immense feeling for canvas ribbons. The best of the West End millinery houses show some extremely stylish effects in low crowned burnt straw hats, trimmed with natural canvas ribbon with spots in color.

* * *

Straw embroideries upon net, wrought in a hundred fanciful effects, are largely contributed by Paris, Brussels and Berlin, and from each of these fashion markets comes wonderfully effective spangled nets and embroideries in black jet or its imitation, opal, or irridescent sequins, and many fantastic drop trimmings.

* * *

A curious thing to note is that much of the so-called Irish lace comes to us from Plauen, and Berlin attempts to produce the characteristics of Irish table linen. Another odd thing to notice is that side by side with embroidered and lace-trimmed linen handkerchiefs from Belfast, we see a range of charming fancy silk handkerchiefs from Yokohama. These are made of very fine silk, exquisitely drawn, and trimmed with silk Torchon lace. Different sizes are to be had, those known as the "sleeve" handkerchief being particularly dainty.

* * *

Short, pleated jacket styles are the most prominent ideas in the mantle departments. Paris models are largely founded on these lines, and the best ideas seem to be expressed in thin fabrics with lace collars finished with short stole pieces upon the fronts. In costume styles these short jacket ideas are also prevailing—and they are invariably longer in front than at the back—and are either unlined or lined with the thinnest possible materials.

* * *

French jacket or coatee models are in thick, coarsely-woven Tussore silk trimmed with broad hemstitching, and a short fringe of the same color. These were lined throughout with a very pale biscuit-colored Surah, the sleeves wide and puffed, being of plisse lace, and also lined with Surah. A similar model expressed in black was made of thick, rather coarse-meshed black silk grenadine lined with black merveilleux and much hemstitched. These short jackets are also made in thin cloth, trimmed with a stole collar of colored embroidery on taffetas and fancy galloons of silver and gold. Yet severe tailor-made shapes are still popular, but are being made in the thinnest of materials.

* * *

A Paris model costume, tailor-made in style, was made of blue-pleated gauze, flecked with white and lined throughout with navy-blue taffetas; the corsage was formed like a bolero, with shaped strappings of cloth, very finely stitched, and matching the gauze exactly in color around the neck, down the fronts and round the bottom of the coat. On the sleeves the cloth also formed a pointed jockey and a deep-pointed cuff. On the skirt the stitched cloth formed a deep yoke and a deep band simulating a flounce cut on the cross around its lower edge. With much passementerie on the front of the blouse and on the cuffs of the sleeves, this blue-gauze tailor-made was a most effective, if somewhat extreme, style.

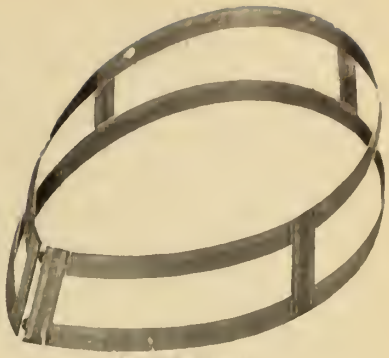
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The loveliest little chene silk bags are amongst the foreign novelties this season. Some of them are quite works of art, and the prettiest possible finish to the picturesque costumes now in vogue. With these it is quite the recognized thing to carry a dainty little bag, in which purse, gloves, handkerchief, or any trifle may be deposited. The form of these new patterns is mostly rounded, and they are gathered at the opening to art nouveau metal and jewelled clasps. An example is a white chene silk bag with a blurred design of pink roses and moss green foliage. This gathered at the top to two long fancy bars of oxidized silver,



The
ORIGINAL QUALITIES
made of
Best Real Whalebone

CANNOT rust.
CANNOT hurt the neck.
CANNOT hurt the material.



Pat. No. 255 01.

Lake's Invisible Stiffener

Made in Black, White and Ecru, Fine Glace Cotton, 1½, 2, 2½, 3 and 3½-ins., **12/11** gross bundles of 6.

Made in Black, White and Ecru, Silk Finish, 1½, 2, 2½, 3 and 3½ ins., **2/11** doz. bundles of 12.

Made in Black, White and all Colors, All Silk, 1½, 2, 2½, 3 and 3½-ins., **4/6** doz. bundles of 12.

⚜

Lake's Invisible Skeletons.

An Entire Collar Shape for Transparent Neckwear

Sizes—2-in., 2½-in. and 3-ins. deep.

11½, 12, 12½, 13, 13½, 14, 14½, 15-ins. neck size.

SEPARATE SIZES OR ASSORTED.

Made in Black, White and Ecru, Silk Finish, **4/11** per doz.

Made in Black, White and all Colors, All Silk, **8/11** per doz.



Lake's Easy Collar

AN ENTIRE COLLAR SHAPE for DRESSES, COSTUMES, Etc.

MADE IN BLACK AND WHITE.

Sizes—2-in., 2½-in., 3-ins. Deep—12, 12½, 13, 13½, 14, 14½, 15, 15½-ins. neck size.

6/9 per doz.

⚜

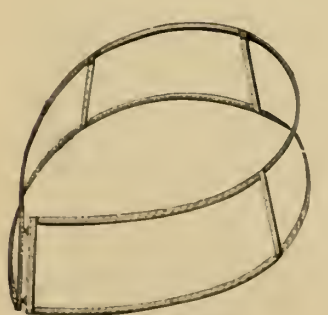
Lake's Invisible Collar Rings.

For Transparent Neckwear WITHOUT COLLARS.

Made in Black, White and Ecru, Silk Finish.

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inset with large, green stones. It is suspended from white ribbons, knotted upon each side into pom-pom bows. In black silk or satin these bags are very useful, and extremely smart when they have metal and jewelled or plain metal tops. A new idea is a neat chatelaine bag, which has upon the under part a clip or dress holder.

* * *

The first court of the season was held last evening. As was clearly foreseen by the writer, here and in other journals, Indian embroideries were much in evidence. The Queen's dress last night was in cream white satin, richly embroidered in gold, and her magnificent train was in gold and tissue with raised gold embroideries.

Her Royal Highness the Princess of Wales wore a beautiful dress of ivory-white panne. This was embroidered in a large and effective design with trails of blush roses, raised in chiffon from the soft surface of the panne. The foliage was simulated in various tender shades of green chenille, and over all small gold paillettes were plentifully showered. The train, arranged from both shoulders like a Venetian court mantle, was of silver lace.

The Duchess of Buccleuch, who was in attendance on the Queen as Mistress of the Robes, wore a dress of rich black brocade. At frequent intervals were groups of lilies of the valley raised in gold, while round the hem was a ruching of black net flecked plentifully with tiny rings of burnished gold. The bodice of brocade was finished with broad gold burnished shoulder-straps, from which were little outstanding frills of black net flecked with gold rings. The train of gold tissue was veiled with black tulle, and draped down both sides and round the hem with deep real lace, caught at intervals with rosettes of tulle.

American ladies present made a brilliant addition to the splendid gowns worn by those who were either presented, or attended the court.

Miss Choate, daughter of the United States Ambassador, was attired in pale blue chiffon, sun-ray pleated, and inserted on the skirt with three bands of silver embroidery. The bodice was also pleated, and had a berthe and sleeves of silver embroidery. The train, of white satin, was lined with pale blue, and trimmed with net ruches.

Mrs. Richardson Clover, also of the American Embassy, wore a frock of green satin, embroidered with silver, paste, and irridescent sequins. The bodice was similarly worked and trimmed with pale pink panne. The train of silver tissue was veiled with green chiffon, spangled with silver, and was trimmed with roses and lilies of the valley.

Miss Clay Evans, daughter of the American Consul, was wearing a presentation dress of sun-ray pleated white chiffon, having a rich trimming of silver embroidery round the hem. The bodice was softly gauzed, and the berthe of chiffon and silver. There was a high satin waistband, and the train of white moire brocade was lined with silk, and trimmed with lilies of the valley.

A. MEEHAN.



A MAN WHO DID THINGS.

THOMAS TAIT, manager of transportation of the Canadian Pacific Railway, whose appointment as chairman of Victoria, Australia, Board of Railway Commissioners, at a salary of $18,000 per year, well deserves the position that has come to him. He has been a man who not only did things, but who did them well. Although scarcely 40 years of age, he has for many years held responsible positions in the service of the Canadian Pacific Railway Company. He entered railway service as a clerk in the audit department of the Grand Trunk, in 1881, leaving that company when the Canadian Pacific "syndicate" came into existence, to accept the position of private secretary to Sir William Van Horne.

From the first he made it his business to learn all he possibly could about railway matters and the working of railways in all their details. In this way he fitted himself for advancement, until to-day he has been selected to fill the important position of chairman of the Board of Commissioners who manage the railway system of Victoria.

In 1889 he was appointed assistant superintendent of the Canadian Pacific, with headquarters at Moose Jaw; in 1890, superintendent of the road with headquarters at Toronto, and in 1893, manager of transportation.

The following is a brief statistical summary of the Victoria Railway system over which Mr. Tait is to preside:

Miles in operation, 3,237.

Expenditure on capital account, £10,145,101.

Average cost per mile, £12,102.

Revenue from coaching, £1,560,891.

Revenue from goods, £1,711,891.

Revenue total, £3,337,797.

Revenue per mile, £1,034.

Working expenses—Maintenance, £518,188; loco. power, £646,192; car repairs, £147,153; traffic, £609,000; compensation, $7,945; general, £56,018; total, £1,984,796.

Net revenue, £1,353,001.

Net revenue on total capital cost, 3.37 per cent.

Net revenue on total loan moneys expended, 3.64 per cent.

Pensions and gratuities, £90,443.

Number of passenger journeys, 54,704,062.

Goods tonnage, 3,155,697.

Live stock tonnage, 226,163.

Train mileage, 11,066,016.

Total employes, including supernumary, 11,956.

Number of locomotives (16 building), 544.

Number of passenger vehicles, 1,179.

Number of vans, 302.

Number of wagons, 9,392.

Number of miscellaneous vehicles, 227.

Mr. Tait leaves Canada for Australia about May 1, and he goes to the Antipodes with the best wishes of his fellow Canadians, and with none more heartily than those of the business community.

Easter Gloves

We have a full, fresh stock of PEWNEY'S FRENCH KID GLOVES for

SPRING, 1903

Best Styles, Latest Shades. Every Pair Guaranteed.

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Sole Selling Agents for Canada.

Pure Wool, "Gold Medal" Oxford Tweeds

We will SHOW in our SPRING SAMPLES the LATEST and BEST in

Canadian Woolen Fabrics

See in particular our

Patterns of Suitings, Overcoatings, and Ladies' Costume Cloths.

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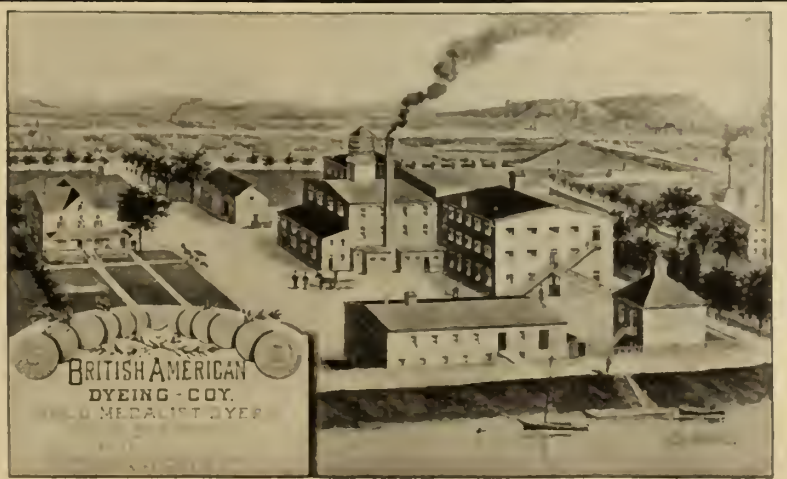
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Unshrinkable and perfect fitting. The best goods in the market.

R. FLAWS & CO., Agents, - TORONTO.



The Largest and Best Equipped

Dye Works

in the Dominion.

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,

DYED, FINISHED AND PUT UP.

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

NO EXAGGERATION—Our statement, also Cut of Works, is absolutely true and unexaggerated.



THE CELEBRATED **C.B. CORSETS** ENGLISH MANUFACTURE

have far and away the largest sale of any corsets in the world, being sold by 13,000 Drapers and Ladies' Outfitters to upwards of 4,000,000 corset wearers. C.B. Corsets are preeminently suited to Canadian requirements, and once stocked in good assortment quickly attract an important trade, easy to cultivate and capable of a considerable degree of expansion.

The Celebrated **C.B. Corsets** represent a standard of excellence to which lesser known corsets do not pretend.



The many imitations of **C.B. Corsets** are flattering testimony to the sterling merits of the latter.

The production of C.B. Corsets furnishes employment for nearly 4,000 workpeople in eight of the most up-to-date factories in England.

Sole Agents for Canada: The British Import Co., 44 Yonge Street, Toronto

Who will be pleased to submit samples upon application.

BOOTS AND SHOES

HINTS ON HANDLING A BOOT AND SHOE STOCK.

IN conversation with a couple of the leading boot and shoe men of Toronto, a representative of "The Review" picked up a few pointers on buying and handling a stock of boots and shoes. A boot and shoe stock is one of the hardest stocks to handle profitably, and a great many mistakes are made by retailers, principally from using bad judgment in buying, which is generally the result of a lack of knowledge of the trade. The merchant will often look over a range of samples and order a 30-pair lot of each line he decides to buy. Every season introduces many new lines. He probably buys a number of lines which he has never handled before, and he knows nothing about how they will sell. He is told they are bought in 30 pair lots, so that is the way he buys. Of course, some lines sell well and some do not. This mistake is repeated a few times and the result is in time he gets overloaded with old stock, or else he has to mark down and sell off cheap, with little or no profit. The old stock often becomes so heavy that the retailer is compelled to limit his buying, and many sales are lost because he has such a poor variety for the customer to choose from. What he should do is, order a good assortment of sizes of lines which he knows will be in demand, being careful to have very few extreme sizes. Then, in the new lines, buy only a few of the medium sizes, display them as attractively as possible in the window or show case, and thus find out how they are going to "take."

Always buy where you can repeat quickly on your order, so that if any lines take well, you can have a supply inside of a couple of days.

Keep continually sorting sizes in all lines. The greatest error is made in having no system of sorting lines and sizes. The average storekeeper very seldom knows exactly how much stock he has or of what that stock is composed. It would be a very simple thing to have some system of bookkeeping which would show, each day, the different lines in stock, the number of pairs of each size in every line, and the sales made of each size from every line. The storekeeper would thus be able at any time to find out in a few minutes just how his stock stood, and how many pairs he had of each size in every line. He would know which lines were selling well and the sizes that were running low. He could go over his whole stock without touching a shoe, sort all the sizes and make up an order as often as he wished, with very little trouble and a great deal of satisfaction. He would also, in this way, avoid being just out of the size which a customer asked for. In this sorting of sizes and buying in small quantities, the advantage of buying where the order can be quickly repeated is very evident.

It pays the merchant to be well acquainted with his stock, to buy in small quantities, and buy often. Thus, he will be continually turning over his stock, and every few months will find him with an entirely new stock on hand.

All these things will require considerable care and thought, but they are absolutely necessary if the boot and shoe department is to be made to pay.

GUARANTEEING SHOES.

A FAULT that merchants are too prone to fall into and too willing to be enticed into is that of guaranteeing shoes.

It is absolutely impossible to guarantee that a shoe will stand the wear to which some shoes are subjected.

In the case of patent leathers, particularly, it is utter foolishness to think they can be guaranteed.

Merchants will find it advisable to steer clear of manufacturers, too, who guarantee patent leathers.

Any manufacturer, who, with the knowledge he must possess, that the best patent leathers are an irregular quantity that cannot be depended upon, guarantees such goods, may be counted on as finding some loophole through which to escape his guarantee.

The present process of making patent leather, being subjected to such heat as it is, necessarily injures the leather, and it is ridiculous to suppose that the glaze is impervious to heat or cold or the other conditions which injure it.

Many merchants have lost customer after customer through guarantees.

A customer gets a shoe and perhaps it is exposed to wet and heat that no leather is expected to stand, but that guarantee convinces them the shoe is at fault.

They come back and vainly you draw their attention to the use made of the shoe; you simply must, if you wish to retain their trade, give them another pair.

No shoe will stand what some are called upon to stand, so the next pair goes like the first.

As a result, your word is impugned, and the guarantee itself keeps before their mind the shortness of the duration of the shoe.

The dealer, of course, who seems eager to guarantee everything and take the chances, even though he may sustain his guarantee, injures his reputation and extracts all worth from his guarantee.

The habit once commenced is difficult to break, as customers insist on it afterwards.

Keep good stock, proper prices, and avoid misrepresentations and you will not need to guarantee.

Explain to a persistent customer that patent leathers cannot be guaranteed under any circumstances, and in other shoes you buy the best you can, but all depends upon the wear they get, and any evident rottenness in the leather or sewing you will replace.

Above all be careful about children's shoes.

The average Canadian boy uses his shoes as a spade, sleigh, hammer, or anything that is too low or hard to handle with his hands.

In that case a first-class shoe may not last longer than a couple of months, and often not that, so do not make yourself responsible for it.

Satisfying a customer who has had a pair of guaranteed shoes must be a tremendous undertaking, judging from the following case of a man with a pair of shoes that were not guaranteed:

A manufacturer in the United States recently sent a postcard to his customers with the following questions: "Did you enjoy wearing those shoes? Were they comfort-

able? Did they give you satisfactory service?" One customer hastened to answer: "No! No! No!" with the addenda, "They were all right for a short while."

Upon investigation, it was found he had purchased the shoes December 24, 1901, and made the complaint January 15, 1903.

Thirteen months of service for unguaranteed shoes would necessitate about six years' wear for guaranteed shoes.

STRIKES IN SHOE FACTORIES.

ABOUT March 1 25 shoemakers employed in Mailhot & Gagnon's shoe factory, Montreal, stopped work. They are all members of the Canadian Confederation of Boot and Shoe Workers. The cause of the strike is the refusal of the firm to pay the wages agreed to by a few other manufacturers, and the installation of machinery. The firm has filled the place of the strikers with members of the International Union.

* * *

A strike has been declared in the shoe factory of Garant & Goulet, St. Roch's, Que. The cause was the working of a boy at a machine, which the union men considered they had a right to monopolize. As is the case in most strikes, rowdyism has been playing an important part. On March 4, after the other factories were closed, 1,000 workmen proceeded to assert their rights (?) by attacking the non-union men employed in the factory, and then damaged the factory to the extent of $1,000.

TELL YOUR CUSTOMER.

SHOES should not be put away in a dirty condition. They should be first wiped, polished, and then stored in an airy closet. A shoe left dirty soon loses its elasticity and brightness, and nothing so quickly dispels that air of newness which all well-dressed men and women endeavor to retain in their shoes.



Made in Canada.

Top of fine vici kid, vamp of vici kid, ¾ foxed with patent tip, light, Goodyear welted flexible sole, with spade heel.

If shoes are placed near the stove or register after having been out in the rain they become stiff and hard and soon crack. Let them dry naturally and then rub oil in them if they have been very wet. Nothing cracks and rots leather so quickly and surely as extreme heat, particularly after having been wet.

* * *

A pair of shoes should not be worn steadily. Two pairs, worn alternately, will last as long as three worn consecutively. This may appear to be against your interests, but we maintain that what is for the advantage of your customers is your advantage. Accustom them to appearing in neat, new shoes and they will not wear old ones. The result will be as many shoes sold and better satisfaction given.



Made in Canada.

Top of bright vici kid, circular vamp with patent tip, light turn sole and French Louis wood heel. For street as well as dress occasions.

CANADIAN RUBBERS IN NORWAY.

C. E. SONTUM, commercial agent, Christiania, Norway, in a report says:—"During the past quarter my firm has, besides other Canadian manufactures, also had a first trial shipment of about 40 cases of rubber shoes from a Canadian rubber manufacturer. If the prices compare favorably with prices on same kind of goods from the United States manufacturers, further and large business will no doubt result. As to quality, I am perfectly satisfied that the Canadian goods will stand comparison. On account of the heavy duty only lighter and finer grades can be imported to advantage."

COLONIAL TIES.

THERE will not be many Colonial Ties worn this year. The reason is partially that they are almost impossible to make to fit. An Oxford is hard enough, but the Colonial is worse, owing to the open space on the upper just where it joins under the tongue. They are a showy, handsome shoe, but soon get out of shape, and feel somewhat uncomfortable.

RUBBERS AND SNOW.

IT would be expected that in localities where snow is most plentiful, and mud and slush also as a result, that the rubber trade would be a good deal brisker than in places where there is very little snow. Wholesale rubber men tell us, however, that they sell just as many rubbers in places where the snow is not so plentiful. They give as

WE OFFER TO THE TRADE

35,000

PIECES

WOVEN FLANNELETTES

including all the newest patterns and shades made for the Fall Season, also

30,000

PIECES

Printed Wrapperettes and Flannels

These goods include the newest productions of English, Canadian and American manufacturers.

For Prices of these goods see our travellers' samples, or write us direct, and compare values with anything offered in the market.

GREENSHIELDS LIMITED

Montreal

GREENSHIELDS & CO., Limited, - VANCOUVER

a reason for this that pavements and plank-walks are so much harder on rubbers that they wear out more quickly where there is little snow. The snow protects the rubbers from nails or any discrepancy in the side-walks.

NOTES OF THE TRADE.

WE notice one attractive show case dressed with babies' shoes in red, pink, white, black and tan. These, on the red plush bottom and glass shelf with brass rods, give a very pretty effect.
boot and shoe department in charge of Douglas Balfour.

C. F. Porter, boot and shoe merchant, Toronto, is dead.

The National Rubber Shoe Co., Montreal, has dissolved partnership.

William Jondro, boot and shoe manufacturer, of Rock Island, Que., is dead.

B. Leblanc, boot and shoe merchant, Campbellton, Que., has assigned to the sheriff.

Rose Gorman, boot and shoe merchant, Colborne, Ont., has sold out to A. S. Hinds.



Made in Canada.

Fine vici kid Oxford, light turn sole with patent tip and full Cuban heel. A very smart, dressy shoe.

P. Marsan & Co., shoe merchants, Montreal, have assigned to Alex. Desmarteau.

S. Silver, shoe merchant, Montreal, offered 25c. on the dollar ; assets sold on March 4.

W. D. Carey, shoe merchant, Kingston, Ont., has sold out to W. A. Sawyer.

A. H. Brown, shoe merchant, Kaslo, B.C., has removed to Camborne.

George F. Cronk, shoe merchant, Leamington, Ont., has been burned out.

J. J. McKillop, boot and shoe merchant, St. Thomas, Ont., has sold out to C. M. McIntyre.

It is expected that the increase in the price of raw material will advance the price of shoes.

The stock of George Keyes (estate of), boot and shoe merchant, Carleton Place, Ont., has been sold.

Levac & Lalonde, shoe merchants, St. Polycarpe, Que., have dissolved partnership ; Charles Levac continues.

Cummings Bros., shoe merchants, Ottawa, have compromised at 40c. on the dollar.

The stock of D. P. Calley, boot and shoe merchant, of Waterford, Ont., has been damaged by fire.

E. Ross, boot and shoe merchant, Norwich, Ont., has offered 50c. on the dollar cash. The liabilities are about $7,000.

W. H. Redding, shoe manufacturer, Yarmouth, N.S., has admitted his four sons into partnership under the name of W. R. Redding & Sons.

John J. McKillop, boot and shoe merchant, 433 Talbot street, St. Thomas, Ont., has sold his business to Carl McIntyre, formerly with W. H. Tallman.

There is a marked absence of patent leathers on the boot and shoe bargain day show tables of some of the city departmental stores. Patent leathers are considered good stock.

Galt, Ont., has applied $1,000 of the carpet factory fund to the extension of the Getty & Scott Shoe Factory. This firm commenced business only three years ago and now employs 72 hands, and the space at their disposal is entirely insufficient for their increasing trade.

George Harvey, for nine years superintendent of the fitting room of The J. & T. Bell shoe manufactory, of Montreal, has resigned, to accept a similar position with The Slater Shoe Co. The girls who have been under him in his old position, have presented him with a gold watch.

Mr. W. A. Marsh, shoe manufacturer, Quebec, was a representative of the boot and shoe manufacturers on the Canadian Manufacturers' Association committee, which last month waited on the Premier, Minister of Finance and Minister of Customs, for the purpose of changing the tariff.

Representatives of a shoe factory from the United States recently visited Newmarket, Ont., with the object of establishing a factory there. No bonus was asked, but citizens were to subscribe $25,000 in stock, or half the capitalization. The proposition did not seem to meet with much favor.

Kingston city council has received a communication from a Rochester, N. Y., firm asking on what terms it could establish a shoe industry in that city, where fine shoes would be made at United States prices. The firm would employ 50 men and pay $1,600 per month in wages. The Committee on Industries will reply.

A boot which promises much demand in ladies' wear for the coming season is a whole fox dongola laced boot, Goodyear welt, Cuban heel, patent leather tip and flexible soles. This is a pretty, sensible and substantial shoe. Another very stylish make will be the Louis Can, heel 1½-in. high, vici kid upper, turned sole and laced.

A new boot and shoe factory is to be erected in Waterloo, Ont., under the proprietorship of Raehr & Musselman. The town gives a free site, $4,500 repayable in ten equal instalments, exemption from taxes and local improvement rates. Both men are experienced and will erect a $6,000 building equipped with the best machinery, will employ 35 hands until 1908, and 50 thereafter.

The Duplessis Shoe Machinery Co. has been incorporated under the laws of the Province of Quebec with a capitalization of $1,000,000, two-thirds paid in. The board of directors, all Canadians, follows : J. C. Desauntels, C. A. Baudry, F. Chartier, C. A. Hamel, E. A. Marchildon, and L. A. Labadie. The officers are : President, J. C. Desauntels ; vice-president, C. A. Baudry ; secretary and treasurer, F. Chartier. This company is the successor of the Duplessis Pegging and Sewing Machine Company. The plant of the company is located at St. Hyacinthe,, but will be removed to Haverhill, Que., and will make all kinds of machinery for shoes, in competition with the United Shoe Machinery Co.

The W. R. Brock Company, (Limited)

MONTREAL.

Some of our

"Clearing Lots" for This Month

2,000 pieces English Print, can be retailed at 10c. yd.

500 pieces Real Scotch Zephyr Gingham, special prices.

300 pieces 36 in. Shirting Prints, to retail at 8c. yd.

Large range of Light and Heavy Indigo Blue Prints, can be retailed at 10c.

All Mercerized Prints, regular 25c. goods, can be retailed at 15c.

1,000 dozen Blue Denim Overalls, to retail at 50c. pair.

3,000 dozen No. "Seller" 2/1 Ribbed All Wool Seamless Cashmere Hose, all sizes, to retail from 10c. to 25c. pair.

10,000 gross Pearl Buttons, all sizes and makes. A most complete stock.

Ask for our Quotations.

SCARCE GOODS

(In stock and to arrive)

—IN—

DRESS GOODS

Colored Eolines, Silk and Wool Crepolines, Silk Crepes, Wool Voiles, Wool Sateens and Bengalines

in following shades:

Greys, Fawns, Resedas, New Blue and Blacks.

BLACK GRENADINES, in silk and wool and all-wool.

LUSTRES and MOHAIRS, in creams, cardinal, navy and pale blue.

CREAM BEDFORDS, various prices.

SILKS

LOUISINE SILKS,

COLORED SHANTUNGS and TUSSORES,

COLORED TAFFETAS and TAMALINES,

IN ALL SHADES.

Special lines in BLACK PEAU DE SOIE and BLACK SILK CREPES.

Write for Samples and Quotations.

Greenshields Limited

Montreal

GREENSHIELDS & CO., Limited - VANCOUVER

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Walking Skirts for Smart People—Creations in La Famille Bolero for the Theatre—A Dressy Corsage for Town Wear—The New Sleeves for Ball Dresses—A New Corset.

PARIS, March, 1903.

A MORNING constitutional in the Bois de Boulogne is becoming quite the thing, and crowds of smart people are to be seen every day walking in the Avenue des Acacias, and the short walking skirt, reaching only to the ankles, has no rival; certainly nothing could look smarter, or be more comfortable and healthy. These skirts are often cut en forme, and finished with three or four deep flounces of the same material or alternated with a deeper shade in panne; or, again, the skirt is formed of three flounces "en biais," the top one being only slightly so, as seen in the illustration. And another becoming style is to have the skirt tucked into a tight-fitting baque from waist to hips. This is sometimes continued, apron form, quite down the front. In all cases the principal notes struck are roundness and fullness. And one instinctively thinks of the crinoline, with which certain dressmakers threaten us at the beginning of every season. Still, although much that is absurd is done and worn in the name of fashion, there seems little fear that anything so supremely ridiculous as the crinoline will ever be revived.

* * *

Here is the description of some lovely creations worn in "La Famille Bolero" at the Nouveautes Theatre. An evening dress in ivory white voile. The short, loose bolero is trimmed with narrow bands of taffetas, braided over and under each other. A deep fluted collar of alencon is crossed over at the base of the neck, forming a very slight decoltage and fastening at the left side. The sleeves are formed of alternate long and short bands of the taffetas falling loose over a puff of the voile. This is gathered below the elbow into a tight cuff of the alencon. The skirt is tightly tucked into the waist belt and en forme, that is to say, the tucks are continued three-quarter length in front and only half way down at back from where it falls loose, the hem being finished with four narrow rows of the taffetas.

* * *

Another gown worn by the same actress is in white plumetis. The skirt has a narrow basque effect of small tucks, then an incrustation round the hips and pointed back and front, of valenciennes. The skirt is from there composed of alternate rows of tucks and "entre deux" of valenciennes taken horizontally. Above the hems are two zig-zags of the lace, each being edged with a narrow frill of pale blue taffetas. The blouse bodice is also of alternate rows of tucks and lace, while two bands of white taffetas are taken from back of neck to front waist, forming a small square yoke and narrow open front. These bands have a frill of the pale blue taffetas facing to the front. The vest is in lace, as is also the square sailor collar, the latter being edged and trimmed with bands. The sleeves are plainly tucked to just above the elbow, then continued in four deep lace frills to the tight-fitting cuff, which again is finished with a narrow frill of lace. The waist belt is in blue taffetas, gathered into a buckle at back. Very becoming and quite new is this dress in sky-blue cloth. The skirt is trimmed down the front with two undulating bands of white cloth embroidered in silk relief, edged on the inner side with lace and on the other with innumerable very small blue silk buttons. These bands widen apart towards the bottom of the skirt, then continued a little way with the hem, and after having been taken up to a point knee high, are carried round the hem to the back. The corsage has a bloused front with collar and pointed yoke of lace. Over the shoulders falls a pelerine bordered with the white cloth trimming, while round the shoulders, edging the pelerine, is a stole which falls well below the waist line. This stole is formed of two bands, the outer one in black velvet and the other in white liberty. These are trimmed at intervals with three white, embroidered gold, pastelles and finished with a black and white silk fringe. The sleeves are buffant to the elbows and drawn into a tight-fitting cuff of lace.

* * *

The following illustrates a very dressy corsage for town wear in old blue cashmere-de-soie trimmed with bands and a turned down collar of black velvet. The sleeve is quite original, the outside part being of satin broche and very full quite to the wrist, and held in place above the elbow by four velvet straps. The square yoke and high collar are also in satin broche. The black velvet tie is finished with a chenille border and silk fringe.

* * *

For evening and ball dresses and blouses printed mousselines-de-soie and very fine silks are much used. Wreaths and garlands of mixed flowers in the most delicate shades, and except under close inspection looking like hand-painted goods. Spotted goods are also much worn, and spots of chenille in conventional designs are used as trimming.



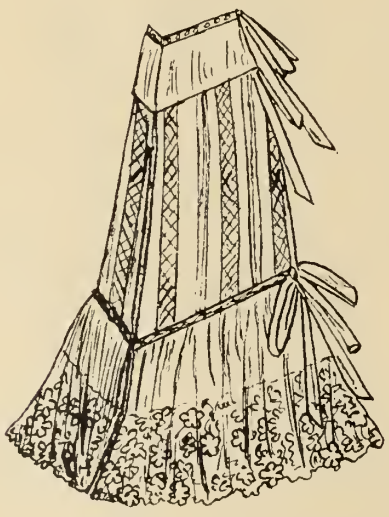
Rough Sketch of Parisian Short Walking Skirt.

The new sleeves for ball dresses begin well below the shoulders, often continuing the line of the decolte corsage, and are continued only half way to the elbow, and being finished with deep puffs or frills of mousseline-de-soie, lace, etc., or just a simple edging of embroidery, according to the style of gown, while bands of jewelled embroidery, chenille or lace are taken from the corsage over the shoulders. A striking ball dress is



A Dressy Corsage.

in creme guipure trimmed with very large blue and gold butterflies in chenille and paillettes. A single butterfly almost covers the front of corsage, the head being in the centre of bust and



Petticoat to wear with Short Walking Skirt.

the front of wings reaching to the sleeves. The only other trimming used is the same blue and gold in bands edging the the two frills which hang from the short sleeves.

* * *

Very effective and becoming is an evening gown in spotted pale blue mousseline-de-soie. The skirt is gathered full in at the waist and trimmed with eight horizontal bands of creme lace taken the entire length. Two bands of chenille and turquoises fall between alternate bands at half and three-quarter length. The decolte bodice is pompadour style, long and pointed at the waist in front. The mousseline is gathered and embroidered back and front with the same chenille and turquoises, being finished neck and sleeves with a narrow ruching.

* * *

A very practical petticoat to wear with the short walking skirt is the "jupon-pantalon;" divided from the basque in two it gives perfect liberty of movement and yet is far from being ugly.

* * *

A new corset has just appeared which is very highly spoken of by the doctors. The back and front are of very stout elastic, firm enough to give all necessary support and yet making it impossible to injure any of the internal organs. With such a corset one ought to be able to follow the fashions without becoming a victim.

THE VALUE OF SYSTEM.

By Howard P. Wellington.

THE motto for every successful enterprise to-day should be, and it is, to a great extent, "Be Progressive," or, in other words, "keep up with the times in which you live."

The tendency, however, with concerns who have been in business for a number of years, and who are also doing an immense volume of trade, is to stubbornly adhere to the old methods which have been in vogue for the past 50 years, contending that as a certain amount of success has attended their efforts so far, no change should be made. Especially is this the case in regard to office systems.

By adopting an up-to-date system and arranging the accounts in a systematic manner, statistics may be obtained in regard to the business which are simply invaluable to every progressive business man; excessive expenses in certain departments, small profits on certain lines of goods, heavy purchasing, slow sales, may be instantly localized by a systematic arrangement of accounts and methods.

There is, of course, in some instances, such a thing as "too much system," but with reasonable care and commonsense this may be avoided.

Every new system which is put upon the market should not be adopted, as, in some cases, it will necessitate increasing rather than decreasing the staff of an office, but there are, without a doubt, systems which will give far more satifactory results at a greatly reduced cost than the methods now employed by so many of our leading commercial houses.

Conditions have changed wonderfully within the last few years, and office methods and systems must change accordingly to keep up with the new state of affairs, although it is quite natural for the office man who has been running in a rut for so many years to have a prejudice against anything new in this line.

There are retail merchants running monthly accounts with customers right in our large cities to-day who do not, or will not, furnish a bill of goods with each purchase. What satisfaction is there for the customer to have a large itemized bill rendered irregularly, sometimes a month after the goods were bought.

Suppose the wholesale merchant sent a lot of goods without an invoice. What would happen?

The cost of duplicate cash, sale and charge books is so small that every dealer should use them, and it would be much more satisfactory, both to the dealer and customer.

Don't be too severe on "New Systems," as they are called; give them a fair trial and they will usually prove their worth.

Hine Parker & Co., Limited

HOSIERS AND SHIRTMAKERS

SPECIAL MAKES in all classes of HOSIERY and SHIRTS

London, England

Men's Shirts and Drawers
" Half-Hose
" Knicker Hose
Cardigans, Sweaters, Jerseys
White and Colored Shirts and Tennis Shirts
Collars in all newest shapes
Women's and Children's Hosiery, Vests, Drawers and Combinations.

See our line before placing Fall orders.

REPRESENTATIVES FOR CANADA AND UNITED STATES

The British Import Co.

44 YONGE ST. - TORONTO.

Established 1830

J. NICKLIN & CO.

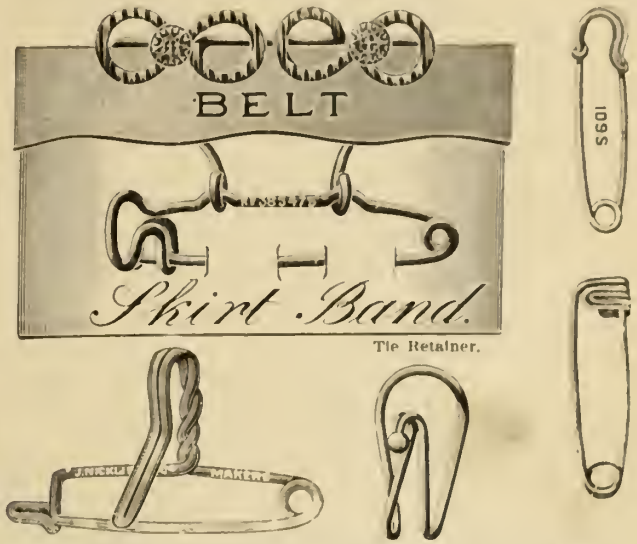
REGISTERED SAJONIC TRADE MARK

Great Charles Street, BIRMINGHAM, ENG.

MANUFACTURERS OF

SAFETY PINS, CURTAIN HOOKS, HOOKS AND EYES, BLOUSE PINS, EYELETS, METAL BUTTONS, BUCKLES.

"Coronation" Skirt Holder.



Agent: F. ROGER, Carlaw Building, 30 Wellington Street West, TORONTO

Seventeen Travellers

with a choice range of Fall samples of manufactured **Furs, Cloth Caps, Mitts and Gloves,** are now out on their respective routes. They are showing an endless variety of **Fancy Neckwear** in addition to our complete line of

Coats, Jackets and Capes.

Values remain at about the former level, notwithstanding a general advance in skins all along the line, and prices are fixed with a due regard to the retail merchant's requirements. As constant expansion marks our business record, we rely on the continued patronage for our customers.

James Coristine & Co., Limited

Montreal.

The Watson Manufacturing Co.
Limited

PARIS, CANADA.

Manufacturers of

Ladies' and Children's Knitted Underwear.

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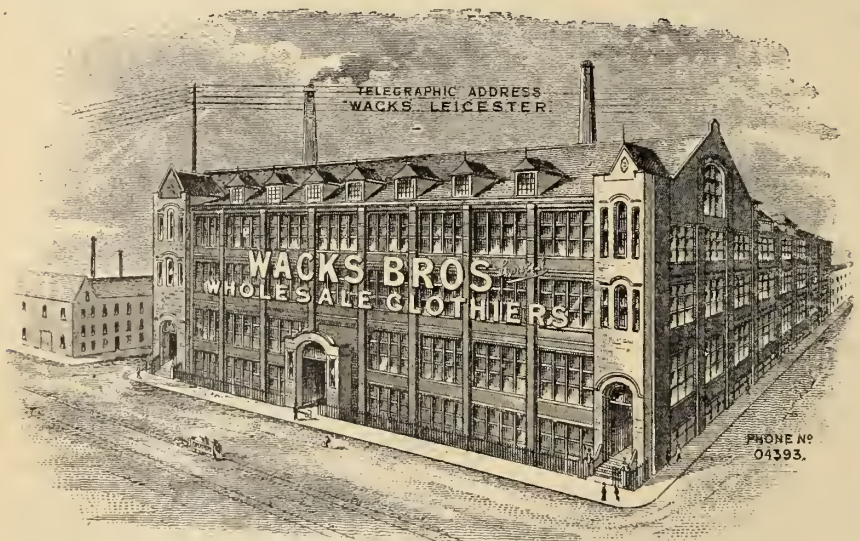
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BRYCE & CO., WINNIPEG, MAN.

Get your Clothing **GOOD.** Get it for nothing, **BUT** **DON'T** get it Good for nothing.

WACKS BROS., Limited

Burlington Works LEICESTER, ENGLAND.



Burlington Works, Leicester.

MANUFACTURERS OF

Well Tailored, Smart Fitting,
Up-to-Date Designs, High-Class Finish

Custom Tailoring
Gents' Serge Suits
Gents' Flannel Suits
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Lowest possible quotations to Canadian shippers.

If you appreciate well-made Tailoring, write for our pattern book, mailed free of charge.

Wacks Bros., Limited
Burlington Works, - Leicester, England

CONTRACTORS TO H.M.S GOVERNMENT AND THE WAR OFFICE.

DEALERS AND THEIR STORES

H. B. DAWSON & CO., PORT ARTHUR.

AMONG the visitors in Toronto a few days ago was H. B. Dawson, of H. B. Dawson & Co., dry goods merchants, Port Arthur. Dawson & Co. employ their clerks under what is known as the co-operative system, and when interviewed by THE DRY GOODS REVIEW in regard to this matter Mr. Dawson very willingly gave an outline of the system.

"For over two years," he said, "we have been running the co-operative system. Each of our clerks get 1 per cent. commission on all business he secures, either cash or credit. Since starting business two years ago and adopting the co-operative system our trade has doubled, and I attribute it largely to the system under which we employ our clerks, for they certainly try to do as well for us as if they were members of the firm. They pay greater deference towards customers and exercise more discretion in handling them than they otherwise would."

"What about salaries?"

"We pay," said Mr. Dawson, "good salaries in addition to the commission; in fact, better salaries than the majority of country merchants."

"What induced you to adopt the co-operative system?"

"Well, I was once a clerk myself, and when working for my employer always felt that I could do more and better work if I had some interest in the business. Since starting in business two years ago we have had to move twice to larger quarters on account of increased business, and we now occupy the best lighted and best heated store in New Ontario. We handle nothing but ladies' dress goods and housefurnishings. We are increasing our housefurnishing department this Spring, having added carpets and linoleums. We have also had to enlarge our dressmaking department. In order to make room for the carpet department, the dressmaking department has been moved upstairs. The size of our store is 30 x 75 ft., and besides this, we have an addition of 20 x 30 ft."



H. B. DAWSON.

When a clerk, Mr. Dawson felt that, instead of using the ordinary wooden tops for counters, it would be much better to utilize plate glass, and when he started up for himself he had a glass-top counter made, 22 ft. long, which cost him $40. In a drawer under this plate glass he displayed small fancy goods, novelties and fancy chinaware. In six months his profits from the sale of goods under this glass-top counter paid him for his outlay. When he moved into his present premises all his counters were fitted with plate-glass tops with drawers underneath, and from a glance at the accompanying cut the readers of THE REVIEW will be able to gather some idea of their appearance. Mr. Dawson calls these plate-glass tops his "silent salesmen." The glass is all plate, and is strong enough to allow the clerks to stand upon it when making interior decorations in the store. The drawers under the glass are, it may be mentioned, five inches in height.

Speaking of Port Arthur, Mr Dawson said that the outlook was extremely bright. "We have," he said, "a population of 4,500, and this year will see a large increase in our industries. Houses are scarce and hard to get. The Pigeon River Lumber Co. have doubled the capacity of their lumber mill, besides which they are erecting a stave factory and planing mill. The C.P.R. are building a large storage elevator and the C.N.R. are doubling the storage capacity of their elevators and are building docks at Port Arthur. We are also to have new passenger stations for both C.P.R. and C.N.R. The St. Joe railway is to be started this year. A daily steamship service is to be established between Owen Sound in connection with the C.P.R and a tri-weekly service in connection with the C.N.R. We expect to have in our harbor about 15 passenger boats per week. The town has its own telephone system, which costs us $12 for private residences and $24 for business houses. Taking into account the Fort William system, there are 438 users of telephones in the two towns, to back is that we are not connected with any long distance which we can communicate from our store. The only draw- system. The town also owns its own electric light system and street railway service, and this year we shall have our own waterworks."

A WOMAN'S OPINION.

"Now, that's what I call a nice store. I always like to go in there," said a Toronto lady a few evenings ago.

"What about it attracts you?" I asked.

"Look at it. See how bright and cheery it is. Moreover, they have obliging clerks and a lot of nice goods—the kind of goods a woman is satisfied with after she has bought them."

"Are you a regular customer?"

"I am now; yet, I have only been one for the last year or so. I think it must have been about a year ago Christmas when Mr. J——, the owner, made several changes. Before that, the store was rather dark and gloomy, so, I never felt like buying anything important there. One could not see exactly what one was buying."

"What changes were made, if you remember?"

"I do not remember exactly, but I do not think they had that striped glass (Luxfer prism), which throws light into a building. And I am sure they have twice as many incandescent lights as they used to have. Besides, while they still have a nice display of goods in their window, they do not hide the light as much by their window display as they used to."

"Have they changed the class of stock they carry?"

"Really, I don't know. They now have just the class of goods I want. They may have had before they brightened up their store, but I never found out, as until then I never bought there."

"What first induced you to buy there?"

"I went in for a spool of thread, and noticed some dress goods which I liked and afterwards bought."

SEEN IN THE LARGE STORES.

By L. D.

BELIEVING that a short description of what is being shown in the large retail stores would be interesting to the readers of "The Review," I took a trip around them a few days ago.

Although Easter is two weeks later this year than last Spring goods began to make their appearance very early.

Wash goods were shown in the middle of January, though it was doubtful, if in all cases, they were of this season's buying; but it was not until the millinery openings that any detailed show was made. Now that they are over, the large houses are taking on a Springlike appearance, and beautiful window and inside displays are the rule of the day.

* * *

Taking millinery first, as the most complete display of these goods has been made, from what is shown, turbans, particularly of the box variety, seem to lead. A combination of turban and the pretty tricone is much seen. The tendency is towards a higher hat, even though the shape may be flat in effect, and most hats are flatter looking in the hand than on the head; there is bandeaux, or the trimming is so arranged that it gives a high effect.

This season it is difficult to draw the line between the ready-to-wear and the dress hats. The dress hats are more simple in trimming, but it is the simplicity that is the highest art and most difficult to copy, and the ready-to-wears are more, and in some models, most elaborate.

Burnt straws, red velvet ribbons and cherries, or red berries are a very favorite combination in the ready-to wear hats. Chrysanthemum braids are much used on these hats. The hats shown so far are invariably made-up over wire shapes. Fruits, berries and poppies and the very small flowers are most popular.

* * *

In the silk displays in the high-class trades only, however, there is quite a sprinkling of fancy plaids. These are not very large and are in pale colors. The majority of silks shown are in small floral and geometrical designs, spots, drops and small diamonds leading. These are self-colored. Only in the stores that cater to the extreme trade are there any foulards on view. The shangtungs and pongees, plain and embroidered and dyed in what might be termed art shades, are very prominently shown. A very large showing is made of figured Japan silks, all in small patterns and designs. Some lovely warp-prints, both with and without lace stripes, are among the novelties shown. That plain taffetas are very prominent goes without saying. Warp-print stripes in the corded Japs are a new feature in these useful silks, and are very strongly shown.

* * *

The wide range of fancies is the feature of the dress goods offering. Such is the variety that it seems hardly necessary that two women should dress alike, so many are the changes rung on a few central features. Tweeds and tweed effects are very strong. Then there are flaked cloths, black and white, blue and white, grey and white, green and



H. B. Dawson & Co., Port Arthur—Interior of their Store.

white, red and white, and a host of neutral shades. Flakes, both self and white on wood tones, resedas and greys, and in the pastel shades are strong favorites. Knotted yarns that form stripes on plaids are much seen. There are many fancy patterns in voiles, twine cloths, etc., hemstitched stripes, lace stripes and in some very open weaves, the threads are gathered together at intervals, making a kind of scale or leaf design. These goods are very open and designed to show the lining. Then there are fancy eolines and minstrals and mohairs and Sicilians for useful wear.

The suit is the seller in the ready-to-wear lines, and the windows showing the new Spring suits gather great crowds. The blouse is the popular coat with the suit, but when the skirt is walking length, the Norfolk is the general coat, either loose or semi fitting. Separate coats, generally speaking, are much trimmed and pleated effects in Monte Carlos in taffeta and pean-de-soie, with large cape collars of lace or white silk applique with pagoda sleeves or in tailored, and stitched coats in rather severe style in pale mode and tans in box cloths are the lines most shown. Three-quarter length coats, in tweeds and knotted cloths, particularly in light shades in the box-back varieties, are among the novelties. Short coats in the coffee or Eaton styles are beginning to make their appearance in the stores.

* * *

In ladies' boas the cape effect leads, but many merchants are still showing the ruches in similar styles to those of last Summer; but in all there is a tendency to fall away from the neck. The greatest novelty noticed was exactly the same shape as the fur stoles worn so much in the Winter, only of shell pleated and pleated chiffon.

* * *

Some very attractive trimming windows have been displayed. Fancy braids, drop ornaments, tassels, appliques and trimmings that show lace edges, and silk-embroidered motifs are shown in endless variety. Pompadour patterns, embroidered on galloons and medallions on tinted grounds, such as champagne, pale pink, blue, etc., are among the novelties. Bunches of grapes, with stalk and leaf, in jet and crystal, spangles and in net embroidered with pearls as ornaments are prominently shown. The extreme novelties in trimmings are the Persian, Chinese and Japanese patterns, embroidered on strips of white satin, silk, or pongee silk in the natural shades. The embroidery is in bright but harmonious colored silks.

* * *

In wash goods the mercerized cotton and the cotton and silk vestings lead. These goods are much more expensive than the ordinary run of cotton goods, and as high as 75, 80c. and $1, and even more are asked and given. Indeed, a feature of the season is the large showing of expensive wash goods, and they sell freely, too.

* * *

Stocks, in the gingham and print departments, show that a great season is expected. Patterns and colors are in imitation of those in more expensive goods, and some of the prettiest prints are imitations of the striped and checked warp-printed silks. Green shows up much more strongly than for some seasons, and it is said to be a fast color. Lighter-weight mercerized weaves in jacquards and i small effects and spots are beginning to make a strong showing. Piques, plain and in small patterns and spots are to be more popular than for some time, but in the better qualities only. In medium and high-priced grades there are many muttings, reps armoures etc. Linen ducks, crashes, cotton etamines, twine cloths and canvas are shown, and they are all meeting with a ready sale. In sheer goods, silky looking mulls in white, cream, ecru, champagne, reseda, sky, cadet, and light and mid blue and navy are much seen. Some lovely embroidered Swiss mullins are shown. In white wash goods there are muslins, lawns, Indian linens, etc. Sales in this department are very large, as, indeed, they are in all white materials, whether in silk, cotton or wool.

* * *

That an early showing is an advantage to the trade is shown by the eager throngs that crowd the stores, and business is very brisk for so early in the season.

* * *

At one of the millinery openings I watched a young lady with a particularly fetching and becoming hat that she was trying on. She said that she had already bought three, and by the look of things she would acquire a fourth before she left. There is a facination about the new goods so early on that it seems to wane as the season advances.

AN EYE FOR BUSINESS.

MR. F. HICKLING, of Boyd, Hickling & Co., Flesherton, Ont., was recently a visitor in Toronto. During the course of an interview with "Dry Goods Review," he said that the business outlook in his part of the country was gratifying. "The farmers," he said, "have had a great deal more produce to sell than they had last year. In fact, it is only quite recently that some of them began to move last year's grain. The scarcity and dearness of coal has also been a good thing for the farmers, as they have been able to sell wood at a remarkably good figure."

Boyd, Hickling & Co., are firm believers in advertising, and besides occupying a good space in their local paper, they never send out an account to a customer, but what they enclose in it some useful advertising matter. They have an eye for business.

TRADING STAMPS IN QUEBEC.

A DEPUTATION of Montreal business men visited Quebec a few days ago for the purpose of an interview with Premier Parent in regard to trading stamps. The drygoodsmen were represented by P. J. Cote and I. Beland. The design of the deputation was to ask the Provincial Government to legislate against trading stamps.

Messrs. Cote and Beland, who represented the dry goods interests of Quebec city, pointed to what the Toronto Grocers' Association had accomplished in Ontario, where they had induced the Government to pass a law giving municipalities the right to prohibit the sale of stamps. The Quebec Government could do the same.

The Premier promised to look into the matter, and spoke favorably of it, providing that the Provincial Government would not be trespassing upon the rights of the Dominion authorities. The deputation have every reason to hope that their requests will be granted.



SPRING

AND

SUMMER

1903



S. F. McKINNON & CO.

LIMITED

Wholesale Millinery

AND MANUFACTURERS OF

Mantles and Skirts

TORONTO and MONTREAL.

CLOAKS, COSTUMES AND SKIRTS

THE cloak, costume and skirt trade generally, was never in better shape than at the present time. The heavy trading of the past year has cleared up retailers' stocks, and as they have had nothing, comparatively speaking, to carry over, they are ready for the Fall output. Retailers had something of a lesson in the matter of delayed orders last Fall, which they will do well to keep in mind this year. Many retailers delayed placing a reasonable amount of orders early in the season, and the result was that later on, when they wanted their goods, manufacturers were so rushed that considerable delay in delivering wanted goods was unavoidable, although their factories worked overtime for many months. Retailers are advised to profit from past experience, and place orders early in the season for staple lines, as we all know, later on, novelties, that the stylish dressers will buy, will come to the front, while a certain amount of business will be done in just about the same styles that manufacturers are showing now.

* * *

Though advising retailers to give substantial placing orders early in the season, "The Review" would caution them against being persuaded to over buy, and against buying, at this early date, up to the limit of their stock, so that later in the season, when novelties come along, they will not be able to stock them, as they naturally should clear out what they have before buying again. Buy your staple lines first, and make up your mind how far you will go. Travellers are well versed in the arts of persuasion, but keep in the back of your mind the necessity for novelties later on, if your department is to flourish; but remember this: Those who place early orders, make it easier for the manufacturer, and are the ones who are going to be first thought of when the repeats come in.

* * *

Last Fall was a record breaker from a cloak point of view, but this season promises to be away ahead. Samples have only been on the road for a short period, and already double the quantity of orders have been received than had been turned in last year at this time.

* * *

For the Spring trade manufacturers have, as it were, been on Easy street. The retail trade has approved their judgement and there has been no back numbers, but all styles and materials shown have been well sold. Take a look into the retail stores, both those who carry high-class goods, and those who do the medium trade, and you will find certain lines followed in all the garments shown—there will be the collarless coat, the broad shoulder, the large fancy sleeve and the pleated skirt, clinging to the knee, and then a slight flare around the feet. Wherever found these are characteristic styles, and it is the individual elaboration and trimming that makes all the difference. Yet at no time was there such a wide variety of choice. Though fancy effects are so strong, if a woman buys a suit, or coat of plain goods, they do not look out of place, and some manufacturers go so far as to say that their orders for plain goods and fancy materials run on parallel lines. Notwithstanding this there is no doubt about the pre eminence of fancy cloths, fancy tweeds, knotted and knicker effects.

* * *

The smartest possible coats are made of light shades of cloth, most elaborately trimmed with lace and embroidery. The Cluny, in shades to match in either linen or wool, is the fashionable lace. Some coats are made entirely of lace, lace coats and wraps being thought especially smart for late Spring and Summer. The general effect of all the coats is that of having no shape at all. They are much more useful in these half-fitted shapes than if made tight. They hang loose from the shoulders and at first glance appear to have quite an unnecessary amount of fulness, so that the outlines of the figure are completely hidden. But all these coats are well fitted across the shoulders, and in spite of the loose and comparatively vague lines, have been most carefully studied. A slender woman looks far more slender in them, while a stout woman looks less stout.

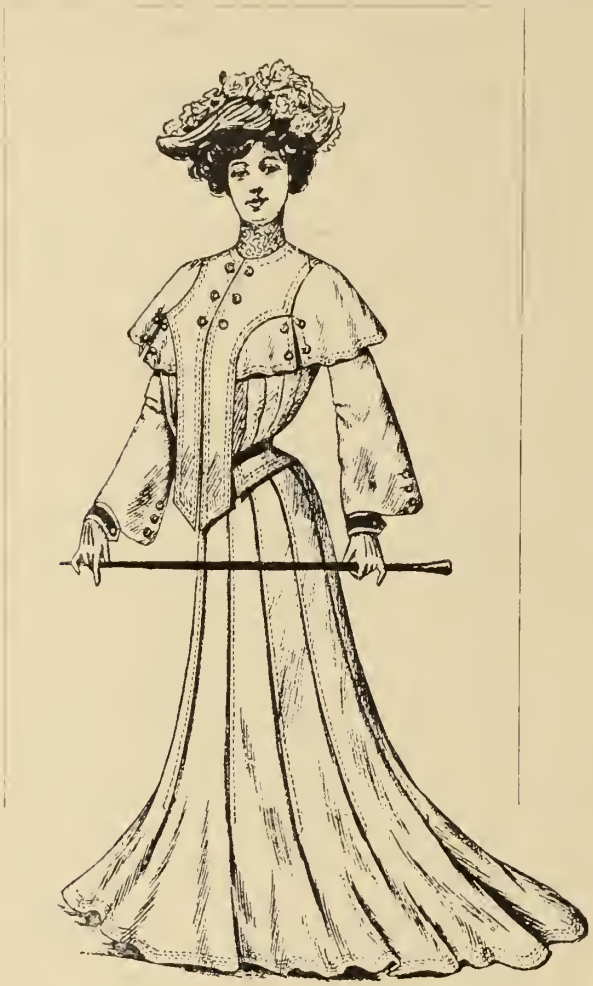
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The long hanging sleeves are again a feature of the wraps. The coats, almost without exception, are made with the sleeves fitted at the upper part of the arms and loose below the elbow, with fulness either of the material itself or of lace or chiffon. The complete absence of collar is one special feature of the Spring wrap, which has a remarkably long shoulder line. In fact, the one idea now seems to be to gain as much in the length of the shoulder as possible, and also in the length of the neck. This long shoulder effect is obtained by the capes or wide trimmings that pass over the shoulders. Some very smart coats are of voile, both in black and white. Then there are stylish little blouse coats in taffeta and peau-de-soie. One extremely pretty and stylish model had strappings of narrow velvet ribbon and was crossed by bands of serpentine Chantilly lace, through which the white silk lining of the coat peeped. There was a band of velvet around the neck and down the fronts. The belt was velvet, decorated by smart postillions at the back. These blouse coats come in taffeta, peau-de soie and voile, and some have the peplum and some are without. They are selling to the more fashionable trade. Pongee silk coats on this order and in the loose models are showing as well. For the popular trade, black silk coats on the lines of the light cloth ones before mentioned, and lace-trimmed, are taking well.

* * *

In the United States they are showing a tight-fitting coat in light covert cloth. These close-fitting coats, as described by an exchange, have many gores, the seams of which are tailor strapped and stitched. The sleeves, which are in the usual coat style, are also strapped like the body of the coat. This covert jacket is shown in 22, 24, 30 and 40-in. lengths by the city retail trade. As yet not much has been done with this garment by the trade outside of the large cities. The 40-in. covert coat in the "corset" model is the extreme mode in fitted garments. More of the trade is being done in the 30, 27 and 22-in. lengths. Though the covert jacket is almost sure to have a popular run once it

is well established in the trade, it is distinctly a high-class article. Every dollar's worth of cost that goes into a covert jacket shows. It is about the only thing in the garment trade of which the high-class example cannot be imitated in the cheap effect. To begin with, good tailoring counts for much in the covert jacket. Good tailoring cannot be imitated by cheap tailoring. Good material counts



Spring Costume shown by Boulter & Stewart.

for much in a covert jacket. Good English cloth cannot be imitated by cheap cloth. The high-class covert jacket simply cannot be imitated.

* * *

The enormous demand for costumes this season in Paris, London and New York has found its way here and has a great effect on the demand for Spring coats. The long skirt coat effects have so far led the way for the early trade, and next in order are the blouse front with shoulder capes of all sizes and kinds. These have a very graceful look and are a total change from last season's styles. The habit back skirt is given great prominence and will be the correct skirt for high-class trade. Later on in the season costumes in the lighter colorings, fawns and greys, trimmed with handsome Persian braid, will be in demand. Also the tailor-made wash costume in raw silk, linens, etc.

Shirt waist suits in plain and snow-flaked voiles, etamines, etc., have sold extremely well with some manufacturers, and the makers of these suits are confident that they will go strongly for Fall, and are backing up their opinions with a beautiful range of samples.

The present style of dress favors the sheer clinging fabrics, and these can be worn with comfort even in quite cold weather, under the large, luxurious, loose wraps and fur coats. A lovely costume of this kind is of mid-blue voile with strappings of silk to match stitched with white. The blouse has this silk with stitching so arranged that it looks like an Eton coat, though, in reality, it is a blouse waist. Around the neck are touches of Persian trimming.

* * *

Raincoats in 3-4 lengths are developing great strength, and are selling much more freely than the long lengths. There is a feeling for a little heavier cloth and tweeds are very good in these coats.

* * *

All pleated effects are good for skirts. The clinging shape is still adhered to, with a gentle flare from below the knee down. Thinner cloths are cut a little fuller, but the heavy cloths are still cut to fit from the waist to the



No. 213, Separate Skirt for Fall Shown by S. F McKinnon & Co.

knee. The box pleat at the back is on many fashionable skirts. Fancy tweeds and knickers in black and white, blue and white, green and white and brown and white are all good for the Fall, but in rougher cloths than now worn. Grey is not in quite so much demand for Fall, in fact, it seems at present as though grey was waning in popular favor.

BOULTER STEWART TRADE MARK TORONTO REGISTERED 1899.

Wear Crown Brand Garments

Equalled by Few. Excelled by None.

Sure Sellers

OUR LATEST DEPARTURE

Up-to-Date

Jackets
Coats
Ulsters

New York Designs.

Having enlarged our Factory we are prepared to offer you everything in

Ladies' Ready to-Wear Outer Garments.



Newest Designs

ALL DISTINCT STYLES.

WE HAVE....

Correct Lengths
Correct Shapes
Correct Cloths

We ask your consideration of our Splendid Assortment.

Our travellers will advise you date of arrival shortly.

Crown Brand Registered.

BOULTER & STEWART

SOLE MANUFACTURERS.

13 Front St. West Toronto.

THE COLLARLESS COAT FOR FALL.

FOR Fall, so far as can be gleaned, the collarless coat is still a feature. Loose coats in the 3-4 length with the box back—the smartest with the inverted pleat—are to be worn. Sleeves are much trimmed and still very large to fit over the big sleeves on the waists, etc. What is called the two-pieced sleeve is the novelty. Cuffs are large and important. Fancy metal or beautifully carved pearl buttons are much used on all coats, also pearl ornaments.

There is a complete absence of the lace trimmings and collars seen last season, but fancy silk braids and medallion ornaments with drops and pendants are freely used. Stitched strappings of cloth still keep their place on coats as a fashionable trimming. There is a demand for very light fawn in some quarters, but black and the knicker effects in black and white, and also the hairy zibelines in black and white, are to be the fashionable cloths.



No. 244 Separate Skirt for Fall Shown by S. F. McKinnon & Co.

SPECIALIZATION IN CLOAK-MAKING.

THE Canadian ready-to-wear trade is rapidly passing out of the initial stages, and, almost, perhaps, without their knowledge, many manufacturers are becoming specialists. This, in these days, is always the case when a trade arrives at a certain point of growth.

Such is the demand for perfection, that manufacturers cannot give the necessary amount of attention to all lines, and some branch is dropped out. Thus, one manufacturer will make cloaks and skirts, another cloaks, suits and skirts, but in the legitimate tailored line, that is, in cloths; while yet another will branch out into the novelties, such as the dressy tailored effects, the shirt waist suit, the silk blouse, the wash suit, etc.

Concentration along special lines is in every way highly satisfactory alike to the manufacturer, the buyer and the public. It systematizes trade transactions. A buyer knows just where will be found garments to suit the requirements of his particular following, and a manufacturer knows along what lines he should move to meet the demands and retain the patronage of the class to which he particularly caters.

This is an age of specialization. To be successful to the maximum degree a man or woman must concentrate time and talents on one selected line, regardless of lesser attractions lying about the highways to success. And this specialty epidemic has struck the ranks of the garment manufacturers, with the result that to-day we find one house devoted to the manufacture of one type of garment and another house to a different type of garment, and so on, whereas formerly it was the ambition of each manufacturer to include all sorts and conditions of the genus cloak or suit in his professional repertoire, so to speak.

FOREIGN COMPETITION.

ONE sore point with the Canadian manufacturers is the strong competition put up by the German cloak makers. One source of strength to the Germans is the limited extent of the Canadian market.

The larger merchants in the cities complain that if they buy Canadian-made cloaks, that all the storekeepers in the surrounding small towns are showing exactly the same garments. This is true, but the remedy ought to be easy for the manufacturer to find: Either confine the lines bought to the one large dealer in a district, or make a special line of samples for higher class trade.

One thing is pretty well admitted, that Canadian-made goods are of better workmanship and finish than the imported German cloaks, and the cheap beaver cloth the Germans use, both looks poor and gives poor wear.

Indeed, it seems to be the fact, that as our own trade develops, our garment makers are gradually gaining ground and driving German goods out of the market. Our people are on the spot and know the Canadian taste, and, as one manufacturer puts it, if retailers will only watch their departments they will find that it is the German goods they have left over at the end of the season.

THE TARIFF ON WOOLLENS AND THE CLOAK-MAKERS.

THE tariff uncertainty is a rather disturbing factor in the cloak trade, so the manufacturers claim. Woollen manufacturers are seeking an increase in the tariff on woollen goods, and as these cloths are the raw material of the ready-made trade, just as wool is the raw material of the woollen manufacturers, "naturally," remarked a cloak manufacturer, "an increase in the tariff on woollen goods would mean an increase in the cost of raw material to the cloak, suit and skirt manufacturers."

In some quarters it is claimed that the Canadian woollen manufacturers do not deal fairly by the maker of ready-made goods, that when they buy a line of cloth and get their samples on the market and want to repeat their

The Merchants' Mantle Manufacturing Co.

LIMITED

36 Wellington Street East and
1, 3, 5, Leader Lane

TORONTO

1903 FALL SAMPLES

will be submitted to the Trade early in April. Styles combine commonsense usefulness, moderate novelty, dollar for dollar value, and prices which will permit good profits. See our samples before placing your order for Fall

LADIES' READY-TO-WEAR

COATS, COSTUMES, SKIRTS and CAPES

order, 5 or 10c. a yard will be added to the price. The garment manufacturer must have them, or suffer serious inconvenience, not to say loss, and if he submits and pays the advance, he loses that much money, as his prices are fixed for the balance of the season, and his customers will not stand for the advance. Just now, when wool is up, a higher price for goods is expected. It is claimed, however, that it is not just at the present time that this is practised by the Canadian mills, but that it is a general custom. If the advance was only asked at the begining of a season there would be no kick coming, but the grievance is that the advance comes with the repeat orders and when the goods are badly wanted.

Owing to the natural features of the trade here in Canada the manufacturer is handicapped in one or two ways. A great portion of the materials he uses are of foreign make, and he has to have his samples out months ahead, so as to get these materials into Canada and his goods manufactured in time for the opening of the retailers' season, when they are sold and worn.



No. 112, Stylish Fall Coat Shown by S. F. McKinnon & Co.

COATS AND ULSTERS FOR FALL.

BOULTER & STEWART have enlarged their factory and are now showing a complete line of ladies' ulsters and coats for Fall. They are making exclusive American styles in all the fashionable lengths, and in a variety of cloths and designs equalled by few and excelled by none. The steadily increasing demand for their high-class goods has proved the success of the "Crown Brand" garments. Boulter & Stewart are showing a range of smart styles for Easter.

AN EVIL IN THE CLOAK BUSINESS.

EDITOR "Dry Goods Review": The cloak and mantle end of the retail business is a branch that can be made a very profitable one if the merchant will make up his mind that it is to be such. Too often it occurs that at the end of the season that branch is considered to have done well if it comes out even. The reason of this is that during the first months of the season, October November and December, the merchant disposes of perhaps one-half his stock at a fair profit, then the trade falls away, as those purchasers who are willing to pay a fair price for what they want, have been supplied. But there is another portion of the community waiting for the slaughtering Spring sales of Winter goods. They know these Spring sales are to come and they can get their cloaks, which should have been sold in the fore part of the Winter, at considerable less than the first price. About January the slaughtering sale commences, and those persons who have been waiting for it are supplied. Finally, the other half of the stock is cleared out, but at a loss, and the tables are left bare for Spring goods, but the season's business is without profit.

That is just where the mistake is made. The slaughter sales in cloaks and mantles are waited for by customers, and if they did not exist, but a good even-price trade carried on throughout the entire season, the cloak business would have a better showing. Margins that are made before January 1 on the cloaks sold are eaten up in the sacrifice prices given after January 1 in order to rid the store of a Winter stock.

But the merchant will say that if he did not sacrifice his Winter goods after the first of the year, he would have to carry over. This would not be the case if he would educate his customers to the fact that goods may be purchased as close from him at the beginning of the season as at the end. But they know now that these Spring sales come as sure as the Spring itself, and there are bargains to be had. These bargains clean out the stock to be sure, and just as surely do they clean out the profits of the business in that line previously done. And that is not as it should be. Are the customers not more likely to buy at the opening of the season and derive the benefit of having their garments early, if it is generally known that the prices will not be reduced during the Spring? It all resolves into this, that the merchant must educate the consumer to purchase in season, and thereby secure for himself a fair profit, and he can only do this by cutting out the slaughter sales, for which a percentage of the community waits. Better by far to carry over the end of the stock, and, if necessary, make some special offers the next Fall. But educate the people, through your own local paper, to buy in season, and in a year or two the slaughter sales, which eat up so much profit, will be forgotten.

The experiences of one of the most up-to-date and successful retail stores in the Dominion have proved that a thoroughly good and paying cloak business may be carried on till the end of February.

Could the merchants of a town not arrange among themselves to hold all such goods at a fair profit price until, say, March 1, then, on the few ends remaining, a special price could be set, and the stock cleared out. But

if the cloak and mantle business is to be made to pay slaughter sales must not occur in the middle of the season.

J. H. R.

Toronto, March 27.

SPRING OPENING IN A CLOAK AND SUIT HOUSE.

WE are all familiar with the Spring millinery openings, as we have long had them with us. It is really a wonder that other branches of the trade have not taken up the idea with its many advantages before. That it is an advantage is proved by the crowds that these openings draw. The sales made are not the only benefits gained, as by showing garments in this way a better idea of styles and lines carried can be obtained, and then customers and manufacturers have a chance to get in touch with one another, and an exchange of ideas is a mutual benefit.

The cloak and suit firm who inaugurated their first Spring opening on March 2 was The Consolidated Cloak Company, Front street east, Toronto, and, as is often the case, the new idea proved a winner. The Spring opening this firm held was so very successful that it will certainly be repeated. Strangers who never before were customers of the firm came, looked, bought, and intimated a desire to look over lines when travellers were in their neighborhood. This is no wonder, for the handsome salesroom of the firm was crowded with seasonable novelties, and a very varied and comprehensive line, full of dainty effects and new combinations of color was shown.

One handsome suit that was much admired was in nut brown zibeline, trimmed with stitched bands of plain cloth in a perfect match in brown. This suit had the new fichu cape effect, pointed at the back and on the shoulders. The coat was bloused with medium peplum of graceful cut, and the sleeves were the popular long variety with an extremely pretty cuff.

Their line of high grade trimmed and tailored suits for Spring were augmented for the occasion by some strikingly original effects in voile and etamine suits, which earned high praise. Much interest was taken in the shirt waist suits in both woollen and silk, taffeta, peau de soie and moire velours, which promise to be strong sellers both for this Spring and for Fall also. A very dainty line of taffeta and Japan silk blouses was also on hand.

The flood of business this firm has done for Spring has made it a necessity to resort to night work for many months past; indeed, they have worked every available hour, except Sunday. This is hard on both firm and staff, but by so doing The Consolidated Cloak Company have earned a well deserved reputation for reliability and for prompt delivery that must be highly gratifying to the firm.

Goods bought so carefully in advance, that no waits for material have occurred to retard delivery, has been another factor in the matter of filling their orders on time. Indeed, the salesroom of The Consolidated Cloak Company was one of the busiest as well as one of the most interesting centres for visiting buyers in Toronto for the first week in March.

THE
NORTHWAY SHAPE-KEEPING GARMENT
FALL ORDERS

Our travellers are on the road and have with them samples of this season's creation that surpass in make and style anything previously shown.

LADIES' and CHILDREN'S CLOAKS, SUITS and (Separate) SKIRTS

of a style that takes with your customers. Of a make that gives perfect fit and wear.

Don't buy before you have seen the "NORTHWAY GARMENT."

JOHN NORTHWAY and SON, LIMITED TORONTO

MAKERS OF SHAPE-KEEPING GARMENTS.

WAISTS

SPEAKING generally, the retail trade have received prompt shipments from the manufacturers of waists this Spring, and very few complaints of late deliveries have been heard. This is expected to lead to heavier sales of blouses, and repeats are likely to exceed those of previous seasons.

* * *

The use of lace on blouses has exceeded the anticipations of the best authorities on styles. Lace insertions are particularly good on this market; some of the prettiest China silk waists of the season being trimmed with Valenenciennes insertions. Swiss embroidery on blouses and shirt waist suits are said to be more popular than ever before. Irish point lace is also greatly in evidence. Among



GRIP, LIMITED, TORONTO.

the handsomest New York models, there are various styles with the collars and cuffs, made without canvas, being instead, merely skeleton stocks, covered with heavy Irish point lace.

Persian embroidery is again in wide use in the United States, and, doubtless, there will be some effort to place it among the leaders here; but close observers of the market are not enthusiastic over the chances for this embroidery this year. They give as their reasons that when Persian embroidery was before a popular line on the United States market, it was brought to Canada too late, almost at the time when, having been "run to death," as one manufacturer put it, in the United States, it was about going out of that market. That spoiled its chances in Canada; and, now that it has but lately disappeared from this market, it is scarcely probable that it will be very much of a success so soon. Retailers should proceed slowly in connection with these goods.

* * *

Pearl buttons are still popular, and are expected to continue in the lead for some time. Large pearl buttons, in line 36, are not only much wanted, but are scarce. Manufacturers are "full-up" with orders for this button, and are now asking big prices for them.

* * *

"Heavy mercerized cottons," says a well-known manufacturer of waists and suits, "are a certainty for next season, and they should be. I know of nothing more suitable for vacation wear than these goods. Indications now are that white will be most popular in these goods, but there are staple colors in the heavy basket weaves which are bound to go well. Makers of these goods have brought the mercerizing process to about perfection. It is difficult to tell the goods from silk. In fact, there are many women who would buy these goods for silk if a dealer was unscrupulous enough to sell them as such."

Homespun, or pongee, silks are a little slow at present with most manufacturers, though there is little doubt but that with the arrival of warm weather, repeats for these goods will come in freely. That is the opinion of manufacturers, at any rate, and they are preparing to meet the expected demand.

Flannel waists are as usual strong in Canada, and all manufacturers are putting forth the greatest efforts to improve on their lines.

* * *

It is expected that there will be a good demand for crepe de chine blouses for evening wear in the Fall. This article makes an exceedingly attractive waist, notwithstanding its delicacy. Shirred waists are by far the most popular thing shown in the New York houses. This is a new method of gathering the cloth, and Canadian manufacturers have installed the new machinery necessary to produce the effect, which is at once novel and attractive. The opinion obtains that the process will do away to a large extent with tucking, which has been so commonly used during the past few seasons.

The black and white thread which once was so well bought, is in again and bids fair to be as popular as ever. This is now being shown in several waists. In the black goods it has a particularly novel effect.

* * *

The Monte Carlo waist has not met with the demand that was expected for it; but the Monte Carlo silk coats are expected to be more successful. Black is the color mostly shown in these, there being few other colors. These coats, to retail at $10, should prove a highly satisfactory line to stock. They can be purchased nicely trimmed, and made of good quality taffeta, to sell at from $10 to $12, leaving a good profit to the retailer.

* * *

Notwithstanding all the talk about the costume being the leading style for this season, and the tendency of fashion towards waist and skirts of one material, manufacturers show their faith in the separate waist by the extended lines of samples that they are showing for the Fall season. Though some of our manufacturers, and particularly those who do the silk waist trade, do not put their samples on the market until a later date, yet many makers have their

Our Travellers are out on the Road

WITH

"Easter Novelties"

the best that have ever been shown—don't miss the opportunity of looking them over—it's a lesson in "Apparelism for Women." We are decidedly "the people" who are in the lead. Be with us and you will always be a leader.

THE AMERICAN SILK WAIST CO.

1853 Notre Dame St.,

After May 1st (entire bld'g) 30 St. George St.,

Formerly "Hudson Bay Knitting Co." **MONTREAL.**

Summer Novelty Waists

We beg to advise the trade we have completed our range of

CHINA and PONGEE

SHIRT-WAIST SUITS,



ALSO

Heavy Mercerised Basket-Weave Cotton Blouses.

THE

NEW YORK SILK WAIST MFG. CO.

40 St. Antoine St., MONTREAL

ON and after April 1st we will carry a complete stock of the celebrated "Linco" and "Spinning Wheel" Collars and Cuffs at our warehouse in Montreal. These brands are made by one of the most progressive manufacturers in Troy and we can strongly recommend them to the trade in Canada. They can be retailed at 2 for 25c., and 3 for 50c.

NEWEST STYLES. PROMPT DELIVERY.

MAKERS OF

SALEM SHIRTS WAISTS

F. W. STEWART, Gen. Manager.
P. M. LeMAISTRE, Asst. Gen. Manager.

Salem Company, LIMITED.

323 St. James St.,

MONTREAL.

lines of Fall samples on the road, and already orders from them are coming to hand. The past season has been a very busy one, and even up to date orders are steadily coming in for the waists suitable for Summer wear.

The waists of white washable Japan silk, have been and are, strong sellers with those firms who showed samples in this material. A look through the stock carried by any fair sized blouse department will show that retailers have great faith in the popularity of this waist. The samples of late novelties for Midsummer trade, show nearly transparent round yokes of Valenciennes insertion, with very narrow bands of silk between, and the upper part of the big Russian sleeves are in the same style, while the lower puff will have inlets of medallions, or insertion to match, and often there will be clusters of tucks around this part of the sleeve.

* * *

Though the Monte Carlo waist has had a rather restricted sale, generally speaking, with a few firms the orders for this style of blouse have been very large. This is a difficult waist to design, as the frill part must not be too deep, nor yet too narrow to be graceful, and it requires nice judgment to decide this point. In organdies, fine muslins and lawn, as well as Japan silk, it has gone well with the above firms, and in black and ecrue in the cotton goods as well as white

* * *

Makers of white washing blouses are now showing their mid-season novelties. There is a well-defined intention on the part of Dame Fashion to push the sleeve puff towards the upper portion of the arm, and the Russian sleeve is the outcome of this. To a little below the middle of the arm, between the shoulder and the elbow, the sleeve is tight. This upper part is sometimes trimmed in vertical lines, but always has a finish, either tucks or a band of embroidery, and often both, around the arm ; then from this upper part falls a long puff, very large and wide as it nears the cuff, into which all the fullness is gathered. Many kinds of trimming is seen on the lower part of these puffs, sometimes cross tucks, and bands of embroidery, or lace, or the ever present medallions. This puff is gathered into a cuff, and the transparent cuffs and collars made of alternate strips of tucking and insertion, come out strongly in these lines. Another thing to note in these samples is the very effectual modes of concealing the fastening under the tucks on the left side of the waist, thus gaining all the appearance of an open-back waist, without their inconvenience. A few open-back waists still linger, but they only come in the higher-priced lines, the popular trade having long ago relinquished them. These dressy waists are made in organdies, fine muslins and lawns, and are very soft and dainty, the trimmings being of fine Swiss embroideries in beautiful fruit and flower designs and fine Valenciennes lace. Quite a feature this year are the elaborately embroidered fronts used on many of the new waists. The floral embroideries with the seperable petals are a novelty this season. The smartest of these new white waists are much simpler in style, but this is to show off the heavy bands of Mexican drawn work or Cluny lace with which they are trimmed. Some of these waists have a yoke effect of medallions of either of these kinds of trimming. Naturally, at the present time, these waists come in the higher priced lines, but as the demand increases they will most probably come down to the popular trade. The horizontal tucks in groups of two or more widths are seen on many of these samples.

FALL SAMPLES.

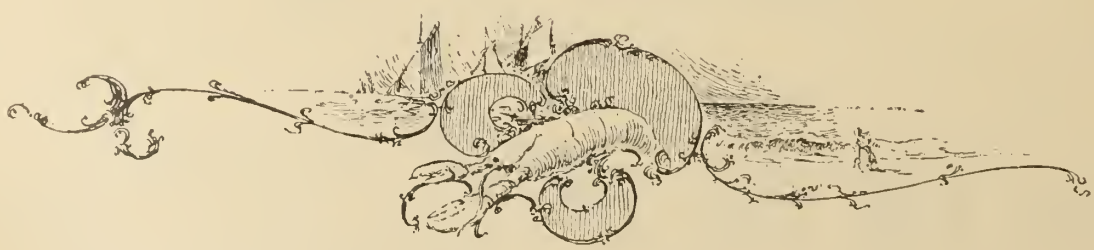
FIRST among Fall samples come a strong line of waists in heavy mercerized vestings, and canvas cloths, etc., both in white and with a colored stripe. Then there are the heavy pique waists, these all follow the broad-shouldered effect seen in all fashionable garments this year, and are made with wide tucks or inverted pleats.

More frequently seen than the straight box-pleat is the slanting fastening on the left side. Then there are little strappings that begin in the neckband and finish as pointed tabs over the top of the sleeve. Sleeves are often tucked to just above the elbow and there left loose to form a large puff that is gathered into a somewhat larger cuff than has been fashionable for the Spring season. The trade is not yet tired of white, and the Japan silks are strongly favored again for Fall.

White serge, opera flannels, lustres, and white corded velvets, etc., are all prominent among Fall samples. These materials, as well as the mercerized ones, are much trimmed with pearl and fancy metal buttons, in both large and medium sizes, although, perhaps, the larger sizes are most in favor. Some pretty blouses in corded velvets are in the fashionable wood browns, piped with cream satin.

Velvets, plain, corded, and metal printed, are expected to make a strong showing for Fall. Some very good styles in flannel blouses are shown, they, too, are on the tailored order, and are either stitched with a contrasting color, or trimmed with a contrasting silk braid, cord edgings to the tucks or pipings of white.

Fancy metal buttons are used on almost all these waists. Both black and colored lustres are shown for Fall and are expected to be good sellers.



WHITE GOODS

THE season for Spring and Summer white wear that is just closing, has been most satisfactory from more than one point of view. First orders were taken large, and now, though Fall samples are about completed, and, before this number of THE REVIEW is in the hands of the subscribers, will be on the road ready for the trade's inspection and approval. Repeat orders for Spring goods are still coming steadily in, and manufacturers are as busy as if it was the height of the season instead of drawing to its close. Another satisfactory point is the increased and increasing demand for better grade goods. Manufacturers have been inconvenienced by the delay that has in some instances been experienced in the arrival of materials and trimmings, but, on the whole, have managed fairly well to get their orders out as promised. That this has been a source of trouble is shown by the fact that some shipments of goods that were to arrive in January are only just coming to hand, so retailers will see that the makers of whitewear have this trouble to contend with as well as themselves, though the fact that others are in the same boat is cold comfort for a merchant who is impatiently awaiting the delivery of his goods.

* * *

The demand for a better grade of goods is largely increasing the yardage of nainsook and lawn used for making underwear, and to match this finer material, as a matter of course, laces and embroideries follow suit, and are in finer grades and better designs.

In high-class, and, to a certain extent, also in the more medium trades, it is the low, round-necked ladies' nightgowns, with elbow or short baby sleeves, that are selling extremely well. The chemise gown, that is the gown without buttons that slips over the head, is not quite so popular as the low-necked affair, as it is not nearly so convenient, being always more or less difficult to take off. It is also apt to ruffle the hair. Many of the low-necked gowns have all the appearance of a chemise gown, as the fastening is so cunningly concealed under the trimmings that it is a work of time to find out where it is.

* * *

A pretty gown that was shown in a large whitewear department was made of soft nainsook, and the embroidery, rather sparingly used, was beautiful in design and quality. The bolero effect of the yoke was acquired by tucking the upper part to position by quarter-inch tucks and securing the latter with insertion stitched into position. Lovely soft nainsook formed the body of this gown. Another new gown shown by the same firm, had as a distinguishing feature, the sleeve seam running into the neckband, thus doing away with the conventional shoulder seam. The nainsook is tucked at the neck, and the yoke is then simply outlined by insertion. These gowns are very good indications of the tendency towards simpler effects and better materials. The flat style of trimming should also be noted.

* * *

Every device that tends towards the reduction of bulk is studied nowadays. This is bringing combinations to the fore, and where two garments can be combined in one this is done. The garment illustrated is a good example of this style, and is a corset-cover and shirt combined. The corset-cover forms a bolero, to which is fastened a shaped skirt. To further reduce the bulk the skirt part is laid in groups of small flat tucks.

It is in corset-covers that the whitewear designers have shown the greatest ingenuity this season, and the range is very extensive. But in all the covers seen the French shapes, and also ideas in trimming, are those that predominate. Trimmings must be dainty and often are elaborate, but washing qualities must not be lost sight of; something that will wash and yet look well after it comes from the tub is what is sought after now, as with the sheer waist worn the corset cover is very much in evidence. Corset covers with rows of lace or embroidery and with a beading run with ribbon both at bust and waist, which when drawn and tied gives a blouse effect, is in great favor. Then for the fuller figure, there are corset-covers with a girdle of allover embroidery. This pretty style of straight front corset-cover is especially designed to wear with Summer waists, and besides being attractive is very comfortable. Allover embroidery, as before remarked, forms the girdle or bodice section that fits smoothly around the waist, and fine cambric or nainsook is gathered on for the upper portion. Wide embroidered beading may be used to trim, and the ribbon will then confine the fullness; or a tucked yoke cut out of tucked material and trimmed, and the material gathered to that is sometimes used. Another pretty cover has a pronounced V both back and front, decorated more or less elaborately with lace or embroidery. There is a drawing string to confine the fullness at the waist. The corset-cover with the graduated ruffles, introduced about a year since, when it only met with a limited sale, is again to the fore this Spring, and is being much more favorably received. When the three ruffles are correctly graduated from the arm-strap to the centre of the front, there is nothing that will more quickly give a woman that is thin the present day fashionable figure. This is particularly true of this cover when worn under a shirt waist of thin muslin or silk. Handkerchief covers have met with a fair success, but chiefly in the high-class trade.



Corset-cover Skirt, with Tucks instead of Gathers.

In corset-covers, as in all white goods to the satisfaction of both maker and retailer, good materials and trimmings are more and more in demand. This is a tendency that all dealers should encourage, as there is not only a better profit on better goods, but they give more satisfaction to the customer, as a well-made garment of good materials is bound to give better service than a cheap, hurriedly made one. Women display sound judgment when they buy better goods.

PARISIAN LINGERIE.

PARIS is the originator of new fashion ideas, and other nations, as a rule, modify or copy. Often Parisian ideas are slow in travelling, but sooner or later they generally arrive, though perhaps not quite in their first form.

Paris seems to be turning down lace for trimming underwear and taking to embroidery, for on the latest Parisian

lingeric there is not a scrap of lace. All is hand embroidery. and as fine as is lavished on the sheerest pocket-handkerchiefs. Thistles, wheat-ears, fleur-de-lis, and though used so much by the million the graceful grape and vine patterns are favorite designs. Every possible seam is dispensed with. Tiny pinchings and tuckings take their place, and the seams that are absolutely necessary are worked with fancy open stitches.



New building of the Eclipse Whitewear Co.

"Petticoats to wear with negligees are worked with embroidered designs all the way up the front breadth, and nightgowns, escaping the ground in length, are hemmed with embroidered ruffles or flounces," writes Aube de Siecle. "All lingerie ribbons are broad, except those used for drawing strings, and more of these broad ribbons are used than you would think possible. One in thick, soft, double-faced satin is twisted about the top of the petticoat flounces and knotted at one side of the front with a single fringed end, and the other end, which does not cross the elaborately embroidered front breadth, ends at the opposite side with a rosette. Drawers have a wide ribbon sewed flatly into the band at each side, its end rosetted at the hem, where it seems to draw the flounce up into a drapery. A wide, elbow-long, nightgown sleeve, edged deeply with an embroidered ruffle, had a slit at the outside of the elbow and another at the shoulder. A broad ribbon is drawn through these and tied in such a way as to draw the sleeve up into a drapery just in the way in which the drawers are arranged. A charming sleeve for a nightgown is made of a square of batiste hemmed, stiched and exquisitely embroidered in its four corners. A hole is cut in the centre for the arm, and its lines fall with all possible grace. Repeat the motiff for the bertha, and the prettiest of nightgowns is achieved."

AN IDEAL FACTORY.

A LARGE four-storey and basement building, specially designed, and built for the manufacture of ladies' and children's whitewear, under the most favorable conditions, is being erected by the Eclipse Whitewear Company, at the corner of King and John streets, Toronto. It has 60 ft. on King and 186 ft. on John.

This company, believing that what is worth doing is worth doing well, have bestowed particular care on the sanitary conditions of their new building. Lavatories are being separated from the rest of the floors by a solid brick wall, and the extra lofty ceilings secure perfect ventilation. The building is to be heated by steam throughout.

The necessity for good light is apparent in this trade; and, knowing that good work needs good light, particular care has been taken to ensure this point, and large and airy windows are provided on every side.

WINDOW DISPLAY.

THE REVIEW illustrates this month a very good whitewear window dressed by William Ferguson, with J. Sutcliffe & Sons, Lindsay. The whole window is very well carried out, but particular praise should be given for the good use made of the two figures. It was a happy idea to have one figure seated and the other standing, and so break the uniformity of the general scheme. It takes away the stiffness that otherwise might be felt, and adds greatly to the artistic value of this window. Many decorators would have placed their figures on a line with each other, and so reduced what is now a very good window to a much lower level. Credit should also be given for the very natural pose of the two figures.



White Goods Display by Wm. Ferguson, with J. Sutcliffe & Sons, Lindsay.

The High-Class Washing Material

"Viyella"

(Registered)



The famous "TWO GIRLS" TRADE MARK (Regd.)

DOES NOT SHRINK.

The Greatest Textile Success of the Age.

FOR

Nightdresses,
Dayshirts,
Blouses,
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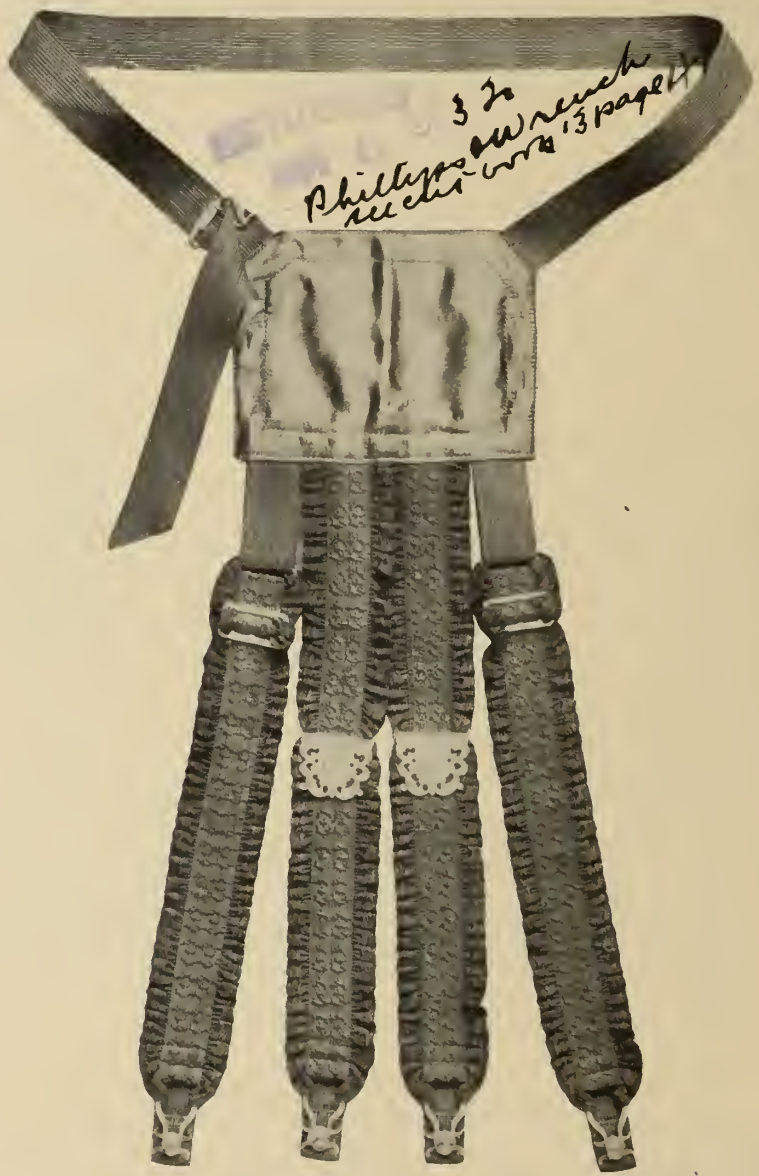
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NEW YORK (W. T. Robson) - Room 802 New York Life Building.

Subscription, Canada and the United States, $2.00.
Great Britain and elsewhere - - - 12s.

Cable Address: "ADSCRIPT," London; "ADSCRIPT," Canada.

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Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions

MONTREAL AND TORONTO, MARCH, 1903.

SHARING THE PROFITS WITH CLERKS.

ON another page we this month print an interview with Mr. H. B. Dawson, of Port Arthur, regarding the co-operative system in vogue in his store. This co-operative system, in brief, is the allowing of clerks 1 per cent. on the gross sales they make.

The idea of allowing this 1 per cent. came to Mr. Dawson when he was employed as a clerk himself. He felt that he could do better work and sell more goods had he some financial interest in the business beyond the mere amount of his salary. When he became an employer, he at once put this principle into operation, under the conditions already set forth.

The results have so far been most satisfactory, for during the two years the firm have been in business, they have twice had to remove to larger premises.

It seems to us that the matter is worth consideration by merchants generally. Naturally under the incentive of a small commission in addition to a fair salary, there is a stimulus to sell goods, but there is also a still further stimulus, and that is in regard to the matter of prices. Knowing that the more revenue he brings into the store, the larger will be his commission, a clerk naturally endeavors to get the best price he possibly can for the article which he is selling. One per cent. may not be large, but it certainly is an incentive to greater effort.

The argument might be advanced that clerks should do their best whatever salary they may be getting, and whether they get a commission in addition thereto or not. So they should, but it must be remembered that the more favorable the circumstances under which they work the naturally better will be the result. A sailor at all times tries to make the best headway he can, but he naturally makes better headway when the wind is favorable. And the same principle applies to clerks engaged in selling goods.

"The Review" would very much like to hear from other merchants who may have the same scheme in operation in their stores. But its columns are by no means closed to those who have other views to express in regard to the matter.

• • •

He who does things well is sought after by those who want things done well.

• • •

A GRAVE DANGER TO BUSINESS.

IN spite of the good times which the country has enjoyed, and is enjoying, one cannot but look with alarm on the spirit of stock market speculation which possesses so many business men in Canada to day.

The immediate result of speculation is that those who practice it must perforce devote time and attention to it. The markets must be watched, brokers and other authorities consulted. It is only those who devote attention to the speculative market that can hope for one moment to be successful. This attention business men cannot afford to give unless they are prepared to let their business go by the board. No matter how profitable a business may be, it must be watched and cared for; it must have undivided attention.

Success in the stock market comes to but the few. The many are unsuccessful. If there is a lottery it is the stock market. Nothing is more fickle; nothing is more uncertain, not even a horse race.

There may be uncertainty about mercantile enterprises, but the mercantile enterprise is certainty itself compared with the general characteristics of the stock market. If business is properly conducted and backed by adequate capital, there is not much doubt about its success. It is as reasonably certain of success as anything can be certain.

The attractions of the stock market are no doubt very great. The thought of getting rich without spending long years of labor in office or in warehouse is unquestionably alluring, and particularly when the market is ruled by "bull" influences. But business men should stop and think before making the first venture, for there is not only the resultant loss which comes from neglect of business to be taken into consideration, but there is a very great danger of the market being controlled by "bearish" influences and, what is worse, to be struck by panics.

What a "bear" raid means, not a few have learned to their sorrow during the past few months. Fortunately, we have not yet experienced the reality of a panic on the stock market, but we have come dangerously near it more than

once within the last few months. Some day we shall experience the reality. We have in the years gone by, and history repeats itself in financial as well as in political affairs.

Should a panic strike the stock market business men who have money up on margins will be placed in a dangerous position, and the more they have pinched their capital for the purpose of speculation the greater financially will the squeeze be upon their legitimate business.

Business men cannot too carefully ponder over this matter.

* * *

With the blossoming of Spring there promise to come the fruits of a good trade.

* * *

A FACULTY THAT NEEDS REMODELLING.

SOMEONE has recently said that what is wanted in the universities of this continent is a combination of the German and British university systems. The German system is professional, aiming primarily at the training of lawyers, doctors, etc., while the British system aims at the development of scholastic ideals.

The atmosphere in and about Toronto University has become decidedly professional, and throughout the country that University is associated in the minds of nearly everyone, as an institution for turning out lawyers, doctors, clergymen, and other descriptions of professional men. The University is undoubtedly out of touch with modern thought and modern ideas as to the service which such an educational institution should render the country. Its chief aim seems to be to create a cultivated aristocracy.

In the United States, and to some extent in England, the necessity is recognized of making the university attractive to men who are designed for commerce and other branches of industrial activity, as well as to men who are designed for the professions. Principal Gordon, the new head of Queen's University, comes to us evidently fully impressed with the importance of this. In his inaugural address at Kingston the other day, he was very emphatic upon the point.

"It is often asked," he said, "Has the university no special help for young men to look forward to commercial life? We know that the manufacturers are dependent upon the investigation of science. The pulp mill and the iron works require their chemists. The university laboratory, if properly equipped, should be a field for research that tells on the commerce of the country. All this we recognize, but if there comes to us a young man who desires to fit himself for dealing in a large and effective way with the work and problems of a mercantile career, what can the university offer him? This, at least, we can do. We can select for him from our list of subjects a course of studies that would be specially suited to prepare him for commercial life."

It is true that Toronto University, on account of the strength of opinion among the commercial interests in this country, has established a commercial course. But what is it? It has but one student, and it is scarcely likely to have any more as long as the Faculty remains as it is and the sentiment in the University is so anti-practical, and the professional atmosphere so evident.

As far back as 57 years ago, Dr. Ryerson, the father of Ontario's educational system, in an official report which he published, recognized that which the Toronto University is indisposed to recognize. Here is what he said:

> By education, I mean not the mere acquisition of certain arts, or of certain branches of knowledge, but that instruction and discipline which qualify and dispose the subjects of it for their appropriate duties and appointments in life, as Christians, as persons in business, and also as members of the civil community in which they live.
>
> The branches of knowledge, which it is essential that all should understand, should be provided for all, and taught to all; should be brought within the reach of the most needy, and forced upon the attention of the most careless. The knowledge required for the scientific pursuit of mechanics, agriculture and commerce must needs be provided to an extent corresponding with the demand and the exigencies of the country, while to a more limited extent are needed facilities for acquiring the higher education of the learned profession.

Dr. Ryerson, it will be noticed, placed first in importance "the knowledge required for the scientific pursuit of mechanics, agriculture and commerce"; and that relating to the learned professions be placed second. Toronto University to-day reverses the order, although knowledge for the "scientific pursuit of mechanics, agriculture and commerce" was never required more than it is to-day.

The trouble in the Toronto University is that it is trying to live on its past. If it is to be such a force for good in the life of Canada as it was 10 or 12 years ago, it must come out from the narrow and exclusive position which it now occupies. But before it can do this we fear that there will have to be a complete remodelling of the Faculty and the system under which the University is conducted.

* * *

Knowledge acquired at school and college is not well seasoned until the possessor of it has had years of experience in practical life.

* * *

A CRYING EVIL OF THE WEST.

THERE is an evil that the retail trade of the Great West, particularly in the smaller towns, suffers from, and that is the continued and increasing practice of people sending to certain Toronto department stores for goods. This practice has become so common that it is very seriously menacing country retail trade. And what is there in it? It is a craze pure and simple. A very large proportion of the goods sent through by express and parcel post, if offered to the people in their home stores, even at the same price, they would not touch; in fact, no merchant would think of bringing such goods in, because he knows before hand they would be unsaleable. And yet, simply because a certain house with the name for cheap goods, sends out catalogues and price lists, people are induced to neglect the home stores that in many instances have carried them as creditors for many years.

When times were bad in the West, when there had been damaged crops for two seasons and everything was not on

the high tide of prosperity that it is now, it was not the department stores who carried the farmers on their books for three years and let them have what they needed; it was the merchants in their own towns. These very farmers clamor from year's end to year's end for the highest price for their products.

It is not very long since a prominent farmer in the West declared he would not raise pigs because he only got $5 per cwt. at his own station. He admitted that this price paid him well, but he thought the packer was making ¼c. more profit than he ought to do. And yet it is just such men who "round" on their country merchant and would, if possible, deprive him of business altogether. The department stores do not take any Western products, they do not buy its butter, cheese, bacon, beef or wheat. It must be all hard cash that goes to their net.

There are not wanting signs that the country retailers are taking this matter up and are making a vigorous fight for their trade. One man who found the evil growing in his district sent out a card to all his various customers saying, "When you have your lists made out to send to Blank's give me a chance to tender on them first." One list was brought in to him amounting to $165. He filled the whole of it, with the exception of $5, and at the regular prices he was charging for the goods. The $5 represented leaders that he neither had nor wanted to have in his stock. He has filled a number of smaller orders and has had the satisfaction of being told that these customers will never send away again.

It is wise that the retail trade should take this matter seriously and make a united and determined effort to put a stop to this terrible leak in their business and profits. Manitoba farmers expect the merchants and jobbers to deal with them; they make a larger percentage of profit on their own produce, and for a smaller outlay than in any other business, and they should be willing to accord the merchants a living profit on their business. In doing this they would be serving themselves, for no one, no matter on what enormous lines he does business, can lay down the same quality of goods to be sold in Manitoba at the same price as they can be sold in Eastern Canada. What they gain as to price they, as a rule, lose as to quality.

* * *

He who does well that which comes to his hand is preparing himself for better things to come.

* * *

THE DOMINION REDISTRIBUTION BILL.

IN deciding to leave to a joint committee of four liberals and three conservatives the preparation of the schedule fixing the boundaries under the new Redistribution Bill, the Dominion Government has taken a wise course.

Under the British North America Act, the Dominion Parliament is compelled to pass a new Redistribution Bill after each decennial census. The intention of that Act was, of course, to provide for this young and growing country adequate and proper representation in the House of Commons. The party in power, when framing this Redistribution Bill, has in the past, however, had an eye more for the strengthening of its own position in the country than thought for the principle of representation by population. As a natural result of this iniquitous policy, there was glaring distortion of constituencies. During the recent election in North Ontario, the attention of the public was more than once drawn to the elongated and unnatural shape of that constituency, which was one of the ridings that was glaringly manipulated for the advantage of the party in power.

The administration of Sir John Macdonald at Ottawa and that of Sir Oliver Mowat at Toronto were alike unscrupulous in the matter of gerrymandering constituencies; and on their record in connection therewith, spots have been left which will not be eradicated in this generation at any rate.

It is probable that had the present party been in power at Ottawa when previous redistribution measures were introduced it would have done just what the conservative party did. We know, at any rate, what its party did in Ontario during the last and previous redistribution of seats in that Province.

Politicians do not run ahead of public opinion, and public opinion in this country, we firmly believe, would not countenance the glaring and unjust gerrymandering of constituencies which have in the past characterized liberals and conservatives alike. We are evidently living in a new era.

The decision of the Government to restore the boundaries of counties is also commendable, simply because it is the natural and right thing to do; and if this principle is faithfully adherred to in the future, there will not be the same opportunities for gerrymandering of constituencies, for it was this manipulation of boundary lines that was the essence of the gerrymandering principle.

In referring the defining of county boundaries to a committee of the House, the precedent is only a new one as far as Canada is concerned. The principle itself was established years ago during the last distribution of seats in England, and was suggested by the Opposition, and acquiesced in by Mr. Gladstone, the then Premier. But, while that may deprive any claim to originality that the Dominion Government might be disposed to set up, it by no means robs it of the credit that certainly accrues to it from the character of the present Redistribution Bill, which was introduced in the House on Tuesday by Sir Wilfrid Laurier.

Coming, as it does, when the country is agitated, pained and humiliated by the bribery charges at Toronto, the Redistribution Bill at Ottawa tends to cause one to think less harshly of the political parties.

Wholesale Millinery

Satisfaction All Round.

WE are perfectly satisfied with the practical appreciation accorded us by the Millinery buyers who have been with us during the past few weeks.

The enthusiasm displayed by the trade in making their purchases was an undoubted indication that our efforts have been successful in placing a stock before the Millinery buyers of Canada that has given satisfaction in every respect.

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MILLINERY OPENINGS IN THE GREAT WEST

THE interest of the month has centred in millinery, both wholesale and retail. The McCall Company, Limited, set the ball rolling on March 10 and subsequent days. The attendance of milliners from outside points was the largest they have yet had. Special interest was felt in their opening this season, as their large new premises, described in a previous number, had more than quadrupled their capacity for showing goods, and the display was in accord with the new premises.

As the first opening of the season, the McCalls' gave the ladies of the West the first opportunity of judging as to changes in style for the season, and the lines that marked this season from last.

SEMI-READY HATS.

There is a decided departure this season in what may, perhaps, be most correctly called semi readys. These are hats in fancy straw braids, without trimming, but which may be finished with a band and aigrelle or bushy, or more elaborately decorated to suit the taste of the individual wearer. This class of hat meets the requirements of a certain section of the Western trade better than either the ready-to-wear or the strictly dress hat. One of the difficulties about ready to wear goods is that the bulk of them come from the American side, and by the time duty and express are added, they are not so profitable to the trade, or so satisfactory to the customer as this new line of semi readys, which have the very special advantage of being individual, at a small expenditure of time and money.

THE STYLES.

The double-decker turban, the shepherdess, the automobile turban and the large flops and picture hats about cover the range of styles, but there are many variations in all of them. For early Spring the box turbans greatly predominate. One effect is common to all the hats shown, and that is, they are flat to the hair at the back. These hats must, of course, be worn with the hair fairly low down on the neck.

Seen off the head the appearance of the turban is square, and not too pleasing, but when in place, the effect is extremely chic. Many of these turbans are almost three-cornered, while others have the appearance of half of an elipsoid. Brims are very deep and all crowns are flat, double-deckers in fact. The crown proper is of the ordinary size, but over this, in every instance, is placed a placque crown even with the top of the brim.

Many of the turbans referred to have entire brims of straw rosettes and the result is very charming.

In all shapes of hats, no matter what tilt or dip is given to the brim, the flat crown is insistently maintained. All kind of straw braids, plain and fancy, also mohairs, of every shade and design, are used. In the flop hats, cubans, of all shades, are in the ascendant, and next to them come black and white mohairs. Although comparatively little chiffon is to be seen, there is much tucked, folded, and twisted maline. Lace is, however, the trimming most in evidence, it is used in constructing shapes, as drapes and appliques, and among the very popular patterns are the Chantillies, Clunies and Irish laces. Ribbons are extensively used in the decoration, and taffetas, although good, are largely superseded by the Duchess, Louisine, moire, and the ombre.

COLORS.

It can hardly be said that any one color is specially dominant. The castors shades are popular and are combined effectively with Olympia green, pink, and black and white. But the best results are obtained by combining these shades with the nasturtium yellows. Black, white, and combinations of black and white are as popular as ever. The business done at this opening was large and very satisfactory in character.

RETAIL OPENINGS.

The retail openings followed more quickly on the wholesale displays this year, and never in the history of the West have there been such elaborate displays. Very great attention was paid to window decoration, and some of the window displays were very beautiful. In this line, perhaps, The Imperial Dry Goods Company, Limited, took the lead. Their window scheme was a white groundwork with crescents of violets and Easter lilies, illuminated with frosted electric bulbs. At this opening daylight was excluded, and the show rooms brilliantly illuminated with electric lights concealed under wreaths and bells of roses. The attendants wore white, and the scene was a very pretty one. Among other pretty hats shown at this opening were a shepherdess, made of blue velvet forget me nots, the long stems of the flowers in green were used to form the frame of the hat, and were woven in and out with strands of blue maline. At the back and falling over the hair were bows and loops of emerald green velvet. The high college band was wreathed with maline, and where the hat dips to the hair at the back, at each side, were clusters of delicate pink roses.

One of the novel features of the season is the hat, cape and muff or parasol to match. This house showed a very charming set in linen batiste. The hat is a large shepherdess of gophered batiste, the crown overlaid with linen lace in the same shade. Across the back of the crown, falling over the hair was a quantity of pale rose pink velvet in the Dutch loops, now so much affected, caught to the crown with a long bar clasp and a spray of pink roses. The cape was of the berthe style, with long stole ends reaching almost to the feet. It fastened across the chest with cut steel clasps and knots of the velvet.

A combination of color now much in vogue is that of wood browns and champagne shades. This contrast was effectively shown in a shepherdess hat made entirely of tiny box pleated ruffles of wood brown tulle, across the flat crown from side to side was folded a scarf of Duchess ribbon shading from champagne to white and a wreath of tea roses with long stems and buds falling over the hair.

THE HUDSON BAY COMPANY.

Miss Rogers, who has charge of the millinery showrooms of this world famed old company, is perhaps one of the best stock buyers in Canada. One of the first things that always strikes your representative on visiting one of the openings of the company is the taste and judgment shown. This is a difficult task for the Hudson's Bay Com-

pany caters to all classes of trade, from the most distinctly society set of the south end to the wife of the habitant from the old settlements along the river, and when you can say that on opening day there is something to suit all classes of customers, and no sense of jar, or want of harmony, you can scarcely pay a higher tribute to the lady in charge. Some of the hats noted here were a very nobby automobile turban of reseda green in two shades; the crown draped with Arab lace and decorated with a spray of rich velvet leaves shading from green at the stems to pink and a dull red at the edges. The under brim was faced with grape leaves, in their natural tints and the deep bandeau was wreathed with white, red, green and purple grapes in natural size.

The hats of 1903, built along shepherdess lines, are even more alluring than those of 1837-8, because they all have the college band, which prevents them lying so flat on the top of the head, and at the same time permits a charming droop over the face. One of the best examples of this was seen in an 1837 bridal hat. This was constructed of ruffles of white mohair alternating with puffings of a tiny silk ribbon. The under brim was faced with fancy silk mohair gauze appliqued with Irish lace and opalescent medallions. The outer brim and crown were draped with a wide scarf of chiffon edged with point lace, the garniture consisted of three long white plumes with tasseled ends. These were caught to the crown with cut steel clasps and fell in the true Victorian style, two on the left and one on the right side over the back of the hat, behind the ear, to the shoulder.

There was a great showing of pretty hats for children and misses. Of the latter, one of the prettiest noticed was made entirely of tucked white maline; the shape, off the face, was decorated with lace applique in ivory white, the crown was finished with an ostrich aigrette, shading from champagne to white and full rosettes of white Duchesse ribbon with ends falling over the hair and finished with pendants of tuscan.

THE GEORGE CRAIG CO., LIMITED.

This house had an effective corner window draped with white and reseda and the mirrors at each end were so arranged that they gave an endless vista of ladies in dainty Spring toilets and crowned with equally dainty Spring hats. The color scheme was carried out in the large showrooms upstairs, and was most effective against the deep red of the mahogany fittings. A pretty effect was produced by grouping all black hats on a large stand in the centre and surrounding this by small tables with hats of brilliant contracting shades, such as cherry red, green, cornflower blue and champagne.

Some of the designs shown here were: In black hats a novel conceit was a deep, black turban of chiffon. Instead of the gophered chiffon that has been worn so long, it was closely knife-pleated, and when wound around the hat it presented long surpentine curves that were very graceful. The single decoration was an aigrette of ostrich feathers from which rose a black and white osprey. In all white a pretty reception hat was developed in white stocks sewed close together over the wide crown and outer brim. The facing was of twisted maline and the decorations sash ends of white velvet and ospreys.

In misses' hats was a wide burnt leghorn and the brim rolled and draped with strawberry pink covered with lace in the same shade as the hat, the lace scarf was caught at the back with a great cluster of double morning glories, shading from the pale pink to pinkish brown, while across the crown was a long bar of cut jet. Another pretty hat for a young girl, was of heavy Irish lace on a skeleton frame; the edge of the brim was bound with poppy red, a band of the same surrounded the crown and four soft rosettes of silk, in the same shade, finished the decorations.

THE FAIR—MRS. FRANKFURTER.

This house was the last to open its doors to the public, but the display was well worth waiting to see. The business has somewhat outgrown the present quarters, and for that reason the stock was not seen to its full advantage, but Mrs. Frankfurter does her own buying and the stock is well selected. Miss Cook, who has charge of the showroom, made a special display of children's goods, and very lovely some of them were.

In ladies' hats the very prettiest shown was a gretchen. This is a shape somewhat between an automobile turban and an early Victorian shepherdess. The wide brim is of fine leghorn; a college band gives it the necessary height from the face, and the under brim is a mass of soft, cream chiffon puffings. The large crown is made entirely of marguerites, the rich brown hearts being the one touch of color on the hat; the outer brim is draped with a scarf of chiffon appliqued with straw lace in a dainty pattern. Where the brim dips to the hair at the back the scarf is caught with long loops of cream Duchess ribbon, held in place by a cut steel bar.

Another pretty creation was a black picture hat with the Devonshire tilt to the brim, faced with shirrings of satin gauze, the edge and upper brim draped with sequined mechlin and the large tam crown of sequins meets the brim. The decoration of this hat is a long tasselled black plume.

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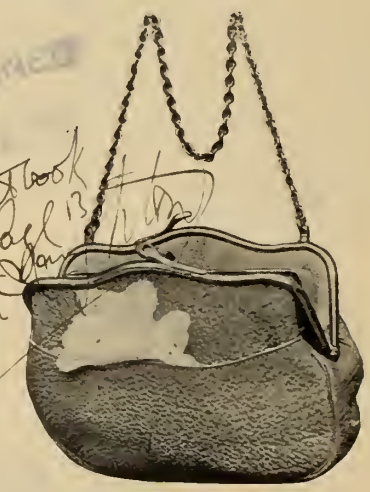
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DRESS ACCESSORIES

TRIMMINGS.

THERE is no abatement in the craze for ornaments and pendants; in fact, their vogue, instead of abating, is increasing, and wherever there is an excuse for stringing a pendant or a drop ornament on waist, coat or skirt one is seen—either a small one—just a few rounds of cord and a few small drops, or a large and elaborate one—all are used. Braids and galloons are edged with drops or tassels of silk, spangles or beads, and flowings of nets come with silk or jetted fringes from 1 to 10 in. deep. Many jetted pendants are seen and those in the form of balls covered with jet sequins are both light and pretty. For light-colored goods there are light silk pendants to match the white-silk braid trimmings so much used. These pendants look particularly well on pale greys, fawns and the pastel shades. These drops and pendants are also shown in white and black. Some elaborate pendants in silk and cord are fashionable. The fuschia flower comes out strong in this line, and the pendant illustrated is a very fine adaptation of this flower. Fuschia designs are something new and are expected to rival the grape patterns in fashionable favor.

* * *

Some of the passementeries in dull jet are wonderfully pretty, as, for example, one of gauze worked with flat-cut nail heads. This was an extremely effective design, and it was only one of many. In sparkling jet and palliettes no end of lovely trimmings are to be found; and, by the way, these spangles and palliettes have by no means fallen from their pedestal of favor, but seem more firmly fixed than ever. Fringes are figuring largely in the showings made by the high class trade, both in silk and chenille, and in cut jet and in pearls and opalescent beads. On robes these fringes are very prominent.

* * *

The Persian bandings and other embroideries of an Oriental origin are becoming more and more popular. They are so beautiful in coloring and design that they appeal strongly to women of artistic tastes, and anyone with an eye for color and form is sure to be taken by these lovely embroideries. Besides these bands, Oriental embroideries come in all manner of forms: Persian, Bulgarian, Ottoman, etc., in galloons, motifs, appliques, and in solid work on dress and skirt lengths.

* * *

Fancy braids and braids in combination with net and lace are in the scheme of elaborate trimmings. Burnt orange and black are mingled in some of the newest braids, cords and tassels, and in others, a touch of gold appears. The silk shell braids are by no means confined to black and white, but in some of these pale shades of color are mingled with a rainbow effect. Lovely, too, are the braids in white, and white and black silk. Great is their variety.

* * *

For trimming the cotton canvases and linen suitings bands of embroidery on canvas and mummy cloth, worked in cross-stitch in Oriental colorings are used. These are to be fashioned into belts, stocks, cuffs, etc. Besides these cross-stitch patterns are flower and fruit designs in shaded colors. Other trimmings for wash goods are wash braid in Mexican stitch with colors, and serpentine braid; also a line of linen and cotton frogs, ornaments, pendants and cords. Very dainty and effective are these colored ornaments with white cords, festoons and drops.

BUTTONS.

BUTTONS, as a trimming and not for their legitimate use, are still to the fore, and decorate the majority of the Spring costumes.

Buttons are everywhere on the Spring toilette. From the most unpretentious pearl to the most elaborate jewelled effects the button occupies a conspicuous position in the decoration of the Easter toilette.

Inlaid metals, cut jet buttons, carved and chased metal, jewelled buttons, enamels and hand-painted porcelain are all seen among the novelties. Tiny bugs are made up in enamel and are used to simulate buttons.

The simulated buttonhole is a favorite mode of adornment. Coat cuffs, coat collars and fancily slashed coats are trimmed about the edges with buttonholes and buttons. These buttonholes are not of any use only as an effective ornamentation.

In high-priced buttons, dangling ornaments and pendants are seen. The handsomest of these are jewelled; pearls, coral, turquoise and rhinestones being noticeable combinations. Antique effects are, so to speak, a novelty, and green stones set in dull silver have a decidedly old-time look. Another beautiful button is a wheel in rhinestones, not solid, but spreading from a large and finely-cut central stone.

Besides these high-class buttons for the popular trade there are many very artistic designs, chiefly floral, in metal and enamel; also in shaded gold.

Pearl buttons are no longer confined to use only upon wash fabrics, though that is a field in which they reign supreme. They are used on wool gowns, not alone of light colors, but also of the darker shades. On pongee coats they will be particularly fashionable. Sleeves, cuffs, the body of the coat or dress and skirts will be button trimmed during the Summer.

Yet, while the vogue for pearl buttons has started with such a boom, it must not be forgotten that there are other buttons which will play quiet as prominent a part on the new gowns and warps as the pearl button.

Crochet buttons and rings are much in use. The demand in these goods is for 24 to 60 line buttons.

Buttons embroidered in contrasting colors are being extensively used. These are very suitable for use in conjunction with the Persian band trimming so popular now.

RIBBONS.

THE ribbon people are wearing smiling faces these days, for this is decidedly a ribbon season. Not only is trade brisk and the market strong, but everything desirable is selling freely.

The millinery people are using quantities of ribbon on hats. Ribbon sashes in various widths are used, tied at

the back or half-way down the skirt, and many smart sashes terminate in a loop and bows. For these sashes there are beautiful warp-printed ribbons, often with a satin edge in contrasting colors.

The average length of a sash at present is 3½ yards, as fashion dictates that the loops shall be small with long, flowing ends. There are, of course, instances in which a more lavish display calls for 4 yards, but 3½ is the average. The best selling widths are from 7 to 10 in.

Though many fancy ribbons are used, still it is in plain ribbons in soft taffetas, louisines, satin taffetas, moire, etc., that the bulk of the trade is done.



Fuchsia Flower Pendant Ornament.

Every ribbon department of any importance nowadays makes a special feature of hair and corsage bows. Floral ideas predominate. Trails of ribbon roses, either without or with foliage, are used as hair garniture and for the corsage. Bunches of carnations made out of pinked-out satin ribbon are very effective.

Velvet ribbons in medium widths and in blacks or colors are used on most of the hats, and this touch of velvet in combination with the airy, lacy millinery fabrics is expected to hold strongly for all the Summer season.

VEILINGS.

THE veiling situation is most gratifying. Buyers are taking veils and veilings with great freedom. The most important accessory of feminine dress to-day is the veil. The millinery dealer must not overlook this fact. Not only have the fashionable trade, but the popular trade as well taken up the veil. It is astonishing how generally women have adopted this fashion.

As the season advances the face veil grows more popular and the drapery veil loses none of its prestige. The nose veil is a third claimant for favor. Each one will have its votaries. Often two will be worn at the same time.

Bordered veils for draping are being shown in novel designs. One of the latest novelties is a white grenadine veil with printed colored border in floral design. This will make a most effective drapery for Spring and Summer hats. Chiffon veils and net veils are shown with hemstitched tucks on ribbon borders.

A white net veil shows an applique of white lace, or a black net is seen on a black lace, while a brown chiffon on net veil shows brown lace.

Colored embroideries are noted on some of the extreme novelties. Thus, a brown chiffon veil has a spray of ripe, red cherries and green foliage across one side, the embroidery being so placed as to drape on the hat brim when properly adjusted. Grape designs in embroidery are also seen on some of the new veils.

Another novelty is a shaped veil that is a combination of a face veil and a drapery veil. The shape does away with all folding and draping, as it narrows at the back into two lapels that tie in a bow and form a pretty drapery finish, while the veil hangs free as a face veil. The veil is in net and is embroidered around the edges with a narrow border which is extended into an elaborate pattern on the ties.

A lovely veiling is of fine white net, patterned with squares of black mesh, dotted at every joining. Brown mesh, in very delicate thread, patterned with cream white chenille dots or more or less magnitude, is quite a fad. Another good pattern is a very open square crossed with heavier lines in black and dotted with chenille.

GLOVES.

SORTING orders on gloves are large, as usual, before Easter. Prominence should be given to the popularity of tans in kids. The fact that tans are in such demand is probably accounted for by the fact that they tone in so well with the new shades of blues, greens and browns all so prominent in dress goods at the present time. Black is always staple in kid gloves, and is more or less sold. White is still very strong for city trade, but is only in fair demand in the country districts. Grey, in light shades, is well taken by the city retailer. In silk and lisle gloves, it is the lace glove that is carrying all before it, both in the 13 in. glove and in the elbow length.

White is always good for this season, and this year, owing to its being so emphatically a white and pale-colored season, white and cream gloves are naturally in strong demand. From the country trade there has, as yet, been no great call for the elbow-length glove. Colored gloves are not so well taken as white and creams. Black, as in kid gloves, is staple and there is always a demand.

HOSIERY.

THE rise in the price of wool is responsible for the early opening of the Fall hosiery trade. Anticipating the rise jobbers placed large orders for Fall goods, to get the advantage in price before the rise. Then, some disagreement and price-cutting gave them a further advantage, and they obtained some lines on very favorable terms. Retailers were not slow to size up the situation, and the result has been a large advance sale in Fall lines,



Are the stores that display their goods in Phillips' Illuminated "Silent Salesman." Its high-grade materials, painstaking finish and unequalled beauty of design, all invest it with a subtle air of quality—a quality that sells goods.

"The stamp Silent Salesman TRADE MARK on a show case like the stamp 'sterling' on silver has the same intrinsic value the world over."

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A PALMENBERG

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These Superior Forms are the Very Best you can buy.

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Display Fixtures and Forms.

Write for 304-Page Catalogue, and Supplement F.

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ESTABLISHED IN 1852.

Office and Salesroom: 710 BROADWAY.

Factory: 89 and 91 West Third Street, New York

Practical Hosiery Racks

A new device, made of steel, nickel-plated.

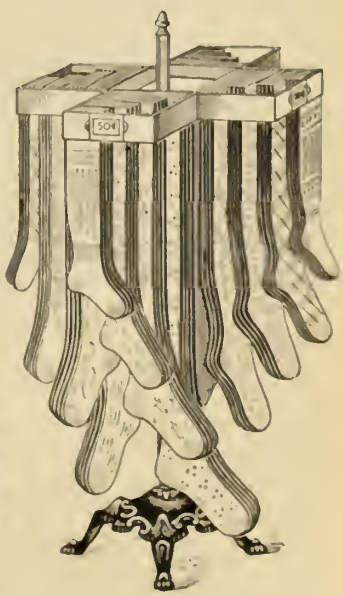
Slip the stocking in the spring, pair by pair.

Place the spring in the frame at the top of the rack.

A quick jerk disengages the pair desired without interfering with the others. When handled and inspected they hang tight and fast, keeping their position and shape. There can be no disorder in the stock when this rack is used.



THE SPRING.



No. 1 Price $5.75.

No. 1. 34 inches high, 16 inches wide. Has 4 springs. Capacity 72 pairs hose. $5 75

No. 2. 34 inches high, 16 inches wide. Has 8 springs. Capacity 120 pairs hose $6.75

Sold by the leading jobbers of dry goods and Notions.

Practical Fixtures are made for all sorts of merchandise.

Send for Catalogue to the Manufacturers:

A. N. RUSSELL & SONS,

ILION, N.Y., U.S.A.

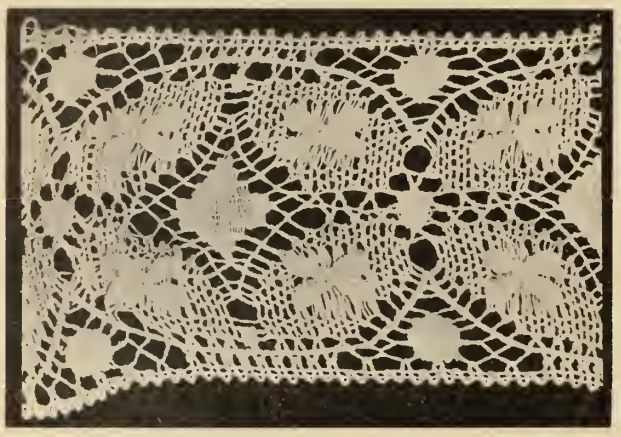
much earlier in the season than usual, as retailers know that when present stocks in the jobbers' hands are exhausted they will have to pay the advance.

For Spring hosiery, repeats are coming steadily in and prices on these goods are firmly held. As usual, plain black leads and needs no pushing to sell. Lace hose is in very general demand in medium-priced goods, and is very fashionable in the higher grades. Extracted hose is growing in popularity, and is strong in black and white. Floral designs on a black ground, such as a rosebud and leaves, in natural colors, are wanted for the popular trade. In high class hosiery there is some showing of colors, modes, pearls, greys, etc., with black and white designs. Greys and browns, with soft-toned embroidery or with black or white designs are seen. There are also a few stripes. Novelty in hosiery is evident in all lines.

LACE.

LACE undoubtedly holds first place in trimmings this season, both alone and in combination with other trimmings. For several seasons past this vogue for lace has been steadily growing, but this season occupies a more prominent place than ever, and its reign for some time to come seems assured.

Fall orders for lace, particularly in the heavy Cluny, York, Venises, guipures, Irish crochet, Irish point and similar laces are very large, and importers of these goods are



Cluny Insertion.

Imported by the Canada Veiling Co.

expecting that they will be quite as popular for next Fall as they are at the present time. Not only do these heavy laces trim the sheerest of veilings and voiles, but their use is unlimited on the new wash fabrics, both on the fine lawns and muslins and on the linen suitings, Madrases, cheviots, basket cloths, etc., so fashionable for this Summer. Of these heavy laces Cluny takes the first place, and the demand for this lace is very great. It is made not only of linen, but of wool as well, and some patterns show a linen ground with a woollen cord outlining the design. Bands of this lace not only trim the Summer gowns and the new shirt waist suits, but the new Spring coats in natural colored pongee and in smooth, fine cloth in pale tans. Modes are lavishly trimmed with this lace. On imported models for the high-class trade and on the very expensive coats it is the real Cluny, not the machine-made imitation, that is used. The wide insertions are first favorites, and the illustration shown is about 5-in. wide, and even wider insertions are in demand. In fact, the demand is so great that these wide Cluny insertions are among the scarce goods, and narrower ones have to be used instead. Besides Cluny, crepoune, Irish crochet and Venise renaissance and guipure are holding their own.

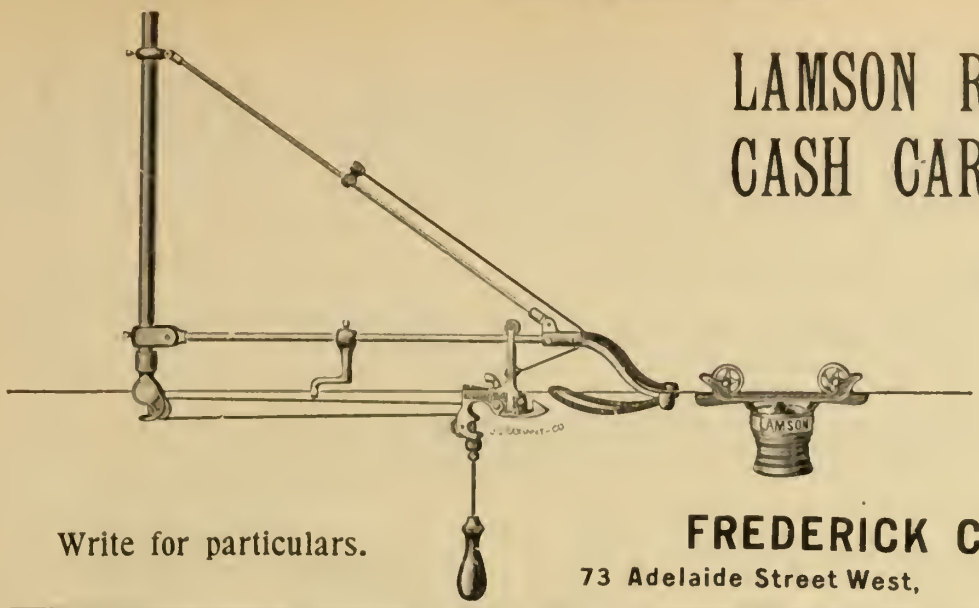
Only in the high-class trades are the real hand-made laces used, owing to the price and slowness of production; but the present day machine-made laces are little short of marvellous and are so perfect that in many cases the real can only be told from the imitation by experts, and even they have been known to be deceived by particularly perfect specimens. Manufacturers nowadays copy with great fidelity the best patterns used in real lace, and the moderate price of these imitations bring them within the reach of the popular trade.

The line between laces and trimmings is very hard to draw, and laces that are specially designed for combination with other trimmings are largely shown, and the ingenuity displayed in designing them is only equalled by that displayed by the makers of ladies' garments and the dressmakers in their use. Points and vandykes are a prominent feature in these new laces, but they are in gentle curves, nothing sharp or acute about them, the point being rather indicated than defined. In the lace heading to these points are gracefully shaped openings, framed by the pattern, and this is to be filled in according to the individual fancy with a few bars of ribbon velvet or Oriental trimming, or a contrasting color in silk, a piece of warp print, or a piece of hand-painted chiffon, or, in fact, anything that fancy dictates. This secures an individuality for the gown so trimmed that could be gained in no other way. Then, if liked, the points can terminate with a drop ornament or tassel making a fringe around the garment. These lace trimmings are also separable into odd-shaped motifs that can be used in many ways. Quite thin materials, gauzes, grass linens and light makes of etamines are to have as trimmings appliques of these heavy laces, while cloth, linen, piques, etc., are to be inlet with the same.

For the coming Summer the new idea is the use of laces tinted to match the material they are used to trim. Laces, such as Brussels, Valenciennes, with fine mesh and delicate pattern, are tinted with pale rose, pastel blue, grey, fawn, pale green, etc., and are used for trimming light Summer dresses in the same manner that they have been used for evening dresses during the Winter. Guipure laces are also tinted and used on fine cloths, fancy woollen goods, and the heavier makes of veiling, voile and canvas cloths.

In laces that are always wanted for trimming underwear, children's clothes, lawn and kindred materials, such as torchon and Valenciennes, the demand is and has been, very great from quite early in the season.

In the stores Paraguay and Mexican drawn work in motifs and medallions, as trimming for waists and dresses, are being shown.



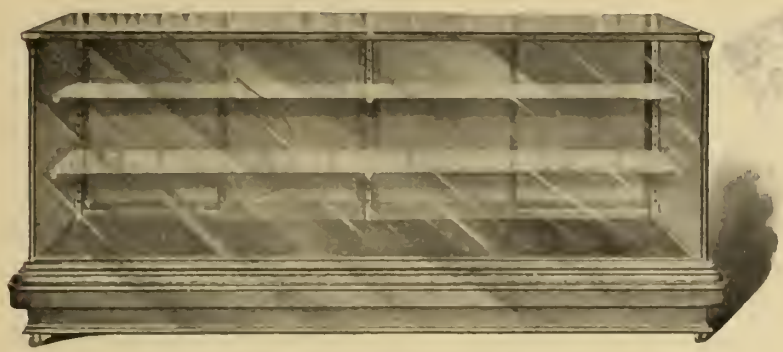
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The Modern Labor and Money Saver

Write for particulars.

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73 Adelaide Street West, - - - TORONTO.

THE "DOMINION" GOODS.



THE "CORONATION."

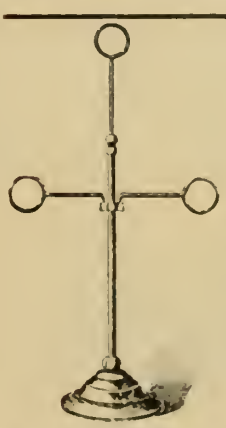
Concerning our make of goods GENERALLY, the name "Dominion" stands for the HIGHEST standard of excellence, which is WELL KNOWN by thousands of the most critical business people of Canada, from the Atlantic to the Pacific.

Our productions are the finest that expert display case makers can possibly turn out and are at the head of the list in the Canadian Market to-day. Our patent "CORONATION" floor case is without a rival in ANY market, it being a marvellous piece of show case manufacture as it is the most exquisite, attractive, artistic and durable case made and is a wonderful money-maker. A first-class photograph cannot do this case justice; to see one means to go wild with delight over it.

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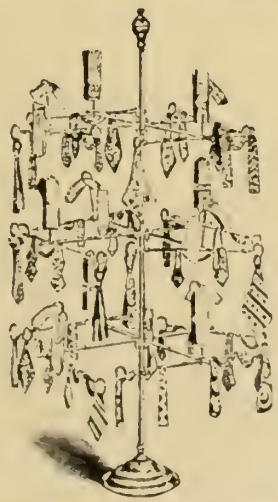
DOMINION SHOW CASE CO.,
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These Are New

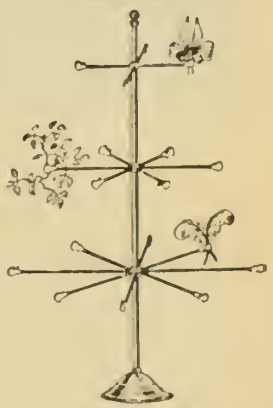


Our new factory and large show rooms will soon be complete, when almost everything we have catalogued will be displayed.

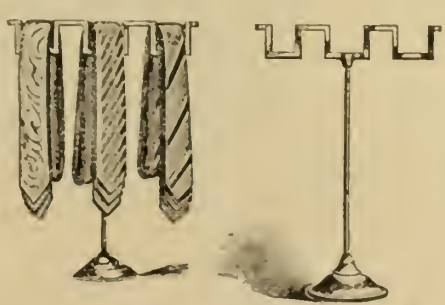
No. 165.—Triple Paris Scarf Displayer.
5-in. Base Extensible, 9-in. to 15-in., 15-in. to 27-in., and 27-in. to 52-in.



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No. 428.—Flower, Feather and Tie Stand.
42-in. high and 7-in. base.



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Made in three heights, 9-in., 12-in., and 15-in.



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The Toronto Brass Mfg. Co.,
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IMPORT SEASON 1903.

It will pay you to place IMPORT ORDERS for these Goods.

PHOTO ALBUMS
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FANCY CLOCKS
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Fitted Leather Case Goods.

Nearly 100 lines, including:

Toilet Sets, Manicure Sets, Brush Sets, Baby Sets, Shaving Sets, Smoker Sets, Safety Razor Kits, Glove and Handkerchief Boxes.

OUR "Import" samples of lines mentioned in this list are now with our travellers, and complete ranges are also displayed in our Toronto, Montreal and Quebec sample rooms.

Import orders are booked during March, April and May for Fall delivery.

If one of our travellers does not call on you, write us that we may arrange to have you see samples.

DOLLS

Our Import range includes over 300 lines.

Some special values in Kid Body and Dressed Dolls.

NERLICH & CO.,

(IMPORT DEPARTMENT)

146=148 Front St. West
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MONTREAL SAMPLE ROOM: 301 St. James St. (cor. Victoria Square.)
QUEBEC SAMPLE ROOM: Hotel Victoria; Maurice Frigon, Representative.

FANCY GOODS AND SMALLWARES

THE "Netsuki" hand bag has taken a great hold on the popular fancy, and all the houses report immense sales. It is got up in various styles, with the button and chain retaining the name "Netsuki" in all the styles. Handbags, chatelaines and wristbags have never been so popular, and, with the numerous styles and qualities which are on the market, any woman can be satisfied.



"Netsuki" Bag. Brown Bros., Limited, Toronto.

One of the features of the leather goods business is the great number of new and hitherto unheard-of leathers which have been put forward. Such names as white lizard skin, walrus, whale, sea lion and sea bear convey very little meaning to the average mind, but, when the articles made of these leathers are seen, the beauty of some of them takes the place of understanding the kind of leather. The white lizard skin is particularly attractive, and for some purposes the alligator is very suitable.

• • •

In making the rounds I noticed in one wholesale house some beautiful umbrella stands in imitation leather. Umbrella stands are a convenience for which few merchants seem to appreciate the necessity. I have known people who simply did not know what to use for holding canes and umbrellas, and it is a fact that, outside of the old tile, few holders are to be seen. This holder is both beautiful and useful, and should find ready sale, as it can be retailed at $3 and less with good profit.



"Netsuki" Bag. Brown Bros., Limited, Toronto.

• • •

Some good croquet sets are on the market at very reasonable prices. One fine set has a long, heavy head with short handle for one-hand use. Pegs are provided, which are driven into the ground, and in the top of these are holes into which the hoops are placed. This provides a set ground and removable hoops.

Reports show that Hamilton leads in the demand for rubber balls, tops and marbles. This is no reflection on Hamilton, but merely a sign that one city realizes the importance of encouraging innocent games rather than allow the small boy to run around looking for mischief. These lines are articles a drygoodsman should have in stock It doesn't necessitate a full sporting line, but is a side line which gives profit and interferes with no other stock. It has got to be a staple now.

• • •

There is a scarcity in pins. Wholesalers have been notified by Canadian and United States houses that lists are withdrawn and prices will be furnished only on application. There



Enamelled Jewellery—Nerlich & Co., Toronto.

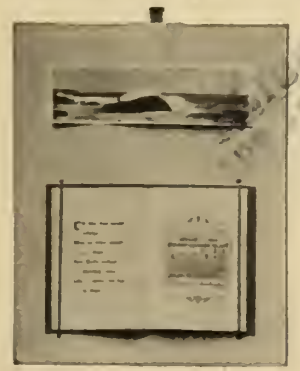
is at present, apparently, only one pin factory in Canada, and it cannot keep up with orders. The factories on the other side were the first to raise their prices on account of the advance in brass wire, but the Canadian works soon followed, and, although the English factories have not as yet withdrawn their lists, it is expected they will soon do so.

• • •

Owing to the scarcity of Sydney shell in Australia, pearl buttons have advanced, the large sizes as much as 50 to 75 per cent. At the last sales in London, Eng., there were four times as many buyers as there were cases.

ART GOODS.

WITH reference to calendars, cards and art studies, it is pleasing to note the difference in the style of production in favor nowadays to what used to be in general demand a few years ago. Then one saw practically nothing but the cheap lithographed or highly-colored style of goods in these lines. Not so now, for those of artistic taste want something very different.



A few seasons ago The Brown Brothers, Limited, introduced to the Canadian trade the line of the well-known publisher, Woodbury E. Hunt, which for artistic excellence is now thoroughly known on this market, and each season has shown a marked increase over the previous year, evidencing conclusively how thoroughly their goods are appreciated by the buying public.

The Brown Brothers, Limited, had hoped to have been showing these lines to the trade about this time, but, owing

to several important changes and improvements which the publishers have made this year, they are not quite ready yet. The samples are being hurried forward as quickly as possible, and will be in the hands of their travellers in the course of a few weeks. The "Booklet" design is here illustrated.

A REAL SEAL BAG.

The Brown Brothers, Limited, are showing a very nice bag in real seal, same as cut, which, they say, will sell at popular prices. Their full line, in fact, shows a range embracing all prices to retail from 25c. upward. Mention of the "Netsuki" must not be overlooked. This bag was fully described and illustrated in our last number, and, we understand, is selling very well indeed.



"What about chatelaines?" was asked. Chatelaines are proving steady and fairly popular sellers, there being a great number of ladies who prefer a bag that will hang by itself, rather than being put to the necessity of carrying one in the hand.

NERLICH & CO.'S CATALOGUE.

Nerlich & Co., wholesale fancy goods dealers, Toronto, have issued their catalogue of Spring and Summer goods for 1903. The catalogue is printed on coated paper, and consists of 64 pages without the cover. It is a most apprehensive catalogue, embracing sporting goods of every kind, to say nothing of a long list of novelties. The number of illustrations is large, there being four or five or more on nearly every page. The accompanying illustrations are from some of the wrist and chatelaine bags, which the firm carry in stock. A



Metal Wrist Bag. No. 032/19. Retail, $2.00.

"Tapestry." No. 034/26. Retail, $1.50.

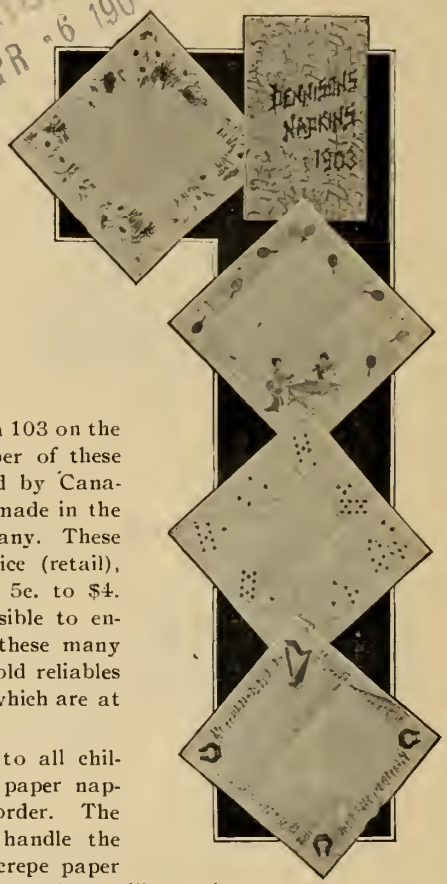
"Netsuki." No. 032/13. Retail, $1.00.

feature of the catalogue which is worthy of note is the part that is devoted to wedgewood and Etruscan art ware, the printing of which is done in the natural colors, and greatly improves the appearance of the book. For the convenience of the trade, there is a complete index at the back of the catalogue.

CHINESE LANTERNS AND GAMES.

THE DRY GOODS REVIEW has seen a capital idea in the way of Chinese lanterns. At The Copp, Clark Co's. headquarters a series of attractive lanterns consisting of some 25 different styles was shown as being a special assortment. Instead of selling quantities of the same make of lantern, this assortment is carefully put up in a box, and all sold for $2.

This company have been making some important reductions in the prices of games, as well as introducing some entirely new games. They have, in fact, no less than 103 on the new list. A number of these have been invented by Canadians, and all are made in the factory of the company. These goods range in price (retail), all the way from 5c. to $4. It would be impossible to enumerate a few of these many games, but all the old reliables are there, most of which are at reduced prices.



As an adjunct to all children's parties the paper napkins are always in order. The Copp, Clark Co. handle the Dennison line of crepe paper napkins, of which we give an illustration.

NEW STATIONERY ITEMS.

GLASS safety inkstands and glass pen trays are shown in some exceedingly pretty designs by The Copp, Clark Co. These goods retail at absurdly low prices, something like 25 and 50c. Accompanying them are the new shapes in Flemish Bond papeteries prepared by this firm. The envelopes are long and narrow, with straight back, and the shades shown are pastel blue, Oxford grey and cream.

Another feature in the stationery section is the line of scrap albums that is being shown. There are 11 numbers in the series, and they retail from 50c. up to $1. The bindings are varied, some having cloth binding and others leather with marble sides. All have gilt lettering and contain a good quality of paper.



Safety Inkstand.

The Foremost Place

in Sporting lines in Canada has been reached by the well-known

Victor Sporting Goods

Baseball, Lacrosse, Cricket, Football, Tennis, Bowls, and all requisites for Field Sports.

OUR CATALOGUE will be ready in a week. Have your name on mailing list.

OUR NEW SMALLWARE DEPARTMENT.

Everything complete in SMALLWARES, NOTIONS, etc.

Our prices are A REVELATION TO SOME. A SAVING TO ALL.

Our Large Import Range

is now in hands of our travellers.

Dolls, Toys, Albums, Presentation Cases and Novelties.

SEE THESE SAMPLES BEFORE BUYING.

The FANCY GOODS COMPANY of Canada, Limited

50 Yonge St. and 6 Wellington St. W., TORONTO



H. VAN A. SWITZER.
Toronto to Winnipeg.



C. H. WESTWOOD



JOE. C. ABELL.
Montreal to Sydney, C.B.

Growing Times.



C. H. HUTCHINS.
Winnipeg to Victoria, B.C.



Westwood Building.



C. L. TURBAYNE,
Toronto to Montreal.



DAVID BLACKBURN.
Montreal City.



ALF. W. BLIGHT.
Toronto and Hamilton Cities.

Our new five-storey warehouse at 72 Bay Street will be the largest and best of its kind in the trade. One of the above gentlemen always has your interests at heart, and we appreciate your trade.

C. H. WESTWOOD & CO.

LIMITED

62 Bay Street, - - - - Toronto.

Sole Selling Agents in Canada for Abel Morrall, Limited, Redditch, England.

STAPLES AND COTTON GOODS

SPRING orders are pretty well cleaned up, and wholesalers report an exceptional business with unusually large repeat orders. In many cases these assorting orders could not be filled on account of the lack of supply. In nearly all the lines there has been and is a scarcity, with the natural result of increase in price. Retailers, as usual, think that the price at which they bought last Fall, should hold in their assorting orders, but this is impossible, as, in some cases, prices have gone up 40 and 50 per cent.

* * *

In addition to this, wholesalers report great difficulty in dealing with retailers, who, finding out they have not bought quite as cheaply as their neighbor, think they are being cheated. A merchant must consider the fact that goods do not rise a fraction of a cent at a time, but in one day they may bound up to half as much again. When a price goes up, the price charged the retailer must, in most cases, be on the new range, both for old and new goods, as those goods are worth that now, and cannot be bought for less. Still, when prices go down, wholesalers are forced to lose on the old price stock, as all must be sold at the low price.

* * *

Everything in cotton has gone up, and, although steady at the high point just at the present moment, a higher range of prices is daily expected. An advance of ¼ to ½c. is reported from England. Grey cottons are particularly strong, and like other cottons, there is no prospect of a drop, but if any change occurs, it will be towards higher prices. As most of our goods come from England, and that country appears even more determined on an advance than the United States, merchants can look for a reflected advance in our market.

* * *

Old Country houses have all withdrawn their price lists in linens, and, of course, that means an anticipated advance. One Toronto wholesale house, only a few days ago, received a cable to cable confirm order on advanced prices or a further advance would have to be charged. Repeat orders, in most cases, are refused, as the foreign houses are so rushed with work.

* * *

On account of the recent advance in raw silk, all silk goods and ribbons have advanced 10 to 15 per cent. When this is considered, it means far more than at first appears. Goods, of which silk forms a part, include half the stock of the dry goods merchants, and an increase of 15 per cent. is quite a serious matter.

* * *

The causes of all these recent advances in prices are not difficult to discover. In most of the lines a decided scarcity of raw material has had some effect. The principal cause, however, is the demands of union labor. In every line of business union organizations have forced wages up above normal rates, and the result, of course, is that manufacturers, have been forced to ask more for the finished article. This necessary advance comes out of the workingman's pocket as much as from the capitalist's, and, in reality, they are paying the advance themselves. With the higher prices charged for all the necessaries of life it is difficult to see where the union man is benefitting himself. It, doubtless, is some consideration to be able to handle more money, even though he has to part with it sooner. There is no doubt that in many branches of trade the workingman was not getting his hire, but it might be misquoted that "a little power is a dangerous thing" to a workingman, and the result of some just successes has been that agitation and discontent has been roused in the breasts of really well paid men.

* * *

The trade has been in a turmoil over the cutting in prices of wrapperettes and certain lines of flannelettes, caused by the friction between two mills. The price was run down very low and a quantity of orders booked, but suddenly prices were withdrawn, and wholesalers scarcely know what is going to happen.

* * *

Perhaps the most rapid advance has taken place in cashmere yarns. Since last September prices in this class of goods have advanced about 40 per cent.

* * *

Great inconvenience has been experienced in Toronto supply houses by the action of the batting manufacturers in Montreal. Through the collapse of a few batting manufacturers recently, the business has almost entirely gone into the hands of one firm, and this firm is reported to have let their stock run out until the demand cannot nearly be supplied. Some wholesalers cannot fill their orders on this account and complaints are heard of the thoughtlessness of the manufacturers in not making greater efforts to keep up their stocks.

* * *

It is intereting to note that of the cotton imports into the Philipines, 51.8 per cent. is received from Great Britain, while the United States supplies only 4.5 per cent.

* * *

In linens, great sales are reported in batistes and knicker effects, and the wide range of colors in these goods assures them of even greater popularity.

* * *

Three hundred weavers have gone on strike in the St. Croix Cotton Mills in New Brunswick. There has been dissatisfaction for the past six months among the operators, and on January 1 an increase of 15 per cent. in wages was asked for. Manager Dexter has reported the latest demands of the strikers to the head office in Montreal.

* * *

Seventeen thousand textile workers of Lowell, Mass., are idle as the result of a lock out by the factories of that city. The workers were about to declare a strike when the mills anticipated them by shutting down.

* * *

In the United States there is a pronounced scarcity in 3 4 bleached cottons. Ticks, plaids, denims and other coarse colored cottons, hold strongly at unchanged prices. Print is expected to go higher, as prices are much too close. Southern manufacturers have advanced hosiery 15 per cent., and in the north preparation is being made for a similar advance.

"Let us convince you that"

Health, Clean Skin and

Good Figure



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JUN 29 1905
To Owner
Our Book 37
Page 11

are Retained only by

Wearing Penman's Pen-Angle Brands

of

Sanitary Wool Underwear.

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK.

IN the United States some large departmental firms have established training schools in connection with their stores. A girl or young man, before being taken on as a salesman or saleswoman is first put through a course of instruction by means of blackboard and other apparatus. They report the plan as highly successful. It certainly would be wise to teach many salespeople the fitness of things. When a clerk attempts to sell a green tie to a man wearing a turquoise pin, a cane with a horse's head to a clergyman, a full-dress shirt to a member of the street commissioner's force, a narrow-rimmed hat to a fat-faced man, a close throated frock coat to a "sport," a pair of white gloves to a business man, there is something radically wrong in the composition of the white matter he thinks with or he is getting abnormally low wages.

In the former case, if he is no relation, "kindly but firmly" dismiss him. If he is a nephew or brother-in-law, try to induce him to think. There is not much use trying to teach him if it is a matter of lack of knowledge, for lack of knowledge on such points means lack of brains. If you find you can't show him the necessity of thinking in such matters, secure him a position in a foundry where clashes are part of the business.

* * *

Speaking about "abnormally low wages," the clerk who is poorly paid, in spite of the inducement contained in the information that Washington, Marshall Field, Napoleon and Caesar worked up from nothing, will not, because he simply cannot, think. He may start out with the determination to make his employer raise him, but board and lodging and church collection will soon cease to make him hilariously enthusiastic about such things as the blending of colors and the dignity of "the cloth." A tried and mostly successful method of oiling the wheels in a clerk's head is to tell him you are raising his salary. If he is worth keeping at any price you will find then that he really does know that red and purple are not friendly simply because they are near each other in the spectrum. It won't hurt to try this plan anyway.

* * *

A New York paper contains the startling assertion that society has adopted the fad of tatooing pretty designs on the skin. As yet only a few girls have been really taken with the idea. But it is new and freaky and it is quite likely that some of these days Mrs. ——, "a leader of fashion," "one of the 400," "society's bright constellation," etc., will appear at the season's ball adorned like a Fiji Islander plus the law's requirements. And then, what of the men? They will follow woman in this as every place else. There will be no more fretting about the shirt bosom or gloves, for where they were worn will appear beautiful red and green pictures. It would then be quite within the possibilities to see when "strolling down Fifth Avenue" an exquisitely dressed gentleman with a full rigged seven-masted sailing vessel resting "on the bosom of the swell" or an elephant on his hands. However, it would be only a seasonable variety, as our Winters are still too chilly to display large expanses of tatooing, however beautiful or popular it may be.

* * *

In New Zealand, that small but thoughtful and progressive country, where strikes are forbidden by law, and an arbitration court decides all disputes, the master tailors have again scored a decided victory. Heretofore they were allowed to employ only one "day's wage man" to three piece workers, but by a recent award they are allowed to do as they please. The "team" system is made legal; the men lost their demand that all apprentices be indentured; the wages remain the same. This decision, too, was given by a committee of the highest judges appointed by the country.

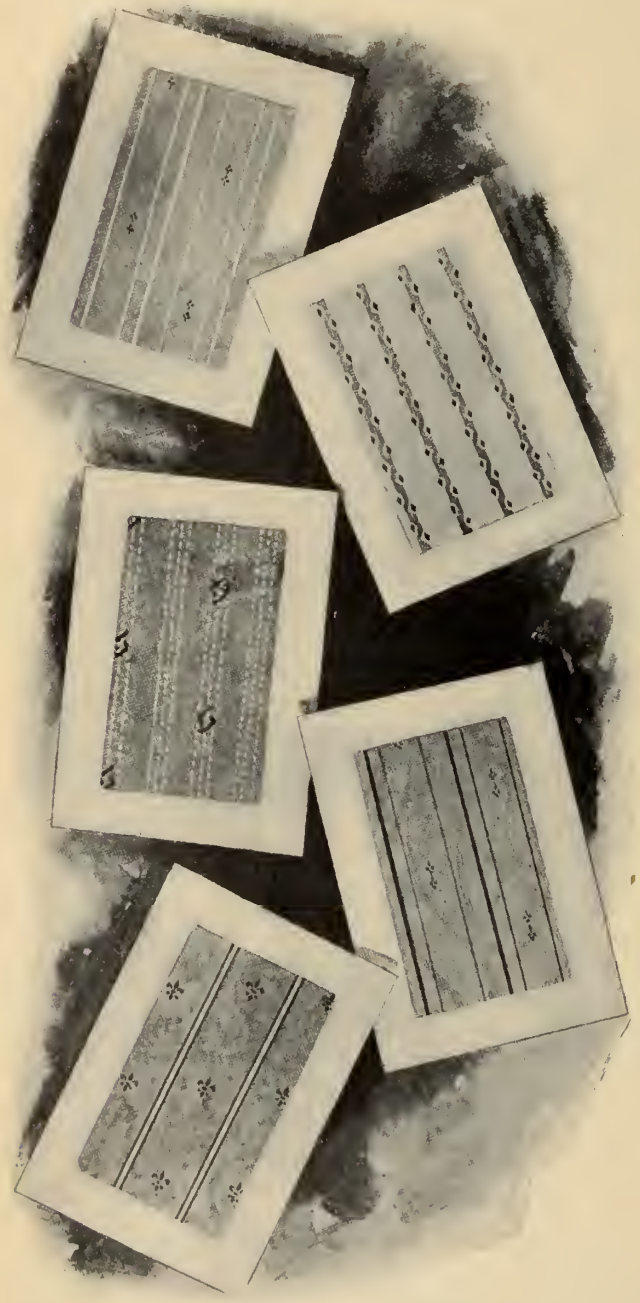
* * *

And now it's the journeymen tailors of Toronto who have been on strike. Possibly they felt "out of it" in not having enjoyed the leisure and notoriety of a strike. At any rate they picked on the busy season when they thought they could force the merchant tailors to yield. The bosses offered an increase of 10 per cent., but it was rejected and negotiations were postponed. In conversation with a well known King street tailor, I learned that although his men are non-union men they say they are afraid to remain at work when a strike is declared; and this, in spite of the fact that they are satisfied with the old wages and yet were offered more. At present from $5.50 to $5.75 is paid for the making of a coat, but the union men want $7.50. The strike has since been settled, the men finally accepting the 10 per cent. increase offered at first by the merchants. The newspaper reports said that the strikers had finished all garments on hand at the time of the strike, but this, according to the bosses, was not so, as they simply dropped everything and left the instant the strike was declared.

CURRENT STYLES IN NEW YORK.

Office of "The Dry Goods Review,"
New York Life Building, March 26, 1903.

THE changes in Spring attire are this year less arbitrary than they have ever been. Almost the only article of wear that exhibits newness of style within limited lines is the shirt. Plaited shirts are shown in great variations of plaits. I see broad box plaits on many shirts, but others have narrow ones or a broad middle plait with narrower ones on each side. The plaied shirt (I am speaking only of soft fronts in this letter) sometimes opens to the bottom of the shirt and is certainly more convenient when it is made that way. In no case are the better grades open both back and front, as the stiff fronts are. Many shirts are made with the body and front of different patterns with the cuffs corresponding with either, but this is inly an attempt at something new.



Samples of New Shirtings.

Flannel shirts are made up with cuffs made of linen or Madras, which may be made stiff in order to provide a good finish for the sleeve. The illustration given shows at the top a light lavender ground with allover leaf design in self-colors (scarcely visible in the cut), of silk weave. The white lines are in two's of raised lines and hairlines. The second is a white with stripes of tan outlined with small black diamonds; the next is a dark blue with broken lines of white and small angular figure; the fourth is similar to the first, but with black lines instead of white, and the last is a light lavender with vine design of silk weave in self-colors (scarcely visible) with stripes of white edged in black and a soft figure of small conventional fleur-de-lis.

THE CRAVAT.

The popular style this season is without doubt the broad four-in-hand of medium weight or heavy silk and worn morning and afternoon, with formal or informal dress. The average width is 2½ in. with 3 in. the extreme and 2 in. the narrowest. Some ties are 9 to 12 in. wide at the ends or after the collar part is passed, and this is folded in four thicknesses, thus giving the required width. Of course, in this case, no lining is used. This tie may be used as an Imperial or once-over. With this tie a stand-up-turn-down collar cannot be worn, the wing being the best shape.

The ends of the ties are sometimes cut diagonally, but pointed and square ends are just gs correct. Bows are now exhibiting a slight tendency to return from the square ends to the pointed. A few houses are showing ties in black satin, but no great popularity is as yet assured. The large English square tie is also seen.

HATS.

In spite of the enthusiasm which hatters are throwing into their talk about the new things, there is really very little deviation from last year's styles, at least not enough to justify great emphasis on "new." The well-dressed man can wear the hat that becomes him without considering the caprice of fashion and be still a well-dressed man. The Spring styles of Dunlap, Knox and Youman are almost alike, or at least differ in minor details only. The shape is a medium high crown of oval shape with brim of medium width fairly flat (this feature varies a trifle), and the whole hat could be called simply "a conservative shape." Brown derbys and soft hats are seen in all the shops and a good sale is promised, but it will be only among young men—those who wore the pearl hat. Black hats will always remain the correct, dressy, neat hat.

In straws there appears to be little market for the Panama and none for its imitation. Fine splits, plain and fancy sennits, French palms and Thornlas, all in sailor shapes, will have the market all to themselves.

FOOTWEAR.

Comfortable and masculine as the bulldog toe was it is now almost a relic of the past. The new shoe is very much lighter and neater in appearance. The toe has a narrow roundness and even a decided point in some makes, with the same curve, or a modification of it in the outside of the sole, which is greatly relieved by the smallness of the extension. The soles are almost perfectly flat. Buttons appear to have a greater demand than laces, in both calfs for morning and afternoon wear and patent leathers for evening or formal afternoon dress. Tans will not be seen much this Summer in spite of the efforts of some to bring them in, and what is worn will be only of the very best quality. The low patent leather and calf will be in great demand, as usual, and will assume the shape of the high shoe. In patent leathers, although the high shoe with kid top, and the low patent leather have their places, the smart shoe is the pump. It has no toecap, a thin sole and rather low heel, flat sole and square flat bow of black silk ribbon on the instep.

Spats and gaiters are worn by some, but it is entirely optional. They are made in many shades of light grey box cloth.

Dr. Deimel Underwear
(LINEN-MESH)

You'll never know real underwear prosperity until

THE DR. DEIMEL UNDERWEAR

has a place in your stock

It's the widest known and best advertised underwear specialty of the age. It brings a good class of people to a store and leaves a splendid profit in the cash box every time that one of them calls. Write for booklet and our terms.

DR. DEIMEL'S LINEN-MESH UNDERWEAR Registered

The mark that is always on the genuine. Look for it.

THE DEIMEL LINEN-MESH CO.

(ORIGINATORS OF "LINEN-MESH")

2202 St. Catherine St., MONTREAL, CANADA.

LONDON, E.C., ENG., 10, 11, 12 BREAD ST.

Crescent Brand Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

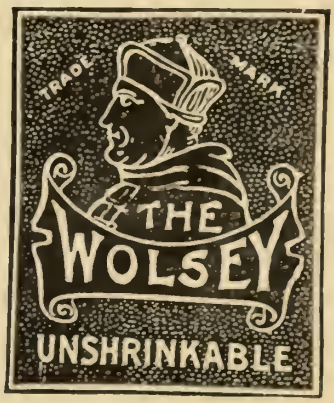
SOLE SELLING AGENTS

The Richard L. Baker Co.

28 Wellington St. West, TORONTO, ONT.

"WOLSEY"

The Best Unshrinkable Underwear In the World



FOR MEN, WOMEN AND CHILDREN.

BEST IN EVERY WAY

Make, Fit, Style and Price.

Every garment bears this trade Mark, without which none are genuine

Every Single Garment Guaranteed Positively Unshrinkable.

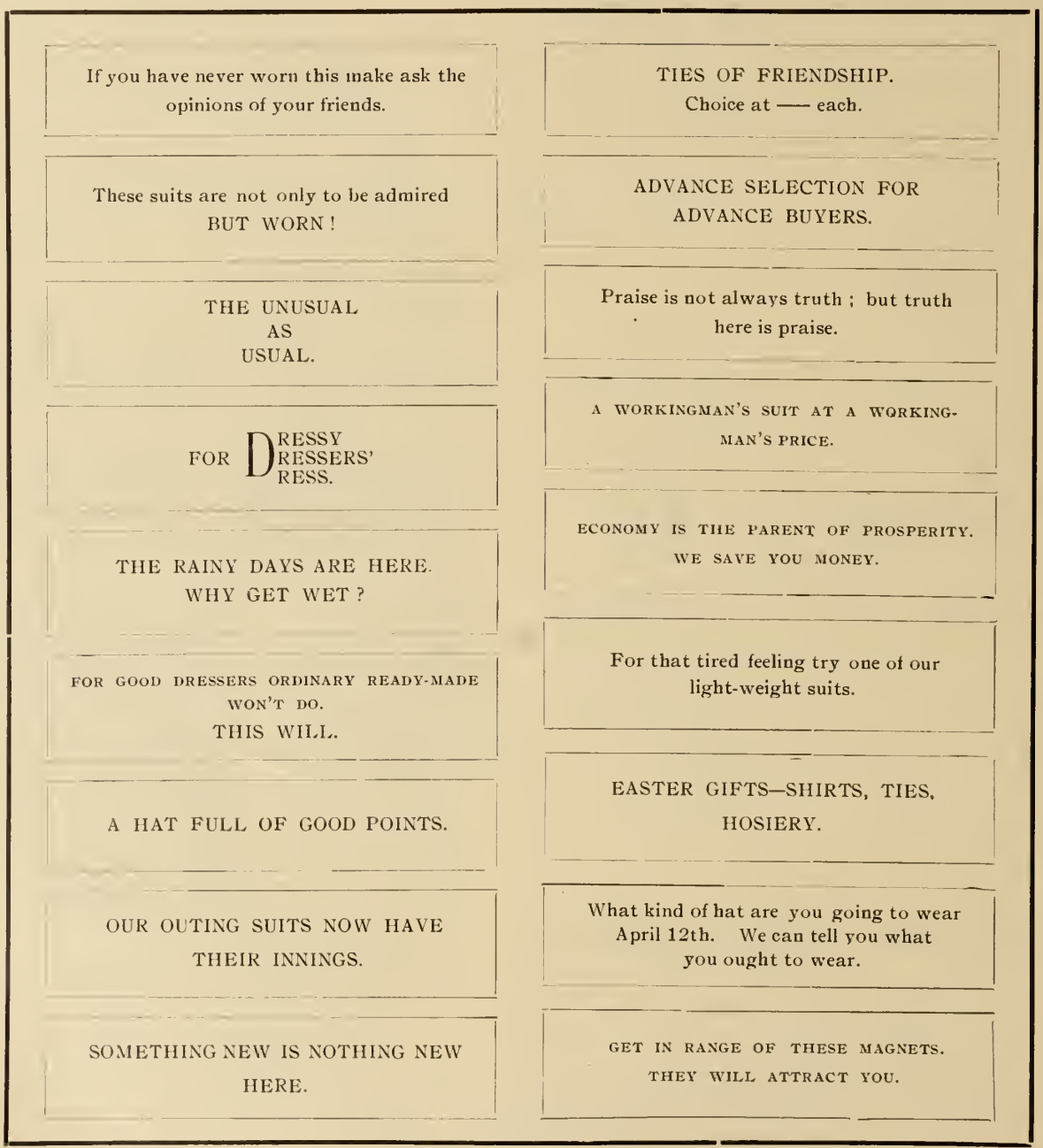
May be had from Leading Wholesale Houses.

EFFECTIVE WINDOW CARDS.

WINDOW CARDS will be far more effective if changed quite often. No matter how small the village or town, the same people pass and repass, and if the same window cards are used there is nothing to attract them except a change in the cards. The windows themselves cannot be changed very often.

It is not difficult to think out good, catchy cards, expressive of your goods and prices and printed in a neat manner. Take a few minutes each night and you will soon find your thoughts run more freely with practice. Have them printed out the first thing in the morning and put them in place before the regular traffic commences. The same cards will do a half-dozen times if left out a few weeks.

Not only change the wording, but also the shape and position of the cards, and you will find the best results obtained. If you have been making the same cards do for weeks, try the plan of changing them every day or two. You will get quite interested in the work yourself and that guarantees that outsiders will also be interested.



"The Roxbury"



RETURNED
APR 16 1903
to: Clothier & Haberdasher
City:

A Fad, not a Freak

BRIGHT PATTERNS ARE POPULAR

Letter Orders will be Shipped
by Return Express

E. & S. CURRIE, Limited, - TORONTO

52 Wellington St. West

JOHN FISHER

SON & CO'Y,

WHOLESALE WOOLLENS

— AND —

Tailors' Trimmings

Cor. Victoria Sq. and St. James St.,

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SAMPLE ROOMS: 158 Bay St., TORONTO.
101 and 103 St. Peter St., QUEBEC.

R. B. Hutchison & Co.

JOBBERS IN WOOLLENS

Jessop Building,

80 Bay St. — TORONTO.

Spring Stock of Woollens

Now Complete.

CONSISTING OF

Fancy Worsted Suitings and Trouserings.
Wool Suitings and Trouserings.
Black, Blue and Grey Twills.
A special lot of Black and Blue Cheviots.

A CALL FROM VISITING BUYERS RESPECTFULLY SOLICITED.



Papa swears he will wear no other.

WHO Sells the best grade

Will command the best TRADE

It isn't the name on the underwears that makes the underwear good. It is the underwear that makes the name good. A trade mark is valuable only because of what it represents. People ask for Stanfield's Unshrinkable Underwear because the experience of the greatest number of users has proven Stanfield's to be the best.

Sold direct by our own travellers to reliable dealers only.

THE TRURO KNITTING MILLS CO., Limited

Sole Producers, TRURO, NOVA SCOTIA

AS SEEN ON LONDON STREETS.

Office of "The Dry Goods Review,"
109 Fleet Street E.C., London, March 22, 1903.

NOW that the Spring fever for new clothes is on, one gets a good idea of what the demand seems to be in suits. The most noticeable feature is the lace of obtrusive styles and loud shades. The cut and pattern has quieted down after a season of conspicuities, and it is no more than might have been expected. There are other causes, however, besides the reaction from the old styles. The principal one is the variety of clothes necessary to a well dressed man's outfit. At present the man who wishes to preserve a reputation for being "just right," must have at least a half-a-dozen suits for the different occasions. This supply of dress works havoc with the tailors who are always endeavoring to boom conspicuous styles and patterns. It was not so very long ago when a certain cut was accepted as the "correct thing," but with the varying conditions of present-day life, a man refuses to be controlled by one set style, and the result is a variety of cuts, none of which are vulgarly noticeable. Now the "man on the street" demands attention paid to fit rather than to cut and pattern.

THE MORNING COAT.

The tendency in the morning coat appears to be to higher neck, one style buttoning three and being kept buttoned most of the time. Another style, however, shows the long collar showing much of the vest, which is in this case often double-breasted. The coat reaches to the knees and is more cut away. The waist of the coat is a trifle below the wearer's waist, and the coat fits very snugly in that part of the body with a little looseness around the chest. Trousers seem to be a trifle tighter than formerly, but still retain the peg-top shape, measuring about 19 in. at the knee and 17 in. at the bottom.

THE NEW FROCK COAT.

For Spring and Summer wear the frock coat comes 1 in. below the knee and fits in quite short at the waist, but very closely. There is a pointed lapel and silk facing to the edge of the buttonholes. The sleeves are not very wide and have braid forming a cuff about 4 in. from the hand, and two buttons are on this cuff. The edges of the entire coat are bound with fine silk braid. The comparatively small sleeves, the tight-fitting waist, the long, silk-faced lapel give the coat a decided neat appearance.

CRAVATS.

A popular cravat material is Spitalfield's silk. This goods is very durable and looks neat, so that its continued popularity is assured for some time to come. To those who do not care to go to the price of Spitalfield's there is a very good material provided in Irish poplin, which is also a durable and natty fabric. The present demand seems to be for wide-end knots in more lively colors than heretofore.

COLLARS.

Of course, with the advent of warmer weather, the high band turn-down collar will be in greater favor than ever on account of its suitability to that class of weather. However, with the best dressers, the wing-collar has acquired the description of "correctness." This collar has not pointed corners, but a slight roundness. In the turn downs, too, the corners are round and the sides straight up and down. There has, as usual, been some difficulty in introducing the wing-collar, but there is no doubt but that at last it has been accepted by the smartest people, and although the warm weather will not advance its sales very much, the Autumn will open with wing-collars decidedly in the lead for the fashionable style.

GLOVES.

In gloves business has opened up very well and promises large sales for the coming season. During these chilly days the heavier gloves must be worn. English doe taking the lead, but a raid is already commencing on the light Summer weights in which tans, as far as can be gathered now, will be quite popular.

UNDERWEAR

Undershirts of the cellular and linen-mesh variety are prominently shown by all the leading houses, and judging from the stocks in hand and the sales made last year, this class of goods will be the Summer line. Many manufacturers have made a specialty of this line and each has their own registered name, but in each case the difference is very slight and anything with cells in it meets with large orders.

AMERICAN SHOES.

One thing I have noticed with a great degree of satisfaction is the falling off in imports of American shoes. A year or so ago the United States shoe attracted the eyes and ears of many of our retailers, but their popularity has been short lived. Some years ago we had Yankee made shirts that "caught on" for a while and great sales were reported, but there is absolutely no business at all in this line at present. The deluge of their shoes shows decided signs of disappearing just as rapidly. An authority in this country states without hesitation that there is a decidedly small demand for the United States shoe.

A convincing argument against their makes is made by many of our dealers. In many windows is shown a Yankee shoe cut into sections and beside it an English shoe of the same price is exhibited in the same way. The difference in the lining, stiffening and filling is sufficient proof to the average buyer that he gets far more for his money in the home-made shoe than in the imported article.

SHIRTS AND COLLARS

MANUFACTURERS have done their very best to provide something new in collars for late Spring and Summer. They have succeeded in making a few minor changes in the fold collar. For instance, in one line there is only one thickness of lining where the collar is folded, which is supposed to make it not only easier to fold, but also prevents it from breaking as quickly as where there are three or four thicknesses. It bends as easily as a handkerchief, and wears well—thus the manufacturer.

* * *

By a curious coincidence at the same time this collar appeared, another manufacturer placed on the market a fold collar, the feature of which was along exactly opposite lines to the other. Instead of having only one thickness of lining at the fold, this collar has double and quadruple widths of cloth, which has the effect of keeping the two halves of the collar separate from each other, leaving a space for the necktie. The collar then allows of the wearer's buttoning it around his neck and afterwards slipping in the tie. This is a great convenience and does away with one of the most serious objections to the fold collar, the difficulty of adjusting the tie—thus the second manufacturer. Both collars are patented. It is likely that both will sell. Apart from these two, there is nothing of the novelty sort in Summer collars.

* * *

The Summer goods, however, include a variety of novelties more or less attractive. Mercerized cottons are much in evidence in the new goods, and it is apparent that the mercerized effect is to be as favored in men's furnishings as in women's, while the grey effects, which were shown to such an extent last season, are still well liked by a large section of the trade. There has been, however, a good deal of color introduced into the new patterns, though the tendency is still toward dark effects. Strong patterns predominate, and, were it not that the harmony in colors has been so well preserved, there would be something rather loud about the new designs. As it is, there are among them some designs that will likely be too much for the man of good taste.

* * *

While stripe effects are more prominent than the spot or figure patterns, there is yet a goodly array of the latter; frequently the figures have a background in self-colored designs. Stripes are becoming broader; more like those of a couple of years ago.

* * *

Some handsome pleated negliges are shown, which should be well received by the best trade. Among them are white and half-bleached linens, with neat stripes in green, blue, black, and other colors. Of about the same sort of goods are negliges with tucked fronts, the tuckings being small and neat in appearance.

* * *

Fold collars, in 1½ and 1⅝-in. widths, and in all widths between that and 2½ in., are offered to the trade, the lower variety being intended for the warm weather. At present, medium heights are selling, and both square and round corners are good.

* * *

Wing collars are still being pushed to some extent, and no new shapes are shown. The trade has gone pretty evenly on medium-sized wings throughout the season, and this is likely to continue so until wing collars are made to take a second place to the fold variety in the Summer months.

* * *

Business in white shirts this Spring has been excellent. So great has been the demand for colored goods during the warm seasons, that in Winter a welcome relief is provided in the shape of the plain white goods. Still, the demand for laundried fancy shirts has been satisfactory. There has been no change in the patterns of these worthy of special mention.

CRAVATDOM.

THE best that can be said of the new styles in ties is that the patterns shown by the best houses are somewhat neater than usual. The shapes are not conducive to a dressy appearance. As a rule, when a style is not dressy, it seldom acquires such a hold on fashion as to make it arbitrary, but this Spring there promises to be a "correct" thing, and no matter what it looks like, it will have to be worn.

* * *

I am referring more particularly to the four-in-hand, which, this season, comes in a width that forbids the small neat knot which we have become so accustomed to in the best-dressed men. The width of this cravat is from 2 to 3 in. with 2½ in. as the average width. The old ties of six or eight years ago can be brought out and the wearer is decidedly "in it." This style of tie is "the thing" in spite of its appearance, and although men are reluctantly throwing away their neat flowing ends or four-in-hands, nevertheless they are surely doing it among the class who aim at being strictly up-to-date.

* * *

Many puffs and Ascots are now being worn, with the leaning towards the Ascot, perhaps because men dislike the idea of a made-up tie. A cravat of this style that is

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

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W. H. STOREY & SON

THE GLOVERS OF CANADA.

ACTON, ONT.

CEETEE

PURE WOOL.

Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new features in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO., 30 Wellington St. East, TORONTO.

JOS. W. WEY, 7 Bastion Square VICTORIA, B.C.

THE FOSTER BELT HOSE SUPPORTER

We beg to advise the trade that we have purchased the Canadian Patent for the FOSTER HOSE SUPPORTER, and they will be manufactured and sold exclusively by us.

I. B. KLEINERT RUBBER CO.

28 FRONT STREET WEST, TORONTO.

shown in the windows is the English square tie, an immense Ascot which, when tied, shows plainly it is not a puff. Its loose largeness is against its neatness, but it, too, has obtained a place in the popular fancy for Spring wear.

* * *

The bow tie promises little popularity for Summer and has none for Spring. A high band turn-down collar is on the market made with a semi-circular opening in each of the front sides where a bow tie will rest without squeezing. It is suitable for that use, but as so little of the tie is worn, there will not be much demand for the collar. What bows are worn will be large, after the style of the four-in-hands.

* * *

One noticeable and relieving feature of the Spring cravats is the neatness of the pattern and color. Black is the prevailing tone with small neat patterns in blue or white. Very little red appears and the terrible combinations of the past few years are relegated to the cheaper stores. Greys are quite popular and great ingenuity has been displayed in the variety of this shade.

* * *

Many of the good stores are showing colored silk handkerchiefs for men. The colors and combinations are as "crashy" and inartistic as possible. In fact, it almost appears as though "loudness" was aimed at. Some idea of the results can be gathered when one pictures a dark green background covered with clusters of red and yellow dots, red back grounds, with blue and yellow dots, and purple backgrounds with yellow and blue dots. The border contains Persian designs for the most part, and the opportunity this gives for a hideous combination of colors is taken full advantage of. Of course, such articles can never come into common use and will be utterly repudiated by a careful man.

HOSIERY AND UNDERWEAR.

ARRIVALS of new things in fancy hosiery are still frequent. They are not strictly new, as far as pattern goes; but there is practically no limit to the number of designs that may be produced by interchanging the different colors, and arranging the stripes or figures now in one way, and now in another. This is what manufacturers of fancy hosiery for Summer have been doing for some time, and the result is a variety of designs that is positively bewildering to the buyer who wants to get hold of "the right thing."



Fancy Hosiery.
From Score's Spring and Summer Catalogue.

* * *

The truth of the matter is that nobody knows what the right thing is. There are all shades in grounds, from black and dark brown, or chocolate, to white and silver grey, while designs are innumerable. The stripes are mostly in evidence, and in the stripe order are some designs with quite wide bands, on which are worked small figured patterns. The bands run horizontally round both the leg and foot. Figured patterns are chiefly of the neat order, and include several handsome scroll designs down the sides of the sock which should be favored.

* * *

The black goods, with neat-colored designs, are still the choice of the well-dressed man. A new English lisle hose is ornamented with clusters of colored silk clockings.

* * *

Manufacturers of underwear are busy turning out the heavy weights for next Fall and Winter seasons; and, so far, it has not been learned that anything like a departure from last year's styles will be made. Business has been quite satisfactory during the past year. The outlook for 1903-4 is that prices, if they are not considerably higher, will, at any rate, be very firm. Both the cotton and woollen markets give evidence of this.

* * *

There are some new things in Summer garments which should receive attention from the trade. Among them are mercerized goods, which are light and comfortable, besides having a silk appearance which is very pleasing. Linen mesh goods also should not be overlooked. Its hygienic qualities are becoming better and better known to the public, and the result is a growing demand, which all dealers should be prepared to meet. Mercerized linen mesh is also shown.

* * *

The knee drawers and sleeveless or half-sleeve undershirts are being brought out in woollen gauze, and the experiment should meet with success. The goods are very light, and suitable for Summer wear, besides being of the material that is worn all year round by many people.

* * *

Fancy underwear has been by no means neglected. Silks, lisles and balbriggans are all shown. The colors run most-

ly on tans, pinks and blues. There are some blacks shown, but the sale will be, as usual, very limited. Stripes run on the same colors, and are also shown in the above shades, alternating with white stripes.

* * *

A few new things in bathing suits and sweaters are shown. It is as well to keep an eye on novelties in these lines, though that doesn't mean making purchases. A sweater with a V shaped neck is new and may be a success in sporting circles. A new bathing suit has trimmed armholes (there are no arms) and trimmed neck, a white rib usually on colored ground.

* * *

The cut of "Britannia" unshrinkable underwear, handled by John Macdonald & Co., Toronto, in last month's "Dry Goods Review," appears to have attracted considerable attention. Such a cut is a first class advertisement.

HATS AND GLOVES.

SHIPMENTS of hats for Spring trade have been very heavy during the past month, and buying has continued along the finest lines, notwithstanding the advanced prices. All felt hats are considerably higher in price, the advance being due to the greater cost of raw materials, both furs and shellac. The advance in price varies greatly, according to the make. Some of the cheaper felts have been advanced more in proportion to the cost than the finer grades. It is, in fact, in the lower grade of hats, that the increase will be most noticeable.

In the Spring stiff hats, brims 2½ in. wide are selling well. Two shapes are in demand. In one the brim is but slightly turned up, and has practically no roll. This hat has a large, square crown, of medium height. In the other stiff hat—suitable more for young men than the square-crowned shape—the wide brim has a heavy roll, the crown is of medium height, but inclined to be low. Later in the season it is expected that the thin edged brims will be good. Nothing but blacks is shown in the stiff hats. There is the usual attempt to push brown hats, but this season it is meeting with no success.

The new soft hat with the flat crown and wide brim is going well; though, being rather an extreme shape, there is still a good field for the ordinary fedora with the flare brim. Besides the blacks, which so far in the season have been decidedly in the best demand, there are steels and fawns shown. Later on, no doubt, these will go well. It is seldom that steel in felt hats has been put on the market without meeting with a good demand. With both the steel and fawn shades black bands are a favorite style, though self-colored bands may also be had. Bands are good in various widths, the choice being from 12-line bands up to 24-line.

Raw edges are fashionable on all soft hats, and little else is shown in the new shapes.

A hat that has been out for some time, but is still selling fairly well, is the soft felt with the straight brim. The crown of this hat is usually pulled to a sort of peak; "cowboy-fashion" best describes it. What name to give to the new flat style has puzzled more than one. The sales staff in one big house refer to it as the "three-in-one," on account of its being worn in three separate ways—pressed in at the top, like an ordinary fedora; worn with a ridge from front to back across the top, and also worn flat, making a round crown. The brims are turned slightly.

* * *

One hatter shows a low flat crown with a wide flat brim, called in the derby the "Ben Hur," and in the soft hat, where the brim is an inch or more wider, the "Savoy." Another shows a medium height oval crown with a fairly flat wide brim. Still another shows a rather higher crown with a roll brim of narrower proportions. One hat seen has an oval crown with a moderately rolled brim, the turn in on which shapes straight in almost to the crown. This gives an appearance of narrowness to a really fairly wide brim.

* * *

Some effort is being made to popularize brown derbys and soft hats on the other side, and, of course, the energy expended is felt to a small extent here. We are, however, very slow to take up a novelty of that kind, although the young man will, no doubt, buy it. One hatter shows a large window of pearl shades, but the desire seems to be to give the impression of a bargain, so that there is a small demand for it.

* * *

The young man—the hatter's friend—has gone into the soft hat with so much zeal that without considering the various shapes into which it can be contorted, there is a decided monotony in the head wear of that class. The hat has a soft crown—so very soft that its versatility is exhausted only with the wearer's ingenuity. The brim is about 3¼ to 4 in. wide. The well-dressed man, however, steers clear of this hat, if for no other reason, than that it is so very common.

* * *

There can be no doubt but that the derby is the hat, as there can be no doubt but that the derby man is the neater man. The derby is chosen to suit the man, not his taste, but his appearance—the large face for the wide brim, and the small, delicate featured face for the narrow brim.

* * *

Orders for the new straw hats for Summer have been coming in freely and the outlook for business in this line is bright. The "rage" for the Panama hat that prevailed during the Summer of 1901, and would have prevailed in 1902, had the weather permitted, is not expected to continue this year; although there is no doubt but that the Panama will be the favorite and fashionable straw hat.

But split straws are coming to the front, and manilas are in good demand. Split straw hats to retail at $1.50 have the greatest call at present. Business has been fair in Panamas to retail from $15 to $25. The cheaper grades, of course, go as well as ever. The 1903 straw hats are shown in all the shapes that are now fashionable in soft felts, the fedora, and the different styles in the new flat hat. Most of the new straw hats, made up in these fashions, look well, and should be very acceptable styles. The brims are broad, crowns low, bands all black, and the hats are of less weight than the ordinary sailors. In one or two extreme shapes, however, there is something de-

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Find it in Buying Ours.

Standard of Excellence:

Clean cut, tailor-made, perfect fitting, double stitched, filled seams throughout, double bibs, safe guard watch pocket. generous size. TRY THEM.
YOUR CUSTOMERS WILL DEMAND THEM AGAIN.

BLACK SATEEN SHIRTS—See 97 to 99, to sell at ***75c.*** and ***$1.00.*** Best lines on the market. Heavy bright finished Sateens—yokes, sleeve facings and gussets—full sizes.

FULL RANGE OF WORSTED TROUSERS, Black and Fancy Colored stripes, ***$18*** to ***$36.***

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They are out with all Fall samples.

Get our Catalogue and discounts for Tents, Tarpaulins, Awnings, etc.

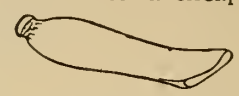
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WHOLESALE MANUFACTURER.

OUR TRADE A MARK — AUER LIGHT MANTLES LONGEST LIFE & BRIGHTEST — OUR TRADE A MARK

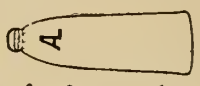
The Value of Annealing.

Annealing is the most costly step of mantle making—consequently a cheap mantle cannot be properly annealed—That is the reason a cheap mantle caves in like this



if you lay it on its side, after burning off the coating—Try one—They injure your trade.

Mantles branded A are thoroughly annealed over pressure gas—They fit the burner—They don't shrink—They stand up this way—They are reliable—They help your trade.



—We are the sole manufacturers of A mantles.
—Write us if you are interested.

Lowest prices on Mantles, Shades, Chimneys, Globes and Sundries.

AUER LIGHT CO., MONTREAL.

Fall 1903.

CANADIAN WOOLLENS AND GENERAL DRY GOODS.

Early Contracts and Rock-bottom Prices.

SEE ☞Dress Friezes, Coating Friezes, Heavy Friezes, Fancy Overcoatings Meltons, Beavers, Serges.

OUR ☞Fleecy Shirts and Pants, Fleecy Top Shirts, All-Wool Shirts and Pants, Knitted and Cloth Top Shirts.

TRAVELLERS' ☞Lumbermen's Blankets, Household Blankets, Hearse Covers, Horse Blanketing, Wool Rugs.

SAMPLES ☞Plain and Fancy Sweaters, Ladies' Golfers, Ladies' Knitted Blouses, Mitts, Gloves, Toques, Sashes, Tams, Fingerings.

P. Garneau, Fils & Cie,

QUEBEC.

cidedly freakish. The danger in following the felt styles too closely in the straw hats is that we at times get away from the real idea of the straw hat altogether—to provide a comfortable form of headwear for the hot months. For this purpose many of the flat straws now in vogue are a big improvement over the ordinary sailor straw, but when the crown is raised, the brim made so narrow as to give no protection whatever from the sun, and layer after layer of heavy straw used in the hat, it is a wonder that the style is taken up at all. With such hats as these, however, the trade and the public are not burdened this year; and the new shapes should go well.

Black or brown straw hats are not heard of this year. They belong to the class of straw hat mentioned above, and are being pushed by one or two houses, but they are not selling, which is as much as saying that the trade knows very well what their customers want and what they do not want.

* * *

In gloves, too, there seems to be great variety to choose from. Both undressed and dressed, greys and tans are shown and worn. The undressed is the neater glove but very many men are favoring the dressed glove in light shades of tan. There is not a great demand for dark tans and none for reds.

* * *

In undressed, the best houses are showing both grey and brown. The grey is quite light in shade, while the brown is rather dark.

* * *

The sale for white evening gloves has been unprecedented during the past season. Men are realizing that a good white glove can be cleaned with little expense and is not the expensive article it used to be to keep in order

WOOLLENS AND CLOTHING.

THE proper thing for Spring suiting is undoubtedly Scotch tweed. The beautiful dark effects in both stripes and stripes with overchecks make them a perfect suiting material. All the wholesalers have laid in large supplies and report an unusual demand. An advantage in favor of its use, too, is that it costs from $2 to $3 less to make up than the heavier worsted.

* * *

The popularity of the rainproof coat as a general Spring garment is fully attested by the business done in the supply houses in the material for their make-up. It is really two coats in one, combining the rain shedding qualities of the raincoat and the appearance of the swell Spring overcoat. The material now comes in any color and pattern desired.

* * *

Lighter shades in overcoats seem to be gradually creeping into greater favor, but the dark colors will always be correct and worn by neat, dressy men. Fancy stripes are worn to quite an extent.

* * *

The great New York craze for fancy vests has come to us and striking vestings are now shown. The greater number have cream grounds with blue or red dots about the size of a pea and not very thickly scattered. These vests promise to acquire great popularity with the frock coat.

* * *

There seems to be an ever-increasing call for silk linings in frock and dress suits. There is no particular advantage in it, except that it looks richer when seen and costs more when used. Of course, the coat is lighter and is less liable to catch on the vest or trousers and pull out of place.

* * *

Steady advances are reported in the United States on woollens and worsteds for men's wear. A scarcity exists in fancy worsted trouserings, and the price is very high.

CLOTHING NOTES.

Joe Inglis, son of the late Captain J. J. Inglis, a former successful tailor of Brantford, Ont., has opened up a fine new store at 23 George street, Brantford.

Donaldson & Matthews, dealers in men's furnishings, of Vancouver, B.C., have sold out to John Walker.

J. Harwood, a tailor of Brantford, has found it necessary, on account of the increase of his business, to move from 72 Colborne street to more spacious quarters at 76 Market street. The new building has been fitted up with up-to-date fixtures and fittings.



Sacque Suits.
From Scott's Spring and Summer Catalogue

Evans & Co., men's furnishers, Galt, Ont., have celebrated their third anniversary.

The Journeymen Tailors' Union, of Ottawa, are contemplating striking for higher wages.

J. J. Cashman, men's furnisher, Orillia, Ont., is offering to compromise.

The Cravenette Co., of England, manufacturers of Cravenette cloth, has been merged into The Bradford Dyers' Association.

Philip Jamieson, men's furnisher, Toronto, has added to his store a department for ladies' tailoring under the charge of an experienced ladies' tailor and designer.

William Nichols, late of Hepburn & Nichols, and his brother-in-law, John Hodgins, of the Tolton clothing factory, London, are entering into partnership, and will open a clothing factory in Wingham, Ont.

Bernard J. Howland, of the firm of Howland Bros., merchant tailors and men's furnishers, of Kingston, Ont., was recently united in marriage to Miss Pauline Keeley, eldest daughter of James Keeley, of Railton.

Mr. Jacques, clothier, of Barrington street, Halifax, has spent some time west in Montreal and Toronto picking up his new stock. His new store will be well fitted up and contain a stock of $20,000 worth of stylish goods.

The firm of R. Score & Son, tailors and men's furnishers, Toronto, has recently made extensive alterations in their store and now present one of the handsomest fronts in Canada. Two cuts, from their Spring and Summer catalogue, are presented in this number of "The Dry Goods Review."

In looking over the samples of Fall suitings at the wholesale houses, we find that tweeds will be much in demand again. The patterns are mostly in checks and stripes, but are tastier and not nearly so loud as last season. In fine suitings some very pretty fancy worsteds will be shown. All have the check or stripe interwoven, giving almost the appearance of a fine tweed.

AMONG THE MANUFACTURERS AND JOBBERS.

Suggestions to Buyers Contributed by Sellers.

THE W. R. BROCK CO., LIMITED, TORONTO.

In the woollen department The W. R. Brock Co., Limited, Toronto, have just received a choice range of Scotch-striped trouserings, in extremely stylish patterns. Another new line is cravenette coatings in green, fawn, blue grey, grey, black and navy; Scotch tweed suitings in stripes and stripes with overchecks is the very latest and nobbiest patterns. Three or four ranges of correct things in waterproof spring overcoating is also shown.

Merchants will be looking for bathing trunks and suits, and The W. R. Brock Co., Limited, Toronto, has a range of trunks to retail at from 5c. up, and "Newport" bathing suits, to retail at 25c. A word to the wise is sufficient and it is only necessary to remind merchants that bathing without trunks or suits is illegal.

Their "Grizzly" brand colored shirts have caught on, and justly so, considering the taste and value shown. A few kinds that will be popular are "Sylvania" negligee, sizes 12-16½, to retail at 50c.; "Bracebridge," soft front, braces to match, 14-16½, to retail at 75c.; "Saxonia," stiff, open front, short bosom, attached cuffs, 14-16½, to retail at 75c.; "Numidian," open back and front, stiff, short front, detached cuffs, 14-16½, to retail at $1.

Brock's, Toronto, are making a great drive in overalls, which they regret to say they have secured at a far less price in the United States than can be done in Canada. They, however, feel that they owe it to their customers to buy wherever it is cheapest. Some special lines are 1125 blue bib denim overall, to retail at 50c.; 1525, blue bib denim overall, to retail at 75c.; 1625, extra heavy blue denim, with double front and bib, to retail at 75c.; 1725, very heavy blue denim, to retail at 85c.; boys' brownies, in blue denim, to retail at 35 to 40c.; the youths' blue denims, retailing at 50c. are crackerjacks; 575, tweed pants, to retail at $1. A very good line for any merchant.

The W. R. Brock Co., Toronto, make a specialty of three lines—hosiery, gloves and underwear. Any dry goods man knows the firm that does this is not neglecting any part of its business. In hosiery, they have just made an exceptional purchase in lace hose, in seconds, sizes 8½-10, at 25 per cent. below good value. If you want hosiery or underwear write to them for samples. The W. R. Brock Co., Toronto, are Canadian agents for the celebrated Nazareth waists for children, just the thing for young athletes and the most comfortable made.

WYLD-DARLING CO., TORONTO.

In the men's furnishing department The Wyld-Darling Co. have negligee shirts for immediate inspection in the latest artistic and approved patterns. Merchants should not miss these when placing orders. A new line of novelties is being added all the time. In light stripes and objects their travellers are now showing the latest productions of cloths for May 1 delivery.

In men's hosiery Wyld-Darling carry a stock of half-hose larger than ever before. They wish to call attention to some special lines in the latest novelties, to retail at 25 and 50c. No. 66 retails at 75c., and gives the merchant a handsome profit. The travellers have samples on the road now.

In collars their line of men's linens was never more complete in all shapes, heights and styles—wings, standers and double banders. "Vexil," a wing collar, very stylish and good fitter is selling well; "Kitchener," a stander, a nobby, neat, smart cut with round corners, height 2¼ and 2½ in. front with 2 and 2¼ in. back. The popular double banders are receiving extra attention. They have two grades and four heights, "Viscount," "Vide," "Vim," "Sunny Jim," "Vic," and can all be sold at two for 25c. and three for 50c.

Men's umbrellas are well provided for and now is the time to order for immediate or future delivery. They carry self-opening, close-fitting frames, in all makes of cloths and leading styles of handles, to retail from 50c. to $3. Wyld-Darling are also showing a fine range of men's waterproofs

for immediate delivery, carefully selected from the best British manufacturers, in staple waterproof goods. Every garment is perfect and will give satisfaction to both retailer and customer.

In preparation for "the good old Summer time," they have in stock bathing suits that compare favorably with any on the market. There are boys' and men's trunks, in plain colors and stripes, in cotton and cashmere, to retail at popular prices. The early orders will be the first filled.

W. R. BROCK CO., MONTREAL.

The W. R. Brock Co., Montreal, are showing a special cashmere stocking to retail at 25c. a pair. We understand this is one of their best selling lines.

In balbriggan shirts and drawers they are showing some special values, among others a two thread to retail at 40c., and a two-thread satin trouser, trimmed with pearl buttons, to retail at 50c. They are also showing a line of white combed mesh, with silk collar, and trouser trimmed, to retail at 50c., and one with satin trimmed silk collarette, to retail at 50c.

In braces they are showing extraordinary values; one line in particular, elastic web with leather ends, to retail at 10c.

In self-opening umbrellas they are showing several lines to retail at $1, $1.50 and $2. In the 20th Century runner style they have several lines to retail from 75c. to $5.

The W. R. Brock Co. are showing a good range of ties this season, their line of fancy knot ties being particularly worthy of mention. They have also fancy derbys to retail at 25 to 50c., and a splendid range of fancy bows to retail at 25c. In black silk and satin knots they are showing lines to retail from 25 to 50c., and black silk and satin graduated derbys, retailing from 25 to 50c. We would recommend merchants to look over this firm's range of neckwear before finally deciding from whom to purchase.

HENDAWICK UNDERWEAR.

The booklet "Forewarned is Forearmed," published by James Henderson & Co., Hawick, N.B., in the interests of their manufacture "Hendawick" underwear, contains a short physiological treatise on the importance of underwear and the material it should be made of.

The "Hendawick" underwear consists of three materials—all-wool, merino and silk, different qualities being made up from each material, for ladies, gentlemen and children. "Directions for washing," which is included in the booklet, when followed, will positively insure the non-shrinking of this underwear. A woven label, containing the trade-mark, will be woven on each article, and will be a guarantee of the reliability of the goods. See that you get the label.

OUT WITH FALL SAMPLES.

Robert C. Wilkins' travellers are now out with Fall samples. The new lines they have to show this season in men's "union made" suits are certainly of a high order, and buyers who are looking for suits that are thoroughly well made and a most perfect fit will certainly not be disappointed in these lines.

The "Rooster Brand" patent overalls for C.P.R., G.T.R., I.C.R., etc., are bound to be trade winners, and wherever shown sell. All the travellers will now have samples to introduce this season. Imperial tweed overalls, in iron grey and blue, have met with such splendid success that they will be made a staple line in future.

There is a new thing called "buckskin," in a working shirt, double stitched all over, to retail at 75c.

Cowboy pants, that interest the North West people so much. Mr. Wilkins promises his friends in the West a genuine surprise in this line.

OVERALLS FOR THE WEST.

James W. Woods, wholesale manufacturer of lumbermen's supplies, Ottawa, is making a specialty of canvas bottom overalls under the brand "Manitoba." These overalls, as their name designates, are made with a view to meet the particular requirements of farmers and others in the Great West.

AN ERROR IN THE SPRING NUMBER.

A regrettable mistake was made in the advertisement of H. W. Lake, the haberdashery and fancy goods specialist, and manufacturer of the "Invisible" collar skeleton, of London, England. His address appeared as Graham street instead of Gresham street. It is to be hoped that none of the readers of "The Review" were seriously inconvenienced by this mistake. As Mr. Lake is noted for his novelties, Canadian merchants are advised to keep in touch with this gentleman, who is continually bringing out quick-selling and money-making novelties.

A NEW FIVE-STOREY BUILDING.

C. H. Westwood & Co. are erecting a handsome five-storey building at 72 Bay street. They are erecting this building to meet their growing trade, and when completed it will be the largest and most up to date warehouse of its kind in Canada. This concern have certainly made progress, and from the amount of energy and hard common sense that is being employed in the interests of their business, we predict for them still a larger connection. They are up to date in their methods, and we believe carry one of the best lines of smallwares and notions in the trade. Abel Morrall's needle agency has certainly won for them a lot of high-class trade, as these people are the premier needle house in the world.

DOUBLING THE FLOOR SPACE.

John E. Boles of Ingersoll is completing extensive alterations to his large dry goods store, which, when finished, will give double the former floor space and add much to the convenience and attractiveness of the premises. A passenger elevator has been put in to make shopping as easy on the third flat as on the ground floor.

REMOVED TO LARGER PREMISES.

The British Import Co., who for the past year have occupied a flat in the Royal Bank building, corner of Wellington and Yonge streets, Toronto, have taken the whole of the next building, 11 Yonge street, recently occupied by J. W. Pennock & Co., wholesale milliners. This is a bold move on the part of the British Import Co., but it has been necessitated by largely increased business and the addition of manufacturing plant.

THE CANADIAN DRESS CHART.

APRIL, 1903.

Article.	BUSINESS AND MORNING WEAR.	CHURCH, AFTERNOON TEAS, SHOWS.	DAY WEDDING, MATINEES, DAY RECEPTIONS.	EVENING WEDDINGS, BALLS, DINNERS, RECEPTIONS, THEATRES.	STAG PARTIES, CLUB, INFORMAL DINNERS.
Overcoat.	Covert or Day Overcoat.	Chesterfield or Skirted.	Chesterfield or Skirted.	Chesterfield or Skirted.	Covert or Chesterfield.
Coat.	Cutaway or single or double-breasted sack.	Frock or Cutaway.	Frock.	Evening Dress Coat.	Evening Jacket.
Waistcoat.	To match coat. Single or double-breasted.	Same material as coat or of white duck.	Double-breasted, of same material as coat, or of different material.	If S. B. of same material as coat, otherwise white.	If D. B., white. If S B., same material as coat.
Trousers.	With S.B. coat to match with D.B. coat of same or diff. material.	Striped worsted.	Striped worsted or cheviot in dark shades.	Same material as coat.	Same material as coat.
Shirt.	White or colored.	White.	White.	White, with two studs.	Plain or pleated white.
Collar.	Wing, poke or high band turn down.	Wing, poke or high band turn down.	Poke or straight stander.	Standing or poke.	Standing or high band turn down.
Cravat.	Ascot or Four-in-hand.	Ascot or four-in-hand.	Black, white or light-tone Ascot or four-in-hand.	Broad end white tie.	Broad end, black silk or satin.
Hat.	Silk with cutaway. Derby or soft hat with sack.	Silk.	Silk.	High silk or opera.	Alpine or derby.
Gloves.	Tan or grey.	Tan, or light grey suede.	Grey suede.	Pearl or white.	Grey suede or tan.
Shoes.	Calf with sack suit, patent leather with cutaway.	Patent leathers.	Patent leathers.	Patent leathers or pumps.	Patent leathers.
Jewellery.	Gold studs, links and watch guard.	Gold studs and links.	Gold links, gold pin.	Pearl studs and mother-of-pearl links.	Gold studs and links

This Chart is corrected to date by a Canadian authority on men's fashions.



MILLERAIN

is a PATENT

POROUS RAINPROOF FINISH

which renders any fabric to which it is applied

ALIKE SUITABLE

For SUNSHINE or RAIN

in all climates, sun and heat having no deleterious effect upon it.

Millerain Cloths are Rainproof, but the process does not alter the appearance of the goods so that garments made from Millerain Cloths never look out of place, whatever the state of the weather may be.

They possess all the advantages of a Mackintosh without any of its disadvantages. Every fibre of the Cloth is made permanently rain-repellent, yet the garment is porous and hygienic.

Applied to Covert Coatings and Cloakings, Tweeds, Serges, Costume Cloths, Silks, Linings, Drills, Canvas, Velveteens, Umbrella Cloths, etc.

SPECIAL NOTICE.

To prevent disappointment, Buyers are requested to mark all orders or indents for Goods

"TO BE MILLERAIN PROOF AND FINISH"

and to refuse all Goods which are not stamped Millerain.

PATENT MILLERAIN FINISH

THE BRITISH MILLERAIN CO., LIMITED,

Croft Mills, HALIFAX, England.

THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

OFFICE MANAGEMENT.

By W.N.H.

ONE of the most surprising facts that one meets in the management of the average retail hardware store, and indeed, the same applies to a great many other retail stores is the sad need of a proper office arrangement and systematic management. The drummer can tell you into how many stores he goes where perhaps a small desk in the corner of the shop constitutes the whole "office" of the establishment. On it, besides a limited supply of poor writing material, will be found the books, which, in all probability, will tell what each credit customer owes, and nothing more. Even then, it is likely to waste the patience of a customer who wishes to pay his bill, to find his name and the amount he owes with an itemized account of the articles bought.

A file, in the shape of a single bent wire, will often be found to contain the entire correspondence for many months back. Letters, statements, quotations, copies of orders, and even invoices, will all be stored away on the same wire, regardless of date or alphabetical arrangement. And still this same man will often wonder why it is that he cannot put his hands on a letter or quotation of weeks ago, which, if he could find instantly, might be of vital importance in making a sale, if not in saving much of his valuable time and temper. Besides, it is unbusinesslike, and to be businesslike always pays in the end, even though one may not see returns for his trouble in the little things just at the time.

And still you will find men who will laugh at such ideas and say that a set of books, properly kept in balance, whereby a man can, at the close of his business year, tell to a cent his yearly profit, the expenses of every department, and his net gain since he last took stock, is all quite unnecessary. True, the merchant who knows the total value of his stock and his collectable accounts and deducts the amount of his liabilities, knows what he is worth, and in this way, from year to year, how much he has made or lost. But if he were able to carefully review a statement of the year's business, showing in what proportion his expenses were divided, and the profits yielded by each department of his store, he could very often regulate the management of the next year's business to far greater advantage.

Many will tell you that it is a waste of time and money to spend the price of a few "Shannon" or "Eclipse" files, and every few days take time enough to sort out the accumulation of papers into their respective places, so they can be found on a moment's notice, even to dates of years ago, long since put away in the binding cases. They say that such system is not necessary in the case of a retail business of average size. Certainly it would be hard to imagine anything approaching a wholesale business run on such lines But, if a large business needs care and system in the financial end of its management, why will it not also pay in proportion in the case of a smaller one?

Count up the expense of fitting up an office in which you can keep your business matters well and neatly arranged and your books kept on correct principles. It need not be expensive, for all the requisites can be purchased at comparatively small cost. You will find it to be a profit earning expense, and your constant satisfaction at knowing exactly where you are at any time will fully repay you for your trouble.

The merchant who runs his business on the principles of a larger one throughout, keeping, of course, his expenses in reasonable proportion, will succeed far quicker than he who aims low and then grumbles because his business does not increase. Whatever be the means employed, the schemes which will in the end produce profit, must come from the brain of the man who oversees, unless, perhaps, he uses the ideas of those who work for him, and the man who is too narrow-minded to see that he can make more by properly superintending the activities of others but thinks he must do everything himself, without using his brain, is not likely to become a captain of industry or increase his own business to very large proportions.

VALUE OF COMMERCIAL EDUCATION.

THE principal of a Westmount, Montreal, school, has been making inquiries by circular as to the advantages to a student of a knowledge of typewriting and shorthand when entering upon a business career. Replies have been received from various leading business men, managers of banks, railway companies and other large concerns, all of which are to the effect that a knowledge of shorthand and typewriting would be of much value to a young man with a business career in view, and that, other things being equal, the beginner so equipped would probably command a larger salary than others. It is also stated that the school which pays most attention to the commercial subjects confers much more benefit on students of this kind than any other.

All the writers indicated also that as far as the Province of Quebec was concerned, one of the most important subjects should be the study of the French language. They state that the average French boy is better equipped for a commercial career than the average English boy, as, in most cases, the former understands both languages, which can seldom be said of the latter.

SAVE, BUT—

ALL good qualities carried to extremes degenerate into bad ones. The spirit of economy which prompts us to "save things" is all right, but it may easily be carried to a limit where we do more harm than good in following such economical habits.

Don't accumulate merely. Keep the field around you clear for action and rid yourself of anything which "clutters" and impedes your daily routine. If you have to walk around an extra chair in the room every time you move, it is better to have no extra chair there. If your

SPARE TIME STUDY will open the door to opportunity and success.

EDUCATE FOR BUSINESS

Chartered Accountants' (Inter. Exam.)	$35 00
Regular Commercial Course (including books)	38.00
Bookkeeping (including books)	20.00
Arithmetic	12.00
Commercial Law	8.00
Penmanship	6.00
Business Correspondence	5.00

Courses may be paid for by the instalment plan.
Write to-day for full particulars.

Address, COMMERCIAL DEPARTMENT
CANADIAN CORRESPONDENCE COLLEGE, Limited
Canada Life Bldg., TORONTO, ONT.

There are so many things to do in a store that time wasted on parcels is money lost. Our brown and manilla

WRAPPING PAPERS

are reliable. Being strong, durable and tough they can be depended upon.

—MADE IN CANADA—

CANADA PAPER CO. Limited

TORONTO. MONTREAL.

ESTABLISHED 1855
TAYLOR'S
DOUBLE TONGUE & GROOVE
SAFES
145 & 147 FRONT ST. EAST. TORONTO.

FIRE AND BURGLAR-PROOF SAFES.

Great fires often cause ruination. Protect against what may come by buying a

CARY Fireproof Safe.

We are the only Importers and Dealers in Canada of the celebrated world-famous **Cary** Safes. The only safe sold in Canada where the filling is warranted not to depreciate; being a dry filling, will last a life time. No refilling required when you buy a **Cary** safe. See our seven-flanged, double underlocking, tongue and grooved door with asbestos packing, making them water and air tight. See our latest Improved up-to-date Safes before buying. Catalogues and prices sent on application. Money saved by consulting

Ford & Featherstone,

IMPORTERS AND DEALERS,

10 John St., North, - HAMILTON, ONT.



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The most practical instruction possible to receive may be had by reading each issue of Impressions regularly. Live articles by the very best authorities. One dollar a year.

The Print Shop
St. Catharines, Ontario

The Auer Gas Lamp.

"TURNS NIGHT-TIME INTO DAY-TIME."

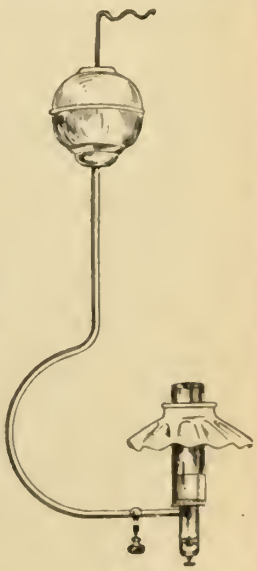
New Styles. Lower Prices.

Are you interested in a lamp which gives 100 candle power?

Are you interested in lighting your store brilliantly? You know it draws trade?

Are you interested in saving half of your bill for coal oil?

Are you interested in having the agency for a lamp which does this?



No. 28
100 Candle Power.

Then write for our Catalogue and Discounts.

EVERY LAMP GUARANTEED.

AUER LIGHT CO., 1682 NOTRE DAME ST., MONTREAL.

office system (or lack of it) forces you to handle files of papers which the years have covered with forgetfulness and which time has outlawed—better remove them in favor of the recent filings which are still alive and for which there is actual demand.

The habit of saving is a good one until it grows to be miserly—then beware; and it might be a good plan to beware before it becomes miserly!

VALUES PLACED UPON CONSIGNMENT.

By Godfrey N. Nelson, C.P.A.

IT is the practice of a number of exporting houses, as well as manufacturing concerns, who make consignments of merchandise to customers, to put through sales slips charging the consignee on their books with an amount, in the majority of cases, two or three times larger than the actual realization. (Would not venture to say larger than the anticipated realization.) This is permissible, of course, when a limit is placed upon the selling price, and the charge is not in excess of the limited price. But in cases where no limit is placed upon the selling price, the practice of making fictitious charges should be very much discouraged.

Oftentimes these consignments are made without time limit in which disposition must be made, and it is frequently impracticable to get returns for several months after shipment is made; this is particularly true of the numerous consignments to South Africa and the West Indies.

During the interim (when shipment is made and settlement received) statements of the financial condition of the business may be made without taking into account possible discrepancies in the final settlement of the consignments. This is a means of augmenting the statement of assets and profits for which the auditor should be on the look-out.

If the consignment be one upon which settlement cannot be demanded within reasonable time, it is not an unfair thing for the creditor to make a temporary charge upon his books of an amount not exceeding the actual cost, providing that cost be reasonable and the goods are not perishable and have not undergone any change that would tend to depreciate their value. Very conservative values, however, should be placed upon consignments the selling price of which has not been limited, especially foreign shipments, as unforeseen expenses are very apt to be incurred in the course of transportation, such as breakage, leakage, climatic affections, etc., to say nothing of condition of market receiving the goods.

A CANADIAN INSTITUTION.

Incorporated under Canadian laws, with a purely Canadian directorate, the Canadian College of Correspondence is well entitled to the support of the young men of the Dominion. The faculty list includes the best of British and Canadian teachers, and the agricultural department is looked after by professors of the Ontario Agricultural College, Guelph. It is the only institution thoroughly preparing students for chartered accountant, civil service and insurance examinations, and the greatest care and attention are given to all branches of commercial education.

The list of correspondence students is already large, and it is worthy of note that the institution gives every promise of success.



Mr. Merchant

Don't you think it would pay you to have your printing and advertising done by a specialist in an up-to-date city office? Style and finish, that's it.

1,000 Envelopes, $1.00; 1,000 Billheads or Statements, $1.50.

WEESE & CO., 54 Yonge Street, TORONTO.

"All kinds of ideas for any kind of printing."

THE C. G. YOUNG CO.

RUBBER STAMPS

AND SUPPLIES

No. 1 Adelaide Street East, - TORONTO

ELDER, DEMPSTER & CO. ROYAL MAIL STEAMER LINES.

BEAVER LINE

PROPOSED WINTER SAILINGS. (SUBJECT TO CHANGE.)

From St. John, N.B., to Liverpool

LAKE MANITOBA ..... Apl. 18
LAKE SIMCOE ..... Apl. 25

From St. John, N.B, to Bristol.

LAKE MEGANTIC ..... Apl. 4

FIRST CABIN—Single, $45.00 and upwards. Round Trip, $85.50 and upwards.
SECOND CABIN—Single, $35 and upwards. Round Trip $68.88 and upwards.
According to steamer, location and number of persons in room.
STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, $24.50 and upwards, according to steamer.

Summer Sailings will soon be published.

ELDER, DEMPSTER & CO., 6 St. Sacrament St., Montreal.



Read This

For 30 days I will mail postpaid my $1.00 BOOK OF INSTRUCTIONS on Showcard Writing, etc., for 75c. and the 40c. Raised Lettering Instructions for 25c. Write to-day.

W. Edwards,

Box 315, Carleton Place, Ont.

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—$5 per hundred clippings; $40 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL. 10 Front St. East, TORONTO.

THE RAW FUR MARKET.

THE collection of raw furs during the Winter of 1902 3 was of fair size, and sufficient to answer requirements. There was no marked scarcity in any fur, though early in the season offerings of coon skins, both here and in the south, were small, and for a time indications pointed to a shortage. But when the season was in full swing offerings of coon skins picked up greatly, and dealers were able to stock about all they needed at fair prices. Fox skins of all sorts were firm through the Winter. The London sales of October, 1902, showed a decline of 20 per cent. in the price of both red and silver fox, but this was really no criterion of the condition of the Canadian market, where not more than a month later an advance of 50c. was made in the price of all foxes, bringing large skins up to $4. Except in red and blue fox, the January sales showed an advance over March, 1902, of 15 to 30 per cent. in fox skins. Red fox was the same as the previous March sales, and at the sales of March, 1903, the price has been unchanged. At these last sales, March, 1903, silver fox advanced 50 per cent. at C. M. Lampson & Co.'s, and 20 per cent. at The Hudson Bay Co.'s over prices of March, 1902, sales. Cross fox was 10 per cent. higher than a year ago, red fox unchanged, white fox 5 per cent. higher, and blue fox unchanged. The position of foxes throughout the season was strong, and is still so, excepting, perhaps, in white fox.

BEAVER—Labrador and choice Eastern	Large $6.00	Medi'm $5.00	Small $2.75	Kitts $1 1.50			Fall Beaver $2.00 to $2.50 per pound.		Spring Bear $3.00 to $3.25 per pound.
" Territory Rocky Mountains and Western									
Strictly Prime, or, No. 1	6.00	4.00	2.00	.50-.75					
Partly Prime, or, No. 2	4.00	3.00	2.00	.50					
Unprime, or, No. 3	3.00	2.00	.75	.40					
Flat, weak, or poor, or, No. 4	2.50	.50	.25	.25					
	Large	Medi'm	Small	2	3	4	Cubs.		Yearl'g
BEAR—Black—Choice only	15.00	10.00	7.50	6.00	3.00	.50	$2.00	to	$8.00
" Brown "	12.00	7.00	5.00				1.00	to	5.00
	1	2	3	4					
BADGER—Of all sections	.50	.25	.10	.05					
	Dark	Brown	Pale	2	3	4			
FISHER—Eastern and far North-Eastern	6.50	5.00	5.00	3.00	1.75	.50			
Territory and Western	6.50	5.00	3.50	2.00	1.00	.50			
	Large	Small	2	3	4				
FOX—Red—North-Eastern and similar fine bright red kinds	4.00	2.75	1.25	.75	.20				
" Territory and Western	4.00	2.75	1.40	.50	.20				
	Dark	Fair	Pale	2	3	4			
" Cross—Value principally as to beauty, also size & richness	10.00	7.00	4.00	2.50	1.50	.50			
" Silver—Eastern and far Northern	75.00	50.00	25.00	20.00	9.00	4.50			
" Pacific Coast, Territory and Western	50.00-60	35.00	20.00	15.00	5.00	2.50			
	Large	Medi'm	Small	2	3				
LYNX—Far North-Eastern	4.00-5.00	2 to 3.50	2.25	2.00	.75	.25			
" Territory and Western	4.00-5.00	2 to 3.50	2.25	2.00	.60	.20			
	Dark	Brown	Pale	2	3	4			
MARTEN—British Columbia, Northern Pacific and similar	7.00	5.00	2.50	1.75	1.00	.25			
" Territory and Western	3.50	2.25	1.50	1.00	.60	.20			
" Quebec and Ontario	3.00-3.50	2.25-3.00	2 to 2.25	1.00	.50	.25			
	Large	Medi'm	Small	2 Large	2 Small	3			
MINK—Halifax, far North-Eastern and choice	4.00	3.25	2.50	2.25	1.50	.40		.25	
" Territory and Western	1.50-2.00	1.50	1.00	.75		.25		.15-25	
	Spring	Winter	Fall	Kitts					
MUSKRAT—Eastern, best large		.10 to .13	8 to 10	2 to 5					
" Territory and Western		5 to .10	.07	2 to 4					
	Large	Small	2	3	4		Cubs		
OTTER—Labrador and far North-Eastern	$10-$14	7.00-10	5.00	2.50	2.00		$1.00	to	$2.00
" Territory and Western	6.00	4.50	3.50	2.25	.50		.25	to	.50
	Large	Small	2	3	4				
RACOON—	.75-1.25	.60-.75	.33-.50	.25	.15				
" Black—Value according to darkness, size and beauty	2.25	2.00	1.00	.50	.25				
	Black	Sh'rt St	Long St	White					
SKUNK	.75-1.25	.75	.40-.50	.05-.15					
	Dark	Brown	Pale	2	3	4			
WOLVERINE—Value according to darkness, size and beauty	5.00	4.00	2.50	1.50	.75	.25			
CASTOREUM—	$5.00 to $6.00 per pound.								

The Winter season, both in America and Europe, has been cold, and this, together with the general prospeity of all countries, has resulted in a good demand for furs, and prices have been comparativcly higher.

Complete reports of the London March sales have not reached us yet, but enough is known to be able to judge fairly the position of the raw fur market. Most skins at these sales advanced. In bear, skunk, musk ox, wolf and wolverine, there was a decline, wolf being 5 per cent. lower than in March, 1902; wolverine, 10 per cent. lower; black bear, 20 per cent. lower; brown bear, 30 per cent. lower, and musk ox, 30 per cent. lower. Furs that are unchanged from March, 1902, include marten, red fox, blue fox and beaver; while advances include, besides those in foxes given above, 10 to 40 per cent. in otter, 30 to 50 per cent. in lynx, 10 per cent in mink and 20 per cent. in fisher.

These advances are all in comparison with the sales of March, 1902, one year ago. The sales of January, 1903, however, must not be overlooked if we are to form an opinion on the position of the various furs. In January, of this year, wolf was 10 per cent. lower than in March, 1902; in March it was only 5 per cent. lower than March, 1902, so it is really an advance of 5 per cent. since January, 1903. Taking January, 1903, then, as the standard, besides the advance in wolf, brown bear is 10 per cent. lower; black bear, unchanged; wolverine, 10 per cent. lower; marten, 12½ per cent. lower; red and blue fox, unchanged; beaver, unchanged; silver fox, about 5 per cent. higher; white fox, 10 per cent. lower; otter, 30 per cent higher, and lynx, 40 per cent. higher.

The ruling prices on the Canadian market for raw furs are at present as follows:

The above prices have not so far been changed, the advances and declines in London, having, to a certain extent, been anticipated. Most furs have been steadily going higher in price, and the market, generally speaking, is steady to firm. Next sales, however, may witness a decline in prices. The present figures are comparatively high, and all dealers look forward to good offerings. The quality of furs has been very good during the season, and offerings at the March sales were quite large in nearly all lines. It is not expected, however, that prices will be changed for some time. The sales have been rather late this year to affect Canadian prices, and dealers have managed to gauge the market fairly well.

A FORMULÆ FOR SUCCESS.

THE man who prescribes for humanity a sure method o attaining success, which could be applied by everyone, would soon be able to charge such a fee and would have such a practice as no popular lawyer or phvsician ever conceived. Yet, a New York firm have given to the world the formulæ which has contributed to their prosperity. It is as follows:

30 per cent., Patient, persistent dig, dig, dig at it every minute,
30 per cent., Reputation (founded on fact) for honest dealing every time.
10 per cent., Luck and fortunate circumstances caught on the fly.
20 per Cent., Snap.
10 per cent., More persistent dig.

100 per cent.—SUCCESS!

To work out this formulæ a man wants a clear head, as little worry as possible—not any, if he can help it.

FINANCE AND INSURANCE

BRITISH exchanges to hand contain reports of the judgment of the Justice in the proceedings taken to prosecute Mr. Whitaker Wright, the late managing director of The Globe Finance Corporation, Limited. It came out in the judgment delivered that the desire of the creditors to prosecute Wright was not by any means unanimous. It appears that creditors representing £650,000 desired to prosecute, while those representing £100,000 expressed themselves as neutral, while the Nichol Corporation, creditors for about £175,000, were actively opposed to proceedings being taken. The judge estimated that the expense of prosecuting Mr. Wright would be £5,000, while those who were ready to prosecute him, were not prepared to pay less than £1,250 into court. The amount of the admitted liabilities are about £1,665,000. It might be pointed out that the costs of the prosecution are to come out of the assets of the defunct Globe Finance Corporation.

* * *

Referring to the money market, Aemilius Jarvis & Co., bankers and brokers, Toronto, in their weekly letter, say: "The money market, which has such a vital effect upon the Stock Exchange, is at present somewhat of a conundrum. Since our last letter money has been scarce in New York until yesterday, when the rate was lowered towards the close of the market to 3½. In our own markets, however, it is decidedly more stringent than last week. In Montreal we are advised that many of the brokers are now charging their clients 7 per cent., based upon a general advance by the banks, the Montreal broker as a rule making a flat rate to his clients of one per cent. in excess of the amount he has to pay; whereas in our market here the increase is only ½ per cent. The rate as a general thing has been increased in Toronto by the banks to 6 per cent., making the rate of buyers 6½, and at this price it is distinctly hard to negotiate new loans. Of necessity, therefore, the market is dull and professional in tone.

BENEFIT OF TRUST CORPORATIONS.

A SHORT time ago a prosperous and well-to-do merchant doing business in Ontario, and favorably known to many of the readers of this journal, died suddenly, leaving his affairs in the hands of an executor, who, with no business qualifications or experience, was entirely incompetent for the position. Naturally, the assets of the business, which was a large and profitable one, were carelessly and improperly handled with the result that very little, if anything, was left for his family. This instance, one of many, should be a lesson to business men to at once put their affairs into a shape that would insure satisfactory realization should they suddenly be called away. The duty of administering the trusts of a will is too important to be entrusted to a friend who lacks the experience which is essential to the proper discharge of the duties of such an important nature. With efficient management, systematic methods and directorates composed of business men of the highest character and standing in the community, the several Canadian trust corporations of the present day are in a much better position to perform the duties of trustees, than a private individual.

An erroneous idea appears to prevail as to the charges made by those companies; as a matter of fact, they never exceed what any court would allow to a private executor.

In the transactions of a reliable trust company's business every species of speculation is carefully avoided, frequent and regular inspection of the books and securities of the company is made by skilled and reliable auditors, and restricting their investments to those of the highest order their clients have the amplest guarantee that in every respect their interests will be faithfully guarded. The management of an estate by a trust institution avoids the possibility of many serious complications. The death of a private executor, in one case, or the removal or absconding of another, would necessitate in either event, an immense amount of trouble and possible loss, and the employment of a public trust company would obviate any danger arising from any possible and probable contingencies of this nature.

CONVENIENT FOR MONEY DEPOSITORS.

THE deposit business of The Canada Permanent and Western Canada Mortgage Corporation, which has hitherto been confined to its Ontario branch office in Toronto, has now been extended to the Manitoba branch office in Winnipeg, and to the Maritime Provinces branch office in St. John, N.B. At both these branches the same liberal terms and facilities will be afforded depositors as are given at the Toronto office. The company pays interest at 3½ per cent. per annum, compounded half-yearly. As an interest-bearing account may be opened with any sum from $1 upwards, the inestimable advantage of having a savings account have been placed within the reach of everyone.

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$1,600,000

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$23,600,000

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Toronto Street, TORONTO.

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Head Office: - TORONTO, ONTARIO.

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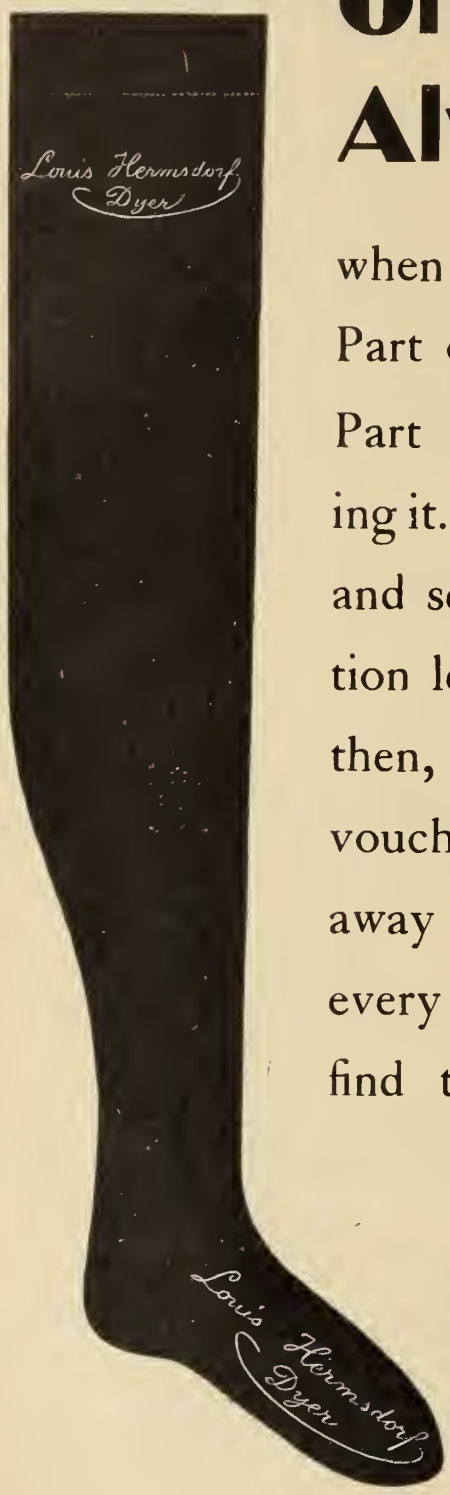
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DRESS GOODS

FEATURES OF THE TRADE

THE Spring season may be said to be fairly opened up in the dress goods business, in the retail trade. The business both wholesale and retail has, up to date, been of a highly satisfactory nature. The buying has been liberal and well distributed, and the outlook is very promising. Advances in prices are looked for all along the line, and in some cases have already been made, but as the wholesale houses bought the bulk of their Spring goods before the advance it is only now, when the repeats from the retailers come in, that the general trade will begin to feel the rise. Prices will undoubtedly be higher for Fall, but nothing else could be expected in view of the existing conditions at the present time, and the prospects for months to come.

* * *

For Fall it seems as though fashion was strongly in favor of fancies, though some buyers are inclined to question the extent of the demand, yet it seems reasonably certain that the tendency sets more strongly towards fancy wares than has been the case for some seasons past. All reports from dress goods buyers who are now about returning to this country from the European markets confirm this view of the situation. Zibelines easily hold first place, both in what is called the imitation and in the silky real cloth. The feeling for the Scotch and Irish tweeds and tweed effects is still very strong, and such materials as twine cloths, etamines, veilings, and sheer materials, in which knotted yarns play a prominent part, and quite often, in materials of the one color, are all good for the Fall trade.

As seen from the foregoing, the Fall goods do not differ materially from those shown for this Spring in fabric. Yet, the range of colors is entirely different, as the Spring shades are extremely light and not at all suited for Fall and Winter wear. Cheviots, in all weaves, are expected to take the lead in plain goods this Fall.

* * *

Among the goods shown for Spring we find a few Cheviots and plain-faced cloths, but there is a decided leaning towards fancy goods, and these are being used extensively for the smartest of Spring suits. Owing to the constant demand for novelties, fancy materials appear in great variety; and even under old names assume new guises, in weaves, colorings, combinations, etc., and odd nappe effects alter the surface of many old stand-bys. Lightweight textures and sheer, clinging fabrics are all in high favor, and mohairs, etamines, albatross, bareges and voiles, both in the plain and in the many novelty weaves and flaked effects are much seen. There is a large showing of many different materials, including novelty mohairs with hairline, leno and Pekin stripes, introducing cords and figure designs, and black mohairs with white, color and metallic dots. Voiles are unlimited in variety and new beauties. Bontonne voile shows on color grounds self-tone knots similar to boucle and bug-yarn effects. Then there are iridescent voiles of exquisite shadings; plaided voiles and voile noir, immensely stylish, with white, irregular streaks criss-crossing all over it. Pointelle, a novelty goods in silk and wool, comes in navy blue and black, with small raised dots in self tone. Cream figured bedfords in both wool and cotton, are shown for suitings and waistings, and there are quantities of fine white wools and silk and wool mixtures for suits and coats, which are to be a feature of the season's styles.

Crepes of all varieties are still to the fore. They possess so many desirable qualities and lend themselves so gracefully to prevailing modes that they bid fair to enjoy a long-continued vogue. Crepe de Paris, a fine mixture of silk-and-wool with slight grosgrain rib, comes in all colors and is a leading favorite. Albatross of fine quality is almost as soft and pliable as crepe, and is used not only for costumes, but very extensively for waists, taking the place of French flannel.

* * *

London and French twine cloths and lattice cloth are among the attractive sheer fabrics. The London twine is charming with its mixture of gray and colors.

* * *

Black in thin materials promises to be well worn this summer, and there are some beautiful, lustrous, highly finished goods shown, such as soleil, drap de Paris, drap d'Alma, and all-wool peau de soie, a goods combining the wearing qualities of cashmere with the finish of silk. Then there are black grenadines with fancy designs in checks and stripes that are coming in strongly. Some of them almost as transparent as gauze are extremely effective made up over colors.

SILKS.

AS in all other materials, silks run mostly to fancies. Black peau de soie, peau de cygne and faille will be used for coats and wraps, but for costumes will be less favored. White and popular colors in these silks will be much used in dresses and coats, also for linings, their texture making them preferable to taffeta in clinging and draped gowns. For many purposes nothing seems quite to take the place of taffeta, and for skirts, shirt-waist suits and the lining of materials requiring support or body it will be in as general use as ever.

* * *

Some few foulards are seen in the high-class trade. The best are those with cream grounds and Jacquard designs in blue or any of the shades of green.

* * *

Some of the new glaces are exceedingly pretty, quite a few showing changeable grounds with raised dots, or shot with white.

* * *

Chinese and Japanese silks will be highly favored. Costumes, coats and waists appear in fine grades of tussah, Shantung and Shanghai pongee. The corded and embroidered are most desirable, and as all indications point to a white season, this predominates, especially in the heavy quality used for coats.

WASH GOODS.

IT seems strange at first sight that the first goods to be shown in the early Spring are the last to be worn, namely, the cotton goods. But more time is needed for the making up of these goods, as ordinarily a woman that will be content with one, or, at the most, two woollen gowns, will want several washing frocks, and then there are the waists

and the children's dresses. As the making up of these all takes time, they are purchased far ahead of the weather when they can be worn.

* * *

In wash goods, mercerized cottons are the most emphasized feature. There is a veritable craze for these goods. Mercerized Oxfords in Russian cord effects, both white and colored, are leaders in suitings, and side by side with them are the knickerbocker suitings, a mottled ground covered with boucle knots of white. There are mercerized cottons with nappe and flaked effects, closely resembling worsted goods, and heavyweight bengalines of high lustre and in all colors, and plain pin and fancy stripes, Madrases of Egyptian mercerized cotton, glossy as silk, and, latest of all, a mercerized crepe de chine. In the same category are satin damas with table linen designs and nacelines damas with lace stripes, intended especially for waists To the mercerized waistings, chiefly white, there is practically no end, and in all sorts of wash fabrics this peculiar cotton is found, intermingled with either silk or linen, or embellishing other cottons, as mercerized designs on ordinary pique.

* * *

Coarse weave white linen and plain colored crashes, also high-colored etamine linens and basket weave linen in two tones, are among the prominent suitings and waistings. There is the usual display of muslins, dimities, lawns and swisses, seemingly lovelier this year than ever before. For the embroidered swisses too much cannot be said.

* * *

The call for the general line of sheer dress materials of all kinds is having a favorable effect on the sale of mulls of all sorts. Cotton, and silk and cotton goods of this nature prepared for this season's selling are far superior to similar lines placed on the market in former seasons.

All of the local retail stores report an increasing counter demand for all of the finer grades of cotton and silk and silk and cotton mulls and cotton chiffons—in fact, all of the lightweight cloths that were previously considered wash goods. These fabrics are now being made up with expensive and elaborate trimming, and all of the lately approved application of tucking and pleating is employed. All of these extremely lightweight, so-called wash materials will certainly be desirable later in the season, and are in good demand for evening wear at this time.

A SILK PLUSH DEAL.

[Yorkshire Daily Observer.]

A ROCHDALE correspondent sends some additional details regarding the transfer of the silk plush department of the firm of John Bright & Bros., Limited, of Rochdale, to Lister & Co., Limited, of Manningham Mills. At Messrs. Bright's Fieldhouse Mills a congeries of different businesses is carried on, including cotton spinning and weaving, carpet weaving, dyeing and bleaching, in addition to the manufacture of silk plush. The department which is about to be transferred was started about 23 years ago on the initiation, it is understood, of Mr. J. A. Bright. Before the dark days of the McKinley tariff it was a flourishing branch of the concern employing between 400 and 500 people. Mr. McKinley's duty on plush struck a heavy blow at this particular trade, from which it has not even now fully recovered.

The manufacture of silk plush in this country is in the hands of but a few firms. In addition to Brights and Listers, there are Drey, Simpson & Co., of Manchester, and Thomas Watson & Sons, Limited, of Rochdale, but this practically exhausts the list. Lister & Co. is by far the largest of these firms, and their purchase of Messrs. Brights' business in this class of goods will enable them to obtain a still greater command of the trade. They are credited with the intention of largely widening the scope of their operations, with the object of competing on more level terms with the German manufacturers. The latter, though they have taken up this trade only in recent years, have developed it very considerably as to the low qualities, but the English manufacturers are able to hold their own in the medium and high-class grades. The success of the German manufacturers is attributed to the excellent training provided in the school of weaving at Crefeld.

The purchase of Messrs. Brights' silk plush department does not mean that it will be carried on at Rochdale by Listers. Notice intimating that this branch of the mills will be closed on March 4 have, in fact, already been posted up. All easily available stock will be acquired by the vendors. This branch of the business has for many years been in the hands of W. H. Pennington, who has also had control of the dyeing and bleaching departments, and he will continue to be at the head of these. It is understood that no arrangement has been made for the transference of any of the hands to Manningham.

A JAPANESE SILK WINDOW.

WHEN large firms make a whole window display of a material it shows that that material is taking a secure place in the trade. One large up-town firm have done this just lately with Habutai silk, and this large window was not only in one material, but in one quality as well.

This silk is rapidly taking a staple place in the trade, which it is winning by its many good qualities. It is soft, yet has a firm body and drapes prettily, wears well, and does not crack or cut, and particularly in the higher qualities washes not well but extremely so.

Some of the smartest little shirt waists shown this season are in this silk, embroidered. Very swell costumes are made of it, and it makes the prettiest of infant's and children's dresses. Dainty matinees and Kimonas, skirts, gowns and corset covers are made by manufacturers of high-grade white wear of this silk; so you see that it adapts itself to many uses.

The window dressed by the firm referred to was very attractive, and many were the remarks passed and the admiring glances cast at it. The back-ground was curtains of pale blue plush; but pale blue sateen would give nearly as good an effect and at much less cost. Above the curtains were placed large fluted fans of pale pink sateen.

The ground of the window was softly draped in the silk, and draped dress stands of medium height occupied the first row in the window. The centre and back rows were stands draped with a heart-shaped centre, filled in each case with the printed front of a lounge cushion, in bright colors, picturing four little Japanese maidens with their fans.

The idea was striking, novel, pretty and appropriate, and one that could be easily carried out in a much smaller window, by using fewer and lower stands, or, where the quantity of silk is limited, a very good effect could be gained by substituting for the draped stands, children's dresses, blouses, etc., made of the same silk. Still the unity of the window would be preserved, and its advertising value probably enhanced by showing the uses Habutai silk can be put to.

"WHAT WE HAVE WE'LL HOLD."

Of Interest to Glove Buyers.

FROM LADIES' FINE LINED GLOVES TO MEN'S HEAVY MANITOBA MITTENS.

Style — Our new Manager has had experience in Paris and other Foreign Centres; also United States and Canada.

Quality — We tan our leather, and with each pair goes a policy against Imperfection, payable on demand and proof of same.

Price — Just look over samples **before you buy.** Traveller will call. We have something new in "Railroad Goods." Ask for booklet if interested.

You should see my New 1903 Designs. A good many are exclusive. Patents Pending.

W. J. CHAPMAN,
Tanner and Glove Manufacturer, - - WINGHAM.

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO

Dry Goods Commission Agents.

Representing
- STEAD, MILLER & Co., Philapelphia, Pa., Tapestry Curtains and Upholstery Coverings,
- CARTWRIGHT & WARNERS, Limited, Loughborough, Eng., Hosiery and Underwear,
- BENTLEY & TEMPEST, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths,
- HOOD, MORTON & Co., Newmilns, Scotland, Lace Curtains,

Agent Wanted.

HENRY MATIER & CO., LTD., require an agent for Canada to represent them for the sale of their HANDKERCHIEFS, HOUSEKEEPING GOODS and EMBROIDERIES. Must have a good connection, and be able to influence a large business. Address applications, giving full particulars, to 1 May St., Belfast, Ireland.

An announcement of importance to buyers of

Parasols

and

Umbrellas

JUST THIS

Our range for Spring is complete. Our salesmen are out for orders. See our line before making purchases.

The Irving Umbrella Company, Limited

20 Front St., West, TORONTO

Arbuckle, Smith & Co.,

General Shipping, Forwarding and Insurance Agents, Carting Contractors and Storekeepers,

63a St. Vincent Street, Glasgow, Scotland.

Inward consignments or export shipments attended to on behalf of merchants upon most favorable terms. C.O.D. system.

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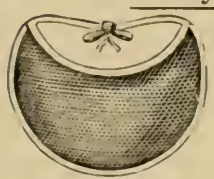
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THE D. F. BROWN PAPER BOX CO., Limited
ST. JOHN, N. B.

"VICTOR" WOVEN BUSTLES AND HIP PADS.

(Trade Mark) Patented in U. S., England, France and Canada.

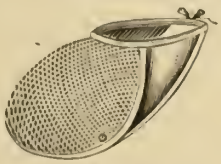
They are the BEST in Style, Material and Workmanship.



No. 56. A Splendid Style.



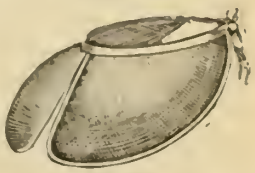
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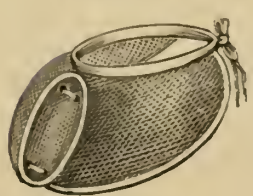
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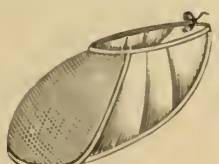
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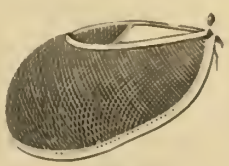
No. 65. Will give a graceful contour to a slender figure.



No. 66. Fits like a Glove.



No. 72. Tip-Top. Prices from $2.00 per doz. up.



No. 68. A Big Seller.



No. 67. Full Hip Effect. We have also a full line of Half-filled Bustles.



No. 70. The best Hip Bustle on the market. It is our old "Reliable."

Canada Agency: GEO. H. EVANS, 232 McGill St., Victoria Chambers, MONTREAL.

Manufactured by . . . **A. H. Brinkmann & Co.,** BALTIMORE, MD., U. S. A.



Hat of blue straw, laced with black bebe ribbon velvet, black cockade.

Coat formed of shaped flounces of biscuit-colored, fine faced cloth. Collar and stole ends of braid lace, with canvas insertions. Pendant, pieces of red and white braid; trimming around neck.

This Cut for Sale at $1.50 Each.

Can be used in any newspaper advertisement. It's the very latest thing from London.

Note—We do not open any accounts in this department, so would ask you to kindly forward cash with the order.

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Cut Service Department

The Dry Goods Review

MONTREAL and TORONTO.



Millinery Spring Openings

WILL SOON BE ON.

Do you not require some Wax Figuree and Millinery Stands for the occasion ?

We are able to offer our many customers better goods than ever before, at very low prices.

We invite Merchants and Milliners to call and see our goods.

Fine Line Wax Figures at $12.00.

Millinery Stands—largest range to select from.

We also carry a full line of Ribbon and Glove Cabinets, Glass Counters and Show Cases, Triplicate and Single Mirrors, and everything in Display Fixtures.

Write for large Catalogue. to

Clatworthy & Co., 48 Richmond St. West, **Toronto.**

UNDERWEAR



TIGER BRAND

The "Elastic Ribbed" (unshrinkable) bearing the "Tiger Brand" is the most satisfactory underwear on the market to-day.

If it were not,

orders for Fall, 1903, would not be so large.

The Galt Knitting Co. Limited,

GALT, ONTARIO.

The Canadian Millinery Review

SPRING OPENINGS AND SHAPES AND COLORS IN VOGUE

MARCH this year has been a month of millinery openings, for all the great displays in both the wholesale and retail trade have been held this month. The conditions of trade were reflected by the purchases made by the visiting milliners, and by the large numbers of the heads of firms, and not only the heads of firms but their wives, and in many cases other members of their families that took in the Spring millinery openings in the wholesale houses. These retailers from outside districts took advantage of the occasion to buy general dry goods. In the millinery houses, notwithstanding the fact that the orders previously placed were quite large, they made liberal purchases.

* * *

The millinery stocks this season are very attractive, and the business done so far is much larger in volume than last Spring. The openings were a great success, and the hats shown beautiful examples of the milliner's art. The crowds were so great that much difficulty was experienced in getting round, and one visit was not enough to do any individual display justice, but notwithstanding this much business was transacted. Towards the end of the month the retailers have been holding their Spring openings, and a great display has been made. Each season there is more and more importance attached to these openings, and the decorations are more elaborate and beautiful.

* * *

The fact that Easter is a little late is a good thing for the millinery trade, as it is pretty certain that the weather will be fine and warm, and that will mean that not only more hats will be sold but they will be more elaborate than would otherwise be the case.

* * *

This season is marked by the endless variety of choice in the trimming materials offered to the milliner, and it is the artistic putting together, the exquisite color schemes, the elaborate embellishment, and finely drawn lines of exquisite needle work this season that make the success of the fashionable hat. Hat trimmings are simpler this Spring, but it is the simplicity that is the highest art and most difficult to accomplish. Though there is such a variety to choose from, yet the trimming of any single hat is confined to one or two materials and a few flowers or fruits, but everything is carefully worked out. The result is very beautiful, much more so than a few seasons ago, when hats were loaded down with trimming.

* * *

Hats this Spring are light and airy. Chiffons, mousseline, soft mull, malines and laces are used. The wire frames show through on many models made of fine braids or gauzy materials, which give a transparent and airy effect. It is the made hat, that is, the wire frame covered with straw braid or braid in combination with folds, or pleatings, or ruchings of maline or chiffon, or combinations of these materials, that are decidedly the most popular this Spring.

S. F. M'KINNON & CO., LIMITED.

THIS company report a most successful and satisfactory Spring opening. The city was crowded with milliners and buyers from every part of the Dominion. This company's opening was a great success and unstinted admiration and approval of the millinery shown was heard on every side throughout the immense building, the many floors of which were teeming with all the most novel and rare millinery creations from London, Paris and New York; selected by expert buyers whose admirable taste and thorough knowledge is the result of years of experience in catering to such an immense trade as is done by this house throughout the Dominion. The designs from The McKinnon Co.'s own workrooms were, however, the leading favorites and sold rapidly.

J. D. IVEY CO., LIMITED.

J. D. IVEY CO., LIMITED, displayed a gay profusion of millinery materials and patterns, covering a wide range of novelties, which were greatly admired for beauty and tastefulness by their many visitors. The styles shown here are many and varied enough to satisfy the most exacting taste, Considering the high reputation of this house it was not at all wonderful that so many exclusive novelties were shown.

G. GOULDING & SONS.

THE brilliant millinery display made by this firm, in their beautiful show-room on Bay street, Toronto, was so rich and varied that it is hard to find words adequate to describe the magnificent sight. On every side were the choicest and loveliest examples of the milliner's art, and this display must have added greatly to the reputation this firm enjoy for high-class goods and exclusive styles. The use of tinted laces was perhaps the most striking feature shown.

D. M'CALL & CO., LIMITED.

D. McCALL & CO., presented a very animated appearance at their Spring opening. Always to the fore with the latest novelties, this season's display was the very best they yet have made. The attendance was large, and, notwithstanding the crowded state of the building, a atisfactory business was done.

DRY GOODS ADVERTISEMENTS

READY-MADE SAMPLES.

WE commence this month a series of well-written advertisements ready for use, that are thoroughly in line with the needs of dry goods merchants all over Canada. The effect will be much better if set in Old-Style Pica type, leaded or double-leaded, so as to give a good, clean impression. Room will be left for the insertion of prices, but results will be better if limited to two or three very special items such as will show the tendency of values all through the store. The everlasting cry of cheapness is not the only way to win trade—is not even the best way. Let that thought stick.

Things for the Home

You can live, thrive, and be happy in a house as barren as a barn. But what's the use? The luxuries of life do not come so high that you must do without them altogether. A little indulgence now and then is a good thing. It keeps life from becoming too prosy.

We are always ready with the goods you need at the time you need them—always on the alert to make business bigger and the store better by selling such goods as these at such prices :

(PUT PRICES HERE.)

It ought really to be said that we don't depend on advertising to make trade. The way we wait on customers and insure their absolute satisfaction, the kind of store we keep and the sort of service we render, tell better than anything else in moulding public opinion. Above and beyond all question of profit, we consider your good will. Everything is done that can be done to make it worth your while to spend money here.

Headquarters for Dress Goods.

The fashion books are nowhere compared with the interesting details of the goods themselves. The display tells a story of newness and novelty hardly comprehended by any written description. The stuffs must be seen. You can believe your own senses and remember what you know to be true.

We have the best Dress Goods stock in town. We have the best Lining stock in town. Between the two we're able to make things generally interesting with more to choose from and less to pay here than anywhere. That fact touches these values in just the goods you're apt to need :

(PUT PRICES HERE.)

Speaking of dress goods, suppose a shade of any pattern of any quality worth having. Carry it in your mind to the counter. We'll venture to say that you'll find it here—so great is the assortment.

The production of new designs is one of the few things which goes on forever. Manufacturers work out new ideas, fashion gets hold of them, sanctions use, suggests trimmings, and pattern makers finish out with helpful hints for the making. Little left for you to do but buy judiciously.

STYLISH MILLINERY

Taste is forever open to the pleasure of fine goods. Fine goods make the store fine. Dry goods profits make the prices fair. It is to taste that this millinery stock appeals. It is taste that it satisfies.

Never before have we had as many stylish Hats and Bonnets; at no time has the assortment pleased ourselves so thoroughly. The department is under good management, and every condition favors increased business. We are showing all the latest styles and colors in

—NEW HATS and BONNETS
—NEW SHAPES and TRIMMINGS
—NEW RIBBONS and FLOWERS.

There's no mistaking the fact that we have the millinery the women most admire. Styles are anything but commonplace and the variety is ample for all sorts of real wants.

Busy as bees trimming hats to order. Clever milliners will adapt your own ideas as cleverly as though you trimmed the hat yourself. But give us all the time you can. Good work can't be rushed.

JACKETS AND SUITS

Style elbows style all through the Cloak section, and garments excel in fit and finish anything you've ever known. But how can an advertisement begin to tell how stylish they really are? You can judge from the crowds that we're doing the business. We judge from the sales that you're in love with our styles.

If any old thing will answer for your Jacket or Costume, there's little use in coming here. There are grades of goods which we do not carry. But if you wish something handsome, something stylish, something correct in length, shape and shade, something made to hold together and give satisfactory service—something that you'll feel satisfied with when you look in the mirror—something your friends will not be ashamed of ; then we are at your service. You'll get just what you want chiefly because there are plenty of styles from which to make selections. And the one that pleases you at first will satisfy you to the last, because we carry only such garments as we can guarantee to "keep faith" with the wearer.

DRY GOODS NOVELTY.



THE

Ingersoll

American Watches.

RETAIL PRICES, $1.25 to $2.50

ARGUMENT.

We now offer a practical time piece for the Dry Goods Trade of Canada, and base our statement upon the following:

First—It is absolutely guaranteed to keep accurate time.

Second—It stands rough usage and does not get out of order easily, **making it the only watch for dealers outside of the jewelery trade to handle,** and also making it a practical one for sportsmen, boys and all men who give a watch hard usage.

Third—Its low price and high quality insure a tremendous sale, which we further augment by furnishing many handsome advertising devices for your store.

Fourth—Last but not least, these watches offer a **handsome profit.** Price cutters are not supplied.

Sold by several leading Dry Goods Jobbers of Canada. We will tell you who they are upon request.

Trial Offer—To any Dry Goods Merchant who will write to us upon his **business letter head** and inclose 75c. we will send a sample watch (duty not paid) and our catalogue, so that he can test its accuracy and durability.

INFORMATION ON REQUEST.

ROBT. H. INGERSOLL & BRO.

51-53 Maiden Lane, - - - NEW YORK, U.S.A.

DRY GOODS PAPERS

We can tickle your fancy in price and quality.

WRAPPING PAPERS,
MILLINERY BAGS,
CARPET FELTS,
TWINES.

Douglas & Ratcliff

TORONTO



Our Leader

New York retailers buy this from us by the **gross.**

Can deliver in 10 days.

Terms: 2 per cent. off 10 Days.

Arlington Ladies' Neckwear Co.

No. 520.—$7.50 a Doz. Ends, 16-inches long. Color, Black, with white stitching only. Also have 15 other styles, extra good values, from $4.50 to $60.00 per dozen, in Black, White, White and Black, Black and White

564-566 Broadway
NEW YORK.



The Draper of Australasia,

The Organ of the Drapery and Kindred Trades of the Antipodes.

SUBSCRIPTION $2.50 PER ANN.

post free to any part of the world. A handsome Diary is presented free to annual subscribers.

Publishing Offices:
Melbourne, Fink's Buildings.
Sydney, Post Office Chambers.
American Offices:
New York, Park Row Building.
British Offices:
London, 42 Cannon St., E.C.

Specimen Copies free on application.

GREENSHIELDS, LIMITED

Brief History of a Wholesale House.

IN the year 1833, or thereabouts. for the exact date is not certain, a young Scotchman, by the name of John Greenshields, opened a wholesale dry goods business in Montreal. To-day, under the name of Greenshields, Limited, this business stands as the oldest wholesale dry goods house in Canada. John Greenshields' establishment was situated at the corner of St. Paul and St. Sulpice streets. The building, which has now been long out of existence, was one of those old, square, box-shaped affairs, which one comes across now and then in the older parts of some Quebec cities, and which represented the usual style of architecture in both business and residential structures of the time. Shortly after he commenced, Samuel Greenshields, his father, entered the business, and the name of the firm was changed to Samuel Greenshields & Son, to be again changed a few years after to S. Greenshields, Son & Co., upon the admitting of David and William Greenshields, brothers of John Greenshields, as partners in the business. They remained in these premises till 1852, when their building having been destroyed in the great fire of that year, they moved to St. Sacrament street.

In the early years of the business, lack of communication and transportation with Upper Canada and with some points in Quebec were a great drawback to trading. It was not until 1848, when the St. Lawrence canals were completed, that there was direct communication between Montreal and the western part of the country, and then only for part of the year. On land there was a stage coach service between Montreal and Kingston, and Kingston and Toronto. So the new house had to depend greatly on local trade for its success. But, in spite of circumstances, the founders of this firm gave to it the reputation for push and enterprise that has characterized it under the succeeding managements. Representations regarding the commercial advantages of Montreal as a port were slow in being responded to by the British authorities, but, finally, in 1833, the year when John Greenshields opened his store, Montreal was made a port of entry.

The site of the Greenshields establishment on St. Sacrament street from 1852 to 1876 was that where now is the new Board of Trade building. Four years after the opening up here, the first train on the Grand Trunk Railway left Montreal for Toronto, October 27, 1856, and the firm began to push its way westward under greatly improved conditions. While the business was conducted on St. Sacrament street, the elder Greenshields, and his sons, John and William, died, leaving David Greenshields as sole proprietor from about 1867 to 1875. In the latter year, E. B. Greenshields, son of John Greenshields, the founder of the business, and John L. Cains were admitted to partnership.

In 1876 the firm moved from St. Sacrament street to their present location on Victoria Square, where they secured much larger premises. S. Greenshields, Son & Co. at that time occupied the three upper stories, half the ground floor and half the basement. The other occupant was Ald. Clendinneng, whose stove store was on the corner. Six years later, in 1882, the entire building was occupied by Messrs. Greenshields, and not long afterwards they took the adjoining building also, continuing to occupy the whole of the block till 1898. During their occupancy of this building, the owner added two more stories to it.

In the engraving will be noticed the old fence that formerly enclosed Victoria Square; and also the building on the corner of McGill and St. James streets, in later years the business home of Thomas May & Co.

Meanwhile, important changes were taking place in the personnel of the firm. Mr. John Cains died in 1879, and Mr. David J. Greenshields in 1881. Samuel Greenshields, a brother of E. B. Greenshields, became a partner in 1880, and continued so until his death in 1888. Mr. E. B. Greenshields was alone in the business from 1888 to 1891, when he admitted Messrs. G. B. Fraser, E. C. B. Fetherstonhaugh and Geo. L. Cains as members of the firm.



Greenshields Old Building.

The business of the firm has continued to grow rapidly, both in the east and west. A branch was opened in Vancouver, B.C., in 1887, and this, in 1900, was converted into a limited company, occupying a prominent warehouse in the western city.

The partners of Greenshields, Limited, are all prominent in commercial circles of Montreal. Mr. E. B. Greenshields filled the position of President of the Montreal Board of Trade during the year of its fiftieth anniversary, and was chairman of the building committee, having charge of the erection of the then new building. He is a director of the Bank of Monteral and of the Standard Life Assurance Co., and is also a governor of McGill University, of which he was a graduate.

Mr. Fraser is a Scotchman by birth, having come from Aberdeen in 1875 to take a position with S. Greenshields, Son & Co. He is one of the best-known Canadian buyers in the British cotton and woollen centres, the firm having been enormous importers of these goods, and since 1887 has been a member of the Board of Trade, now being the representative on the council of the dry goods section.

Mr. Fetherstonhaugh is a native of Guelph, Ont. His first entry into business was with the Bank of Toronto in Toronto,

two years later coming to Montreal to the employ of the wholesale firm of Sutherland, Hardie and Fleming. With this firm he remained for some six years, finally leaving in order to take charge of the business office of S. Greenshields, Son & Co.

Mr. Geo. L. Cains, is also a native Canadian and is the Canadian buyer for the firm. He commenced his commercial career with Messrs. Greenshields in 1875, his brother being then a partner.

Readers of THE DRY GOODS REVIEW have frequent reason to know of the purchases of whole mill stocks, comprising enormous quantities of cotton or woollen goods, which this firm makes through Mr. Cains. It is this buying of goods on such an immense scale that accounts for much of the success of the house. "Goods well bought are half sold" is an old business maxim that seems to be part of the policy of Greenshields, Limited. The increase in volume of the firm's business since 1895 has been 140 per cent.

PERSONALS.

Mrs. S. F. McMaster, widow of the late S. F. McMaster, of McMaster & Co., former dry good merchants of Toronto, died in St. Luke's Hospital, Chicago, on March 2. Deceased was the second daughter of the late George B. Wylie, of Wylie & Murray, dry goods merchants, of Toronto, now the W. A. Murray Co.

Mr. Isaac C. Gilmor died March 31 at his late residence, Jarvis St., Toronto. He was some years ago a member of the dry goods firm of Gilmor & Coulson.

Mr. John Walker, who for the past 25 years has been secretary-treasurer of the Crompton Corset Co., Toronto, died at the General Hospital in that city on the morning of March 27. He was 60 years of age and a native of Scotland. For years he has been identified with St. Stephen's church, College street.

Mr. William Guthrie, of the firm of S. F. McKinnon, is leaving Toronto to represent the company in London, Eng. He will be greatly missed in trade and other circles.

Mr. W. T. Murray, eldest son of the late W. A. Murray, the founder of the dry goods firm of W. A. Murray & Co., Toronto, one of the best-known members of that city's business circles, died on March 20.

Mr. M. J. Crottie has been appointed the new manager of the Economic Dry Goods House, at the corner of Queen and Spadina, Toronto.

John W. Pennock, formerly a member of Clark, Pennock & Co., London, died in Toronto on March 26.

Mr. E. H. Taffe has been secured by James W. Woods, wholesale manufacturer of lumbermen's supplies, Ottawa, to represent him in Winnipeg, the Northwest Territories and British Columbia.

Mr. Geo. Reedy, for three years Vice-President and General Manager of the Crompton Corset Co., Toronto, sold out his interest to the company. His future plans are indefinite. In the meantime he will visit the Old Country on a pleasure trip.

AN ENJOYABLE ANNUAL SUPPER.

The large staff of clerks employed by Hollinrake & Co., dry goods merchants, Ingersoll, Ont., spent a most enjoyable evening on March 19 last. It was the occasion of the annual supper given by the firm to their employes, and is usually held at the time of the Spring millinery opening. At their Spring opening this year the London harpers and an Italian orchestra were present both afternoon and evening of the first day. Hollinrake & Co. have a very fine store, quite modern and thoroughly up-to-date.

TO MOVE IN MAY.

The American Silk Waist Co., Montreal, after May 1, will remove to and occupy the entire building at 30 St. George street, where they expect to continue creating styles which shall be the leaders of fashion.

AN EXPLANATION.

Owing to a mix up somewhere, a mistake was made in the last issue of this paper. In talking of the novelties shown by A. E. Rea & Co. mention was made of a skirt binding which, instead of a drawstring, had dome fasteners around the waist. This would indeed be a novel kind of a dress binding, but when it is explained that the dome fastenings refer to the band of a skirt, and that by their means the width of this skirt band can be increased or lessened at will, and all gathers at the back done away with, the value of this patent skirt-band will be understood.

GETTING READY FOR FALL.

The New York Silk Waist Co. have installed several new machines in their factory, to be used in connection with their Fall range. This company have had the most successful Spring season in their history, and they expect their Fall range to be superior to that of any previous season.

IMPROVEMENTS IN A WAREHOUSE.

Debenham, Caldecott & Co. have recently made great improvements in their Montreal warehouse. Large plate-glass windows and new floors have been put in and the modern fixtures recently set up assist in the splendid appearance of the rooms.

On account of the rushing business that has resulted from these additions and the satisfactory stock carried, Fred Caldecott has been forced to return to the European markets to replenish the stock which will be kept up to the wants of the country in all that concerns the millinery, hat and ribbon trade. The great resources and European connections of this house enable them to place before their Canadian friends a large and well-selected class of goods.

Their Toronto branch, at 77 York street, and the Montreal branch, at 18 St. Helen street, are always open for inspection.

A CANADIAN REPRESENTATIVE.

THE Dennison Manufacturing Co. now has as its representative in Canada, H. Van Duyne. New quarters have been secured at 111 Coristine Building, Montreal, where a full line of the Dennison manufactures is on display. Mr. Van Duyne was for several years connected with the New York house of The Dennison Manufacturing Co., and now takes the place of H. L. Lyman, the former Canadian representative, who is no longer connected with the company.

MEN OF THE MONTH

J. WHITAKER WRIGHT, the well-known promoter of companies, and accused of fraud in connection with the London and Globe Financial Corporation, must, at last, stand trial. An order for his arrest was issued in London, Eng., on March 10, but Wright had fled. After being traced to Paris, he has been arrested in New York and will be extradited to London. It will be remembered that Lord Dufferin's death has been blamed to the censure he received from being connected with that colossal swindle. His frank defence of his unfortunate position, however, won the sympathy of the country.

* * *

Charles T. Yerkes, the American-English financier, who has been fighting J. P. Morgan, of New York, for control of the underground transportation of London, Eng., has won his fight after a memorable struggle. Preliminary decisions by the Royal Commission appointed to solve the problem of congested traffic have given him almost a monopoly of this style of transportation.

* * *

Marshall Field, the departmental store millionaire, of Chicago, has offered $10,000,000 for the erection of a marble palace for a museum in that city. Beginning his business career as a pedlar through Illinois, his honesty and industry have made him one of the wealthiest men in America and head of one of the largest mercantile businesses in the world.

* * *

It is unofficially reported that one of the objects of the visit to Cuba of Sir William Van Horne, railroad magnate, and at one time president of the C. P. R., is to purchase the historic prison of Havana and build in connection therewith an hotel to cost about $400,000.

* * *

Sir Percy Girouard, Director-General of Military Railways in South Africa, who is a son of Judge Girouard of the Supreme Court of Canada, has submitted a magnificent scheme for an African railway system. Lord Milner has accepted it and speaks very highly of its merits.

* * *

William Rockefeller, the Standard Oil magnate, is having erected in the Adirondacks two cottages which will be a wonder to America. The work is being done entirely by Japanese workmen, who have been specially imported, and the cottages will be exactly like those of Japan, with Japanese material used as much as possible.

* * *

Mr. Chester Massey, President of the Massey-Harris Co., has given $5,000 towards the Convocation Hall scheme of the University of Toronto. There is now in sight $40,000 for the new building.

* * *

Dr. W. Seward Webb, of New York, President of the Rutland railroad, and a prominent director in the New York Central and other Vanderbilt lines, is reported dangerously ill in San Francisco. Dr. Webb it was who, some months ago, opened negotiations for the purchase of the Canada Atlantic Railway in order to connect Ottawa and New York. The negotiations unexpectedly and suddenly fell through, after having been almost completed

* * *

C. M. Schwab, President of the United States Steel Corporation, has arrived in New York after a seven months' trip abroad. Mr. Schwab, in spite of rumors to the contrary, is in fine health and eager for work. His new $7,000,000 house on Riverside Drive, New York, will be commenced immediately.

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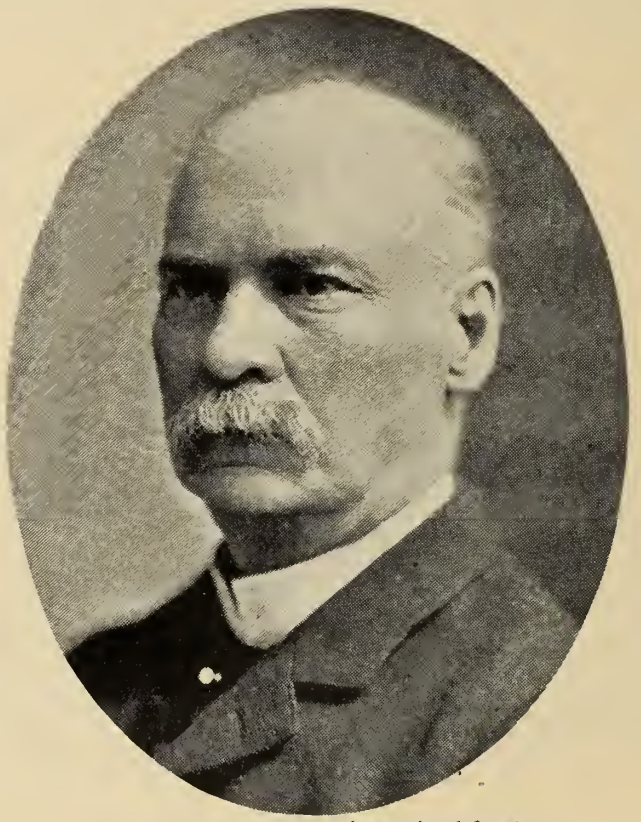
Sir Thomas Lipton, the merchant-millionaire and America cup enthusiast, has successfully launched Shamrock III., the new boat with which he hopes to win the cup. Several new features are incorporated in the design for the boat, and Sir Thomas is confident that he has at last built a winner. The New York Yacht Club have chosen the name "Reliance" for the defender.

* * *

F. T. Frost, the recently-appointed Senator, is the Vice-President of the well-known Frost & Wood Co., Limited, manufacturers of agricultural implements. Mr. Frost is 59 years of age, and a prominent figure in both politics and business.

* * *

One of Chicago's millionaire business men has just died in the person of Nathaniel K. Fairbank, whose name is a family word connected with cottolene and soaps. Mr. Fairbank was born in Wayne County, N. Y., in 1829, and from a bricklayer as a boy he took up milling, bookkeeping and lard and oil refining, until his latest venture, a soap factory, became a business wonder of the world. Of late years his plunges on the stock market as a bull operator have made him a conspicuous figure in the Board of Trade at Chicago.



F. T. Frost, one of the recently-appointed Senators.

* * *

A rush has been going on among the wealthy men of New York to have their assessments decreased. The latest who think themselves overtaxed are Charles W. Schwab, Howard Gould and J. Sergeant Cram.

* * *

Mr. F. H. Clergue, General Manager and Vice-President of the Lake Superior Consolidated Companies, has resigned and will become a director. Theodore C. Search retires from the presidency to take a place on the board, and E. V. Douglas, formerly president and director, has retired from the company.

* * *

Jas. H. Snow, Vice-President of the Standard Oil Company, dropped dead on March 26, while playing a game of cards.

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

JOHN MACDONALD & CO., TORONTO.

JOHN MACDONALD & CO. were never in a better position to supply the wants of the assorting trade than they are at present. Their special lines and lines confined to their own trade are worthy of the attention of all buyers. Their stock in every department is fully assorted and these facts, combined with their system of filling letter-orders, which is unequalled, maintains for them the enviable position of the great assorting house of Canada.

We herewith give a few lines that they mention specially in their different departments :

In their carpet and housefurnishing department a special job line of 30 pieces, 8-4 linoleum, to retail at 50c. per square yard, all one pattern, a very suitable one for offices and public buildings ; 33 pieces of inlaid linoleums, 12 patterns, at a job price ; new patterns in moquette mats and rugs ; an especially fine range in Smyrna rugs, 30x60, at a medium price ; two clearing lines in Japanese mattings, in the one line, 300 pieces, to retail at 25c. per yard and in the other, 200 pieces, to retail at 22½c. per yard ; 10 splendid designs in each line. They have 450 pieces of Chinese matting in stock, to retail at from 14 to 40c. per yard ; eight patterns of inlaid linoleums and 56 patterns of new printed linoleums, representing an immense stock. They can send you samples by post. Their stock of Canadian floor, stair and table oilcloths is complete. They show the largest range in the trade and keep their stock well assorted. Their carpet stock is at its best now. They have some special values at 27½, 32½, 37½, 15, 65, 75, 82½ and 87½c., which are worth the attention of keen buyers. Another shipment of large Axminster floor carpets, each woven in one piece, is in stock. Repeat shipments of lace curtains, special values up to $1 per pair. Tapestry curtains, in the new shades, at popular prices—a very large stock. Swiss curtains up to $15 per pair, are being shown.

In their men's furnishing department another very large shipment of neckwear, including narrow derby, flowing ends and knots ; these lines are the very newest patterns, and the value is the best they have ever shown. All these lines can be retailed at 35c. When ordering neckwear give them a trial order and you will be sure to reorder. Braces, to retail at 25c. and 50c. are values unsurpassed. Their police, heavy cushion back, is good value for a "quarter." They ask for a 5-dozen sample order. Some wonderful values in overalls, heavy black and drab denim, can be retailed at 50c., regular 75c. goods. Only a limited quantity is left. Boys' fancy sweaters, to retail at $1 and $1.50, all sizes, now in stock. A very large range of men's fancy cotton socks, in embroidered and fancy stripes, to retail from 25 to 50c.; also black cotton, with natural feet, to retail at 25 and 35c.

In their smallwares department a large range of pearl buttons, in ball shape, self shank and sew through—extra value. Fancy haircombs, in pompadour and back, are having a very large sale. These lines can be retailed from 5 to 35c. They have just received a large shipment of dress trimmings, including black, white applique and narrow gimps. Their stock of pearl necklettes is again complete, having received another large repeat. These goods are selling very freely ; if you have not had them, try a sample lot. They can be retailed from 5 to 35c., nicely boxed—one in box. A line of ladies' narrow hemstitched linen handkerchiefs, at 50c. per dozen ; only a limited quantity—order at once. Ladies' silk belts, latest novelties, fancy buckles, tabs on back. These lines can be retailed from 50c. up to $1.50. If you have not seen our range, write us for samples or ask our travellers to show you same ; they are trade winners.

In their linen department their stock of canvas and shrunk ducks are fully assorted and are selling at old prices, notwithstanding the sharp advance in these goods. They have just received several lines of their most popular numbers in towellings and towels ; also cream and bleached damask tablings, in their leading prices.

In their staple department, special value in Oxford shirtings, suitable for soft-front Summer shirts. A beautiful assortment of English and American dress muslins and dimities, in all the very latest designs. Crums prints will be well assorted in all numbers. Flannellettes, at cut prices, 31 in., light and dark stripe, 5½c., 34 in., light and dark, 7c.; limited quantity only—order at once. They are receiving large orders for blankets, flannels, and horse rugs, for Fall delivery. Buyers would do well to inspect these lines before placing orders.

In their woollen department, 1,000 yards, 56-in. grey mixture worsted suitings, $1.25 per yard. 100 ends, 3½ yards each, 6-4-tweed suitings, clearing at $2.85 for each end. 180 pieces 3-4 all-wool Canadian tweeds, 25c. per yard. 50 pieces, 6-4 fancy-worsted suitings, clearing at $1.25 per yard. 40-in. fancy silesias, new designs. New shipments in their celebrated "Belwarp" serges and worsteds, stamped with the registered trade mark, the "Lion Bell," a magnificent range of new woollen samples for Fall, 1903—designs, the newest—value the best in suitings, trouserings, overcoatings, mantlings and costume cloths.

In their dress goods department canvas cloths are very prominent in fawns, royals, greens, navies and black. Voiles are well stocked, and they are also showing a great variety of other effects, such as crespine, knicker, tweed, covert, aeolian, cord, and corkscrew effects, cream serges and lustres. The indication is that there will be a great demand for white goods, and they state that their stock of Indian lawns, organdies and veilings is well assorted.

In their silk and lace department they are showing a very attractive assortment of all the popular textures and weaves. In silks, special attention is asked to their peau de-soie, louisine, taffeta, tameline and surah silks. In laces, all fashionable widths in Valenciennes, torchons, all overs and appliques ; silk galloons and heavy appliques, for trimming purposes. White blouses are being worn very much, and as the season advances the demand will increase.

In their ready-to-wear department they are showing lines in white lawn blouses at prices ranging from $4.50 to $21 per dozen. Also a big assortment of colored blouses, in muslins, chambrays and percalines. Black sateen blouses from $1.50 to $22.50 per dozen. Print wrappers, light and dark colors, from $8 to $18 per dozen. A very special line in black sateen underskirts, at $7.50 per dozen, besides extra value in our regular stock, from $8.50 to $25. Made in their own factory under the "Reliance" brand, 20 different styles of dress skirts, ranging from $1.60 to $5 each.

stitched with black, white or black, and white thread. They are also showing a beautiful assortment of ladies' white wear in corset covers, drawers, nightgowns, and undershirts. Their stock of hosiery and ladies' vests is fully assorted; special attention is asked to their $2.25 cashmere hose and $2 heavy-ribbed cotton hose. Every order receives prompt attention.

WYLD-DARLING CO., LIMITED.

In the staple department Wyld-Darling Co. are showing a full range of dress ginghams in fancy stripes, cushion checks and plain chambrays; a new line of Scotch ginghams, in fancy stripes; two special numbers in white pique, which they offer much below mill price. They have passed into stock an extra fine line of imported Oxford shirtings that can be retailed at 10c.; a shipment of FW21, imported striped flannelette, in new patterns; a large choice of dress ducks in navy, cadets and black grounds, with stripe, spot and small-figure patterns. In grey cottons they have purchased several lines at the old price, which can be sold at 5 to 10c. In whites they have now on hand all the special numbers of imported and domestic goods.

In the linen department Wyld-Darling Co. have a very fine line of Summer dress novelties in batistes in fancy open work and silk stripes, besides a variety of plain batistes; silk and linen voiles in either plain self-colors or colored silk stripes on natural grounds. Their wide range of linen knicker cloths is sure to "catch on" for dresses this Summer. They are also carrying goods in linen-crash effects, with self-colors and stripes.

In the woollen department Wyld-Darling Company's stock of Scotch tweed suitings is unexcelled. The good stripe effects and fairly high colors make them a desirable purchase. They report a fine demand for their fancy-striped overcoating, with the trade going back to coverts in overcoats in light shades. A big demand has sprung up for waterproof cloth. Some very delicate things in vestings are shown, mostly with cream background and colored dots. In this line they are decidedly up to New York styles. A call of large proportion is being made on silk for linings of the better class of black suits.

Wyld-Darling Co., Limited, have complete stock of ladies' and children's ribbed vests, bleached, in sleeveless, short sleeves and long sleeves, good value, to retail at 10, 15, 20, 25 and 35c. each; also balbriggan and natural-wool vests, to sell at 50 and 75c. each.

In whitewear they show skirts, nightgowns, corset covers and drawers, in popular-priced lines.

Their range of cotton and cashmere hosiery is better and stronger than ever before. Some of the best selling numbers are: "Special," a fine, seamless good weight, to retail at 10c. in 10-dozen bundles, assorted, 2-82, 1-9 and 1-92; also in all sizes of children's, Nos. 106 and 115, to sell at 15c., the latter being a drop stitch line.

Among their lines to retail at 25c., and which will be found great trade bringers are: No. 118 lace, No. 156 Hermsdorf dye, No. 158, Hermsdorf dye, with maco split soles, No. 160, with natural wool split soles, No. 153, drop stitch, No. 151, floral, No. 155, silk embroidered, No. 159, polka dots, No. 1620, black lisle. All of the above are special value at the price.

To sell at 50c. are the following: Nos. 164 and 167, black lisle, No. 170, lisle lace ankles, Nos. 402 and 403, lisle drop stitch polka dots, and No. 405, lisle lace allover. They also carry bleached, balbriggan and tan cotton hose.

In cashmere ribbed a complete range of such well-known numbers as 35, 37, 39, 72, 77, 92 and 46 are in stock.

In plain cashmere premier there are Nos. 18, 21 and 22 childrca's A. D. llama and No. 28 ribbed top in ladies' all cashmere goods at present stock prices, while contracts hold out (market having jumped). Boys' ribbed cotton hose for school wear in all prices.

In fabric gloves, they show lisle, two domes, in white, black and grey, to sell at 25 and 35c. per pair. Taffeta, No. 14, Jersey style, No. 18, two domes, extra good, to retail at 25c.; pure silk gloves, to retail at 35 and 50c.; also lace mitts, lace gloves and No. 18, rich silk gloves, black and white, being the sellers.

Wyld-Darling Co. report a growing trade in their guaranteed brands of ladies' kid gloves. These are the "Zettie" and "Gracioso," and retail at $1 and $1.25 per pair. They are put up in ¼-dozens, assorted tans, assorted modes, assorted greys, black or white. All sizes and color assortments are now in stock. Repeat shipments of Valenciennes and torchons are now arriving to allow them to cope with the demand for laces, being very great this season. They carry the newest designs of ladies' belts, to sell at 25, 35, 50 and 75c each, the postillion effect being the best seller at present.

In their ribbon department Wyld-Darling Co. are receiving repeats daily for their neck ribbons in taffeta, satin liberty and moire. They carry all the colorings and have had great success with their ribbon values. The leading lines are: 925 taffeta, "Gloria" satin taffeta, "Royal" and "Liberty," satin libertys and W50 moire; also black velvet ribbons, all widths, linen or satin back.

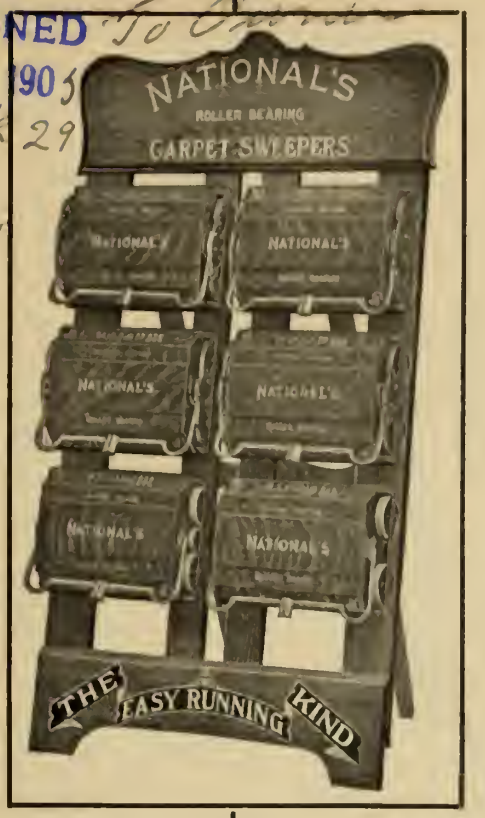
They carry in pearl buttons an immense variety of staple and ball pearls and the new large blouse pearl, shell pearl now advancing. Their stock was purchased previously, and their customers will have the full benefit.

In hose supporters Wyld-Darling Co. carry the "Crown" and "Velvet Grip." Both lines have the rubber-topped button; also the "Hook-On" and "Snap-On," in black and colors, to retail at 25 or 50c. per pair. Dress shields, steels, elastics and smallware stock generally, assorted at all seasons.

In the dress goods department Wyld-Darling Company, Limited, have an excellent range of dress muslins in blacks, whites, colors and black and whites. G9, a printed muslin, to retail for 10c., in 30 different patterns and all colors, is one of the best sellers. Two other good lines are No. 613, a navy muslin with white polka dot and mercerized matting stripe, to retail at 25c., and No. 583, a white muslin with black designs and mercerized matting stripe, to retail at 25c. They also show a large range in delaines, to retail at 25c., the leading numbers being G74, G75 and G76.

The Wyld-Darling Co. also show a large assortment of blousings. Navy blue lustre, with metallic polka dots, to retail at 40c.; fancy colored, all wool delaines, to retail at 50c., and fancy satin-stripe voiles, to retail at 75c., are lines deserving special mention. While a number of colored goods are being sold, the big seller is cream. Cream in Bedford cords, corduroy, velveteens, delaines, serges, poplins, mattings, lustre and lustres with colored metallic polka dots are selling well. This company have bought heavily on these lines and are now prepared to give their customers the benefit of it. In the above lines attention might be called to G7, cream delaine, with satin stripe, to retail at 50c., and the metallic spot lustres. The spots are sky, navy, pink, black, reseda and cardinal. The retail price of this line is 50c.

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A Better Sweeper

than the "NATIONAL" is not made. If there is one that equals it for quality, finish, and features of actual merit, it is yet to be demonstrated. Our line contains improvements not to be found in any other Sweeper, and they are backed up with a practical experience in building Sweepers of over 25 years. We repeat again,

NATIONAL "ROLLER BEARING"

Carpet Sweepers

are over 50 per cent. easier running than any other. Our Steel Handle Ferrule is a perfect protection to the handle threads, yet very simple. Every piece of material used is the best obtainable for the purposes. Each Sweeper packed in a patented carton. Shall we have our representative call on you?

National Sweeper Company

Carpet Sweepers Exclusively

Canadian Branch,
45 Colborne St., Toronto.

Marion, Indiana

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishings.

SPECIALISTS IN UNDERWEAR

WE STOCK

ENGLISH FULL DRESS SHIRTS,

Cuffs or Bands, - $ 9 00 per doz.
Cuffs only, - - - 12 00 per doz.

Agents for "Magic" Clasp Garters and Hose Suspenders.

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLLEN UNDERWEAR, FLEECE SLIPPERS, Etc.

Dominion Agents for

Young & Rochester

Manufacturers,

LONDON, ENGLAND.

We are still booking orders for WHITE PIQUE and FANCY DRILL SUMMER VESTS. The Y. & R. vest is unequalled for fit. We shall try and stock leading lines, but in view of unprecedented demand would advise orders placed at once.

Full range for **Fall Dressing Gowns, Smoking Jackets, Travelling Rugs, Latest Neckwear,** now being shown by our travellers.

50 doz. Pyjama Suits, American Zephyr, English Oxfords, etc., assorted patterns. Regular $20.00 to $30.00 doz. Special Price, $15.00 doz. Send for sample ½ dozen

Tress & Co.

High-class LONDON Manufacturers

HATS and CAPS

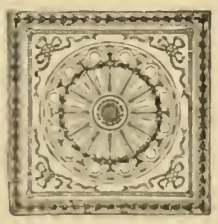
Our cork-lined silk hats are "ACME" of comfort and style.
NEW FALL STYLES READY APRIL 1st.

If not in Toronto write and arrange for our travellers to call.

Going to Re-Decorate?

Why not enjoy the practical advantages offered by our

Metallic Ceilings & Walls



They are both handsome and economical—outlast any other style of interior finish—are fire proof and sanitary—can be applied over plaster if necessary—and are made in a vast number of artistic designs which will suit any room of any building.

Write us—we'd like you to know all about them. If you want an estimate send outline showing the shape and measurements of your ceilings and walls.

Metallic Roofing Co. Limited

TORONTO.

The Wyld-Darling Co. are also well supplied with black lustres, to retail from 25c. to $1, and have two lines of Sicilians, to retail at 50 and 75c.

This company's stock of Venetians, cheviots and zibelines is well assorted in all shades in their well-known numbers.

Fancy dress goods are shown in various designs and colors and are selling well.

Wyld-Darling Co. report a large shipment of repeat orders of lace curtains in both Nottingham and Duplex. Their stock is now complete. Some of the lines are D36, D37 and D38. Duplex, excellent patterns, good sizes, to retail at $1, $1.25 and $1.75; D1, taped on both sides, to retail at 25c.; D6 and D7, to retail for 75c.; new designs, three yards long; D11, D12 and D13, full width, 3½ yards long, good patterns, to retail for $1. A good range of curtain muslins, Swiss muslins, lawns, nainsooks, India linens and organdies is also shown by this company.

BROPHY, CAINS & CO.

In ladies' rainproof coats Brophy, Cains & Co. report all numbers again in stock. Their K350, grey and fawn, at $4.50, has caught on specially well and for a time delivery was slow, but stock is now coming forward freely and all orders can be promptly filled.

"The 'Cedo Nulli' brace is a fixture now and we are doing more in them every month," say Brophy, Cains & Co. "The double sewn with linen thread label on every brace pleases the consumer, who asks for it and we hope will take no other."

Brophy, Cains & Co. would call special attention to their "Stag's Head" brand of sanitary wool underwear for ladies for Fall, 1903. The range comprises qualities not usually offered here and are entirely separate from the ordinary line of goods, of which, of course, this firm are showing the usual full assortment.

Brophy, Cains & Co. are offering for Fall delivery a special line of worsted hose in women's sizes, to retail at 25c., and they claim they are a little better than anything else shown. The goods are made of pure worsted dyed in the yarn and made under their own supervision, and the "Cedo Nulli" label on each box is a guarantee that the goods are all that they claim for them. Write for a sample of range "C. N."

A case of fine Valenciennes lace edgings, insertions and sets has just been put into stock by Brophy, Cains & Co., all new designs, and they have also received a new range of St. Gall embroidered lisse trimmings, in ivory and black, which they claim are the nobbiest goods they have yet shown.

Large pearl blouse buttons are probably the best property buttons just now. Brophy, Cains & Co. have just received a full range of turned and carved pearls in all sizes, both "self-shank" and "sew through."

Brophy, Cains & Co. report all colors and sizes in stock again in their 140 satin duchess ribbon and also in the 110 colored moire ribbon, which is so largely replacing the old cord edge.

"We are opening up several cases of fancy white muslins by every steamer," say Brophy, Cains & Co., "but the demand is as large as ever, and in plain and stripe mattings, in different weights and in leno pique stripes, seems unlimited, but all lines and especially the more open ones, are big sellers."

Silk embroidered spot chiffons in black, white and cream are among the novelties just received from England for the sorting trade, and Brophy, Cains & Co. say they are most effective.

New handles in low-priced umbrellas are hard to get, but Brophy, Cains & Co. are offering some nobby goods for early delivery to retail at $1 up and whisper of another snap as a leader for June delivery. They say that the quantity of their "Leader" sold for this Spring's business was a record breaker.

Brophy, Cains & Co. advise their friends to fill up their ribbon stock, prices are jumping in Europe and there will have to be sharp advances when present stocks are exhausted. They are well covered for the sorting business and have a full range of all numbers in stock.

"Basket-weave" serge, in black and navy, is a seller. Do not be without it. You can get the correct thing from Brophy, Cains & Co.

Black wool dress goods are in good demand. The lines especially wanted are satin cloth, soleil, Biarritz and poplins. You will find them in all prices with Brophy, Cains & Co.

At this time the silk department should be complete. Look carefully through your stock, and if you have not everything wanted, black and colored satins; also silks in peau-de-soie, taffetas, poplins, surah mer's, tricotine, gros grains, surahs and louisine, write Brophy, Cains & Co. for them.

NEW LINE OF UNION-MADE SUITS.

A new line of union-made suits, with the label attached to each piece, is being manufactured by R. C. Wilkins, of Montreal. Mr. Wilkins is in close touch with the managing director of a large manufacturing house in the United States, and in this way he secures all the latest American patterns. The work, fit and style of these goods are guaranteed to be first class in every respect. The travellers are now taking them out for the first time.

The new patent overalls, manufactured by this firm for the C.P.R., G.T.R. and I.C.R. are meeting with great success wherever shown, and a great sale is anticipated for the coming Summer. Samples of this line will be furnished on application.

R. C. Wilkins reports a large business in Summer clothing, and late buyers of featherweight goods and light flannel suits, for which this house is noted, can secure a large assortment of up-to-date designs and patterns.

W. R. BROCK CO., LIMITED, TORONTO.

In the staple and cotton department the trade is very brisk and merchants are buying freely. Fall orders are coming in and the retail trade appears to be looking up. The W. R. Brock Co., Limited, Toronto, have a line of special grey cottons which is selling well and trouble is being experienced in supplying the demand.

In the smallware department a good line of rubber bibs and sheeting for infants is in stock.

Brock's, Toronto, have been fortunate in securing two popular lines of ladies' golf jerseys, in black, navy blue and cardinal grounds, either striped or polka dot. These jerseys are effective for a variety of uses.

Brock's, Toronto, are always on the lookout for job lines and lines that manufacturers are compelled to realize on. Accordingly they have secured a quantity of silk ribbons at two-thirds the regular price. These can be had in a few days in white, cream, maize, gold, blues, pinks, cardinals and black. This is decidedly an important offering, so don't miss it. The widths are 5, 9, 16, 22 and 40.



THE DRY GOODS REVIEW

THE MACLEAN PUBLISHING COMPANY. LTD. MONTREAL AND TORONTO.

Easter Greetings.

Invoices have been received for the celebrated taffeta neck ribbons "Alexandria," "Sellfast," "Goquick." Unavoidable delay has prevented the delivery of these goods earlier.

In ladies' waterproof mantles—"S. B. Marie" waterproof, wide sleeves, double-breast, large, self flycut collar,



"Maud" Waterproof.

in navy and grey, all sizes, 52 to 62 (see cut.)

"Maud" waterproof, double-breast, wide sleeves, self-fluted collar and straight back in grey, black, navy and fawn (see cut.)

"Darling" waterproof, single-breast and self-collar, children's sizes, 37 to 51, in navy only.

"Dearest" waterproof, single-breast, fluted collar, wide sleeves, in grey only, sizes, 37 to 51.

"Jessie" rainproof covert, fly front, large fancy self-collar, wide sleeves, all sizes, 52 to 62, in grey and fawn.

"Stella" rainproof covert, single-breast, fly front, wide velvet collar and wide sleeves, in grey and fawn, all sizes, 52 to 62, besides all the other taking shapes and colors.

Some popular lines and profit producers for the assorting season, to retail at 10c., "Invader," seamless black cotton hose; "Buster," cotton half-hose, Hermsdorf black; boys' bathing trunks; W216, boys' braces; A10, white Victoria lawn; W189, unbleached and W191, white ladies' vests.

To retail at 12½ or 15c., "Whopper" cotton hose; "Rival" stainless black and seamless cotton hose; C40, corset covers; RP1, ladies' aests; W218, youths' braces; L460, boys' leather belts; Canttare and Steelnee ribbed black cotton hose; WAB black cotton hose.

In the dress department business is wound down to one or two things, navy blue with a white flake being the popular choice; these goods are scarce and hard to procure, but Brock's have one good line. Green and white and blue and white are also in demand. Pebble cloth, in brown, is also a popular seller. Tweeds and tweed effects are strong, and The Brock Co., Toronto, have just passed into stock a line of tweeds in four shades of grey with a silk tuft of contrasting colors, as red, green, etc. This is a very popular line. Black and white is still a strong feature. This company show four good ranges in coverts, cravenettes, and showerproof suitings, to retail from $1.25 to $2.50. In fawns, new greens, navies and greys. In soft light-weight goods, Mr. Cronyn has succeeded in securing some good clearing lines in eolines, etamines, crepe-de-chine, etc., in a good range of colors. Prices for all these lines have advanced from 10 to 20 per cent. They were fortunate in picking up a few stock lines before the advance. Brock's are also fortunate in securing a large stock of cream goods in canvas, etamine, crepe-de-chine, lustres, Sicilians and serges, from 25c. up to $2 per yard, both in plain and in fancy stripes.

Also passed into stock a fine range of French printed delaines, in a large variety of colors and patterns to choose from.

In the print and linen department The W. R. Brock Co., Toronto, have picked up in England three special lines of prints, to retail at 12½c. No. 1, nice novelties in the way of blouse stripes, from ¼ to 3 in. wide, in pink, sky, cadet,



D. B. "Marie" Waterproof.

navy, black, cardinal, green and fawn stripes, makes very stylish blouses and costumes. No. 2, silk pongee, a very fine fabric with glossy finish, absolutely permanent, sheer effect and very soft. Perfect for light-weight Summer

dresses. No. 3, dark indigo with navy and white and navy and gold printings. This cloth is made specially for home trade, and is better than the ordinary 12½c. fabric.

There is a great run on colored linen goods for Summer, the best being sheer batistes and heavy knicker. P17 and P18 is a Scotch line with nice knicker effect. Many repeats have been received for this half-linen goods, to sell at 15c. In linen batistes, plain cloth lines are shown to retail at 12½, 15, 17½, 20 and 25c. No. 100 is plain costume drill with linen finish in white, cream, sky, cadet, navy, cardinal, linen, and black, width, 28 in., to retail at 12½c. Demand for white pique is strong. Some is shown with cord running perpendicularly, to retail at 10, 12½, 15, 20, 25 and 30c.

In the carpet department a special line of Brussels, in five different patterns, retails at about 80c.; also a line retailing at $1 and $1.15. In lace curtains there is an extra value in ranges retailing at 35, 50, 75c. and $1. Art muslins, in all the newest coloring and designs, to retail at 6, 8, 10 and 12½c.; scrim, in white and cream, to retail at 7½ and 10c.; English art sateens, to retail at 15, 18 and 25c.; white bedspreads, extra, to retail at $1; China matting, to retail at 15, 18, 20 and 25c. These are all particularly good bargains and should be taken advantage of by every merchant.

In the ready-to-wear department The Brock Company, Toronto, report an excellent demand for blouses in colors, of which they have a good range. They wish to call attention to a line to retail at 50c., with hemstitched cuffs and collar; also a line, to retail at $1, with velvet ribbon and beading; two good lines in black, to retail at $1, with silk strappings and ornaments. They are making a specialty of corset covers, and have large new lines in full front effects, with embroidery and Valenciennes insertion.

W. R. BROCK CO., LIMITED, MONTREAL.

The W. R. Brock Co., Limited, Montreal, report ever-increasing sales of "Rockfast" drills, a really fast-colored cloth. In this department, too, merchants can find specials in flannelettes, domets, and cotton goods of all descriptions, which we are sure cannot be equalled elsewhere. Brock's also carry full lines of comforters and blankets of all weights, and their stock in these goods we are sure is first class.

Again the beautiful and balmy days of Spring are with us, and with them comes the increased demand for Summer goods. In the staple department of The W. R. Brock Co., of Montreal, are to be seen signs of the greatest activity, for the employes are rushing out the Spring orders of flannelette, sheetings, grey and white cottons, domets, cantons, denims and pillow cottons. Notwithstanding the extraordinary business they have had for Spring, their stock is still complete, so that the late buyer may be sure to get a good selection from this house and the early buyer will find it to his advantage to do his sorting here, as the stock is large and complete and prices are right.

A visit to the staple department of this house is always worth one's while, as there are always jobs to be picked up in different lines.

The W. R. Brock Co. report having repeated their lines of whitewear and having a large stock ready for sorting at all prices. Their blouses for Spring, in white and colors, are moving rapidly, and novelties are being added to the assortment every day. Black sateen blouses are in great demand. Black silk capes, with the approach of Spring, are being thought of by the customer. In fleeze skirts, in light and heavy weights, we can recommend The W. R. Brock Co.'s stock to the merchants. They have two leaders, new designs from New York, which are well worth seeing.

Satin cloths are all the go for Spring. We saw the new shades at the old price being opened up at The W. R. Brock Co.'s warehouse, 26 St. Helen street, Montreal.

There is a tremendhous demand for cream and black lustres. We hear The W. R. Brock Co. are supplying these goods, as they have just received a shipment of them. The Brock Co. has confidence in cream lustres and has a stock in proportion.

The newest thing in linings is "Raven's Wing," sold exclusively by The W. R. Brock Co.

The "Nazareth" waist for children is highly recommended. We understand The W. R. Brock Co. have secured the Canadian agency for these goods.

The W. R. Brock Co. report taking large orders for their "Rattler" and "Seller" hose, to retail, in the large sizes, at 25c. They also have two lines of stainless black hose, "Daisy" and "Pet," to retail at 15 and 10c. respectively, and a line, "Lady," to retail at 25c. These are very good value.

In ladies' openwork hose The Brock Co. are showing several lines in black, grey and tan, to retail at prices which will insure brisk trade.

Up-to-date merchants should see their lines of ladies' gloves. They are showing ranges in black, white, cream, drab, greys, and tans, with or without dome fasteners, and we are sure one and all will prove splendid sellers. They also have lines in thread, lace and silk, in ordinary and evening lengths.

The W. R. Brock Co., Montreal, have a line of ladies' cotton vests, to retail at 5c. and upwards. You cannot ask for anything better in price than these.

In kid gloves they are still showing the favorite "Perfection" and "Marquise," to sell at $1 and 75c. respectively.

Brock's smallware department is still holding its reputation as being one of the best stocked in the country. We cannot do better for our readers than to advise them to ask to see this firm's samples of smallwares, the next time their representative is in town. It will justify the assertion that Brock's is one of the most wideawake firms in the Dominion, their buyers, both European and Canadian, being constantly on the lookout for novelties of every description for every department. In pearl buttons, ivory buttons, belt buckles, picture frames and smallwares of every description, their stock is most complete.

The W. R. Brock Co., Montreal, is showing a beautiful range of cushion tops at $6 per dozen, and we must say we were surprised to see the goods. Ask to see their samples. They are also showing a cushion bag, ready for use, at $1.50 per dozen.

The lace department has now received a full range of guipure laces, medallions, etc. All makes are kept in stock, in each one of which the newest patterns can be had. In embroideries, medallions, galloons and motifs they have a large assortment.

The W. R. Brock Co. are now ready with a splendid range of Communion veils, at all prices, from $6 to $18 per dozen; also white ribbons and ties in great variety.

The W. R. Brock Co., Montreal, have just opened up a large shipment of a job line of umbrellas. We understand they cleared this line at an exceptionally low price and the

firm are certainly making a noise with them. We might mention two lines, B5, steel rod, at $4.80, and B10, regular price $9, which they are selling at $6.75. Merchants should order these lines as leaders.

The W. R. Brock Co., Montreal, have two lines of ruffs, one at $1 and another at $3.50 each, which, we think, are above the average.

In the men's furnishing department we were informed that all lines of furnishings are complete, and for leaders in furnishings merchants should see this up-to-date firm's stock. In fleece-lined underwear, "Duster," at $3.75, is still leading. We understand The Brock Co. are receiving large orders for these shirts and drawers daily. They are also carrying a complete stock of gentlemen's ties, in all the latest styles.

Their stock of "President" suspenders has now been received and we recommend this suspender to merchants who like to see their goods sell quickly. They are now the Canadian agents for this celebrated suspender.

In men's nosiery they are carrying a heavy stock, many lines of which are confined exclusively to themselves, and these, by placing large contracts early, they are able to sell at astonishingly cheap figures.

The W. R. Brock Co. have just received a shipment of haircloths. These can be found in the lining department.

MILLERAIN.

Amongst the many finishes now in vogue, one which we can confidently recommend is the "Millerain," which is a permanent rainproof finish, and is largely applied to the fashionable tweeds and covert coatings, both for ladies' and gentlemen's wear. The "Millerain" finish greatly improves the handle of the cloth and garments made from "Millerain" material have a very satisfactory appearance. The goods are thoroughly rainproof and we have seen them successfully withstand very severe tests. At the same time they are smart in appearance, and equally suitable, whether worn in sunshine or rain.

The "Millerain" finish is also largely applied to khaki drills for tents, and clothing for both military and colonial use.

The following are a few extracts from some of the leading journals with reference to the "Millerain" finish:

Weldon's Ladies' Journal: "Everyone will appreciate it. Can be worn in sunshine or shower, sleet, snow, or damp weather, without fear of spotting. Porous and therefore healthful."

Dry Goods Economist, New York: "Wonderful fabrics, impervious to rain. The invention is the greatest improvement in the trade."

Hearth and Home: "Sooner or later everyone will insist on Millerain material. Only when water is poured on it are its advantages discovered. Who has once experienced their value and comfort will refuse to buy any other. Be always prepared with garments made of Millerain, which combine the useful with the smart in a truly delightful manner."

S. F. McKINNON & CO., LIMITED

"The Dry Goods Review" learns from S. F. McKinnon & Co., Limited, that the cloak and skirt trade was never in better shape than at the present time. Retailers have had a splendid season and have had no difficulty in disposing of their goods. Stocks carried over are light, indeed; in fact, everything points to a splendid business for the coming Fall. The Spring business is certainly limited, compared with the Fall, and a good many stores that sell a lot of Fall garments touch very lightly on Spring business in this line. There is quite a strong demand for raincoats at the present time, particularly with the loose back, wide sleeves and cape effects, in the ¾-lengths. For the coming Fall season there does not appear to be any doubt as to the style of garment that will be worn, and this company is laying plans on a broad scale to do the largest business in its history.

For Fall, the principal cloak features are the collarless coat in ¾-length, with the box back and large fancy sleeves. The two-piece "Kimona" sleeve is a novelty. Cape effects are also prominent, and the medallion drop ornaments are the fashionable trimming. Anything in the way of pleats and tucks is just the thing for the fashionable Fall skirt, and clinging effects are still in the best style. Black and Oxford grey are strong for this season; also knicker effects in tweeds, and the rough zibelines will be much worn.

FANCY DRY GOODS.

The fancy dry goods floors of Caverhill & Kissock's millinery establishment are now being drawn heavily upon for the Spring sorting trade, which is much greater than ever before experienced. The assortments of gauze veilings, taffeta gloves in black, white and cream, plain 42-in. chiffon, at all prices, and dress trimmings is a large one. This department also contains big ranges of christening cloaks, robes and shawls, and mourning crepes, grenadines and veils. The ribbons in satin, lousine and taffeta comprise every color now in demand, as well as all widths.

SPRING SORTING TRADE.

Caverhill & Kissock will shortly prepare for the Summer opening, which commences on April 21. At present they are exceedingly busy with the sorting trade, the demand having sprung up shortly after the Spring opening and being so heavy that further imports of hats and novelties from New York were necessary. The travellers are now on the road with Fall samples, including mantles and woollen goods, and orders for import are arriving freely.

SPRING, SUMMER AND FALL.

James Coristine & Co. have shipped the bulk of their orders for Spring hats, and report this year an excellent demand for new styles. They have, as usual, the New York novelties "up-to-the-minute," as a traveller expressed it, in felts as well as straws. In the latter, they show a big assortment of panamas, senates, splits and manilas, and are prepared to satisfy the wants of all customers.

In the factory furs for the coming Fall season are being prepared, and all through the immense new building the greatest activity prevails.

JOHN NORTHWAY & SON.

The firm of John Northway & Sons, mantle manufacturers, Toronto, report that they are having great success with their Fall lines. Up to date placing orders are largely in advance of those received last year at this time.

INGERSOLL WATCHES.

We have great pleasure in introducing to the grocery and general trades of Canada this well-known line of watches, which, for price, durability and accuracy, cannot be equalled. They are as staple and easy-selling when once introduced as 3-in. nails. All that is required to do is to place this line in the window on the free-display fixtures furnished by this company and the goods sell themselves. This firm appreciates the merchant's position and gratuitously furnishes attractive advertising matter to assist and promote the sale of their goods, thus making the mer-

chant's work easy. When you consider that this watch is guaranteed for one year and sells at a price usually charged to repair an ordinary watch, one is not astonished at their great demand. It is naturally a great favorite with boys, sportsmen and physicians and all persons who give watches hard usage; 50,000 merchants in the United States are selling these goods and we recommend them to our friends who desire a profitable, easy selling and satisfactory side line. Robert H. Ingersoll & Co., 51 to 53 Maiden Lane, N.Y., will be glad to send special circulars, catalogues, etc., to the trade in Canada.

"SILKOLINE" BED QUILTS.

The Alaska Feather and Down Company, of Montreal, are tempting the trade successfully with an extremely dainty Summer weight bed quilt, which is covered in light designs of American "Silkoline," filled with very buoyant cotton and tufted throughout with worsted. The quilt is made to retail at about $2, for large sizes, and has been taken up extensively by many of the leading retailers.

MERCHANTS' MANUFACTURING CO.

The Merchants' Manufacturing Co., Wellington street east, Toronto, are having a great success with their ¾-tweed raincoats. In the 20 minutes or perhaps a little more that "The Review" representative spent with the head of the firm, the town traveller took out a line of samples of these smart coats and returned with a large order from one of the most exclusive firms in town, and this is only one of the many received.

BEDDING IN DRY GOODS STORES.

The Alaska Feather and Down Company report that a number of dry goods merchants are now including bedding among their saleable lines, many dealers forming a complete bedding department, comprising mattresses, pillows, springs, beds, etc., and that without exception the returns have proven to be profitable investments.

ARBUCKLE, SMITH & CO.

We have heard a great deal of complaint lately from Canadian shippers, who have been put to serious inconvenience by the delay and neglect their goods have experienced in transhipment and forwarding. Arbuckle, Smith & Co., 63a St. Vincent street, Glasgow, are in a position to give prompt and careful attention to both inward consignment and export shipments, and we advise all shippers to place their goods in the hands of these people for forwarding, as they have had considerable experience in this class of business, and can be absolutely relied upon.

CAVERHILL & KISSOCK.

Caverhill & Kissock are well prepared for the sorting season, the following lines, principally, having been largely bought: New York novelties in hats, flowers and frills, new chiffons, laces, gauze veilings and tulles. In their staple lines they have a complete stock of ribbons, silks and trimmings.

Caverhill & Kissock are showing a pretty range of linen gauze blousings with colored silk stripes. These are selling rapidly and are most suitable for Summer blouses. All colors are shown.

BOULTER & STEWART.

The firm of Boulter & Stewart, Front street west, Toronto, is enjoying a large measure of the success that comes from always handling up to date lines. In suits and outer garments this firm has been particularly successful in producing winning lines, and the business done for the Spring season has been gratifying in the extreme. It is the policy of this firm to always have something new and they are now showing garments suitable for the Easter trade. For Fall they are out with a line of samples in ladies' coats and ulsters, modelled after the latest American styles, and in the new materials and colorings.

CATALOGUES.

W. G. AND R. LINES.

A catalogue has been received from The Williams, Greene & Rome Co., of Berlin, Limited, in which a full illustrated list of their shirts, collars and cuffs is given. The paper used is of exceptional quality and the general appearance is decidedly good. Brown ink is used for the printing, while the full line of illustrations appears on a light tan background upon which the half-tone cuts, in black and white, and the brown printing show up very neatly. The cover is particularly natty in dark brown background, with the lettering of the firm's name done in red with black edging.

TRUCKS

FOR WAREHOUSE AND FACTORY.



Save You Money.

Do Men's Work.

Draw No Salary.

Our Trucks are guaranteed satisfactory. Turn in their own length.

MADE IN CANADA.

H. C. SLINGSBY FOR CANADA.

Factory, **Ontario Street.** Temple Building, **MONTREAL.**

SITUATION required by experienced and reliable all-round active assistant and saleman for general dry goods, mens' furnishings, etc. Address, Box 3 DRY GOODS REVIEW. 10 Front St., East, Toronto. (4)

To Manufacturers or Finishers of Woollen Woven or Knitted Goods.

The advertiser, who has had a long and practical experience in known unshrinkable processes, has discovered an improved formula by which woollen goods are rendered absolutely and permanently unshrinkable. This method in no way interferes with the hygienic properties of the wool fibre, but is warranted to produce unshrinkable goods of a superior velvity finish, non-irritating to the most sensitive skin.

The improved formula is secret, and is for sale for use (exclusively if desired) in any country, other than Great Britain.

For further particulars apply,

BOULT, WADE & KILBURN,

Chartered Patent Agents,

111 Hatton Garden, - - LONDON, E.C.

WANTED—Position as manager or head clerk in dry goods or general store; good accountant and financier; thoroughly experienced; highest references. Address, Box 4, DRY GOODS REVIEW. (3)

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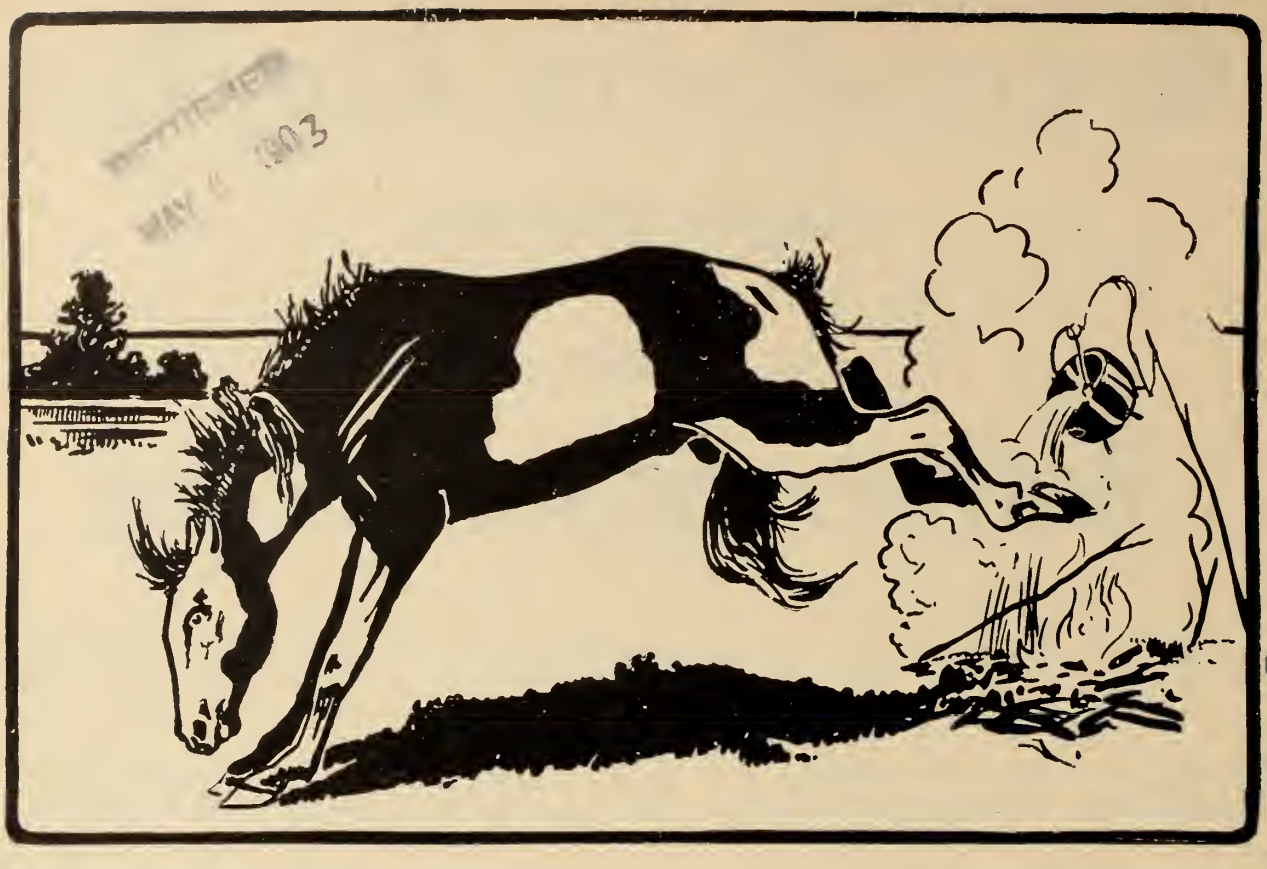
MONTREAL.

Before Stocktaking

we have a number of clearing lines to offer at special figures, which in many instances are

Below Mill Prices.

It will be to your advantage to visit our warehouse during this month, or see our travellers' samples.



"Pinto Shell" Cordovan.

Boil proof, scorch proof, wind proof, cold proof, rain proof, tear proof, rip proof, almost wear proof—

—always warm, flexible, pliant and dry,

—made from the back and hip parts of the hide of the kicking, bucking, squealing, striking, stampeding western Bronco, nature's own tough boy and owner of the toughest hide in creation, weight for weight.

His hide tanned by our own exclusive vegetable process, no oil, no mineral, no cold conductors to stiffen the leather and 'numb the hands—

making "Pinto Shell" Cordovan the best mitt and glove leather in the world.

Hudson Bay Knitting Co.

Montreal, Que.

RYLANDS & SONS

LIMITED

MANCHESTER, ENG.

Cotton Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

Capital, $14,500,000. Employees, 12,000

LIST OF DEPARTMENTS:

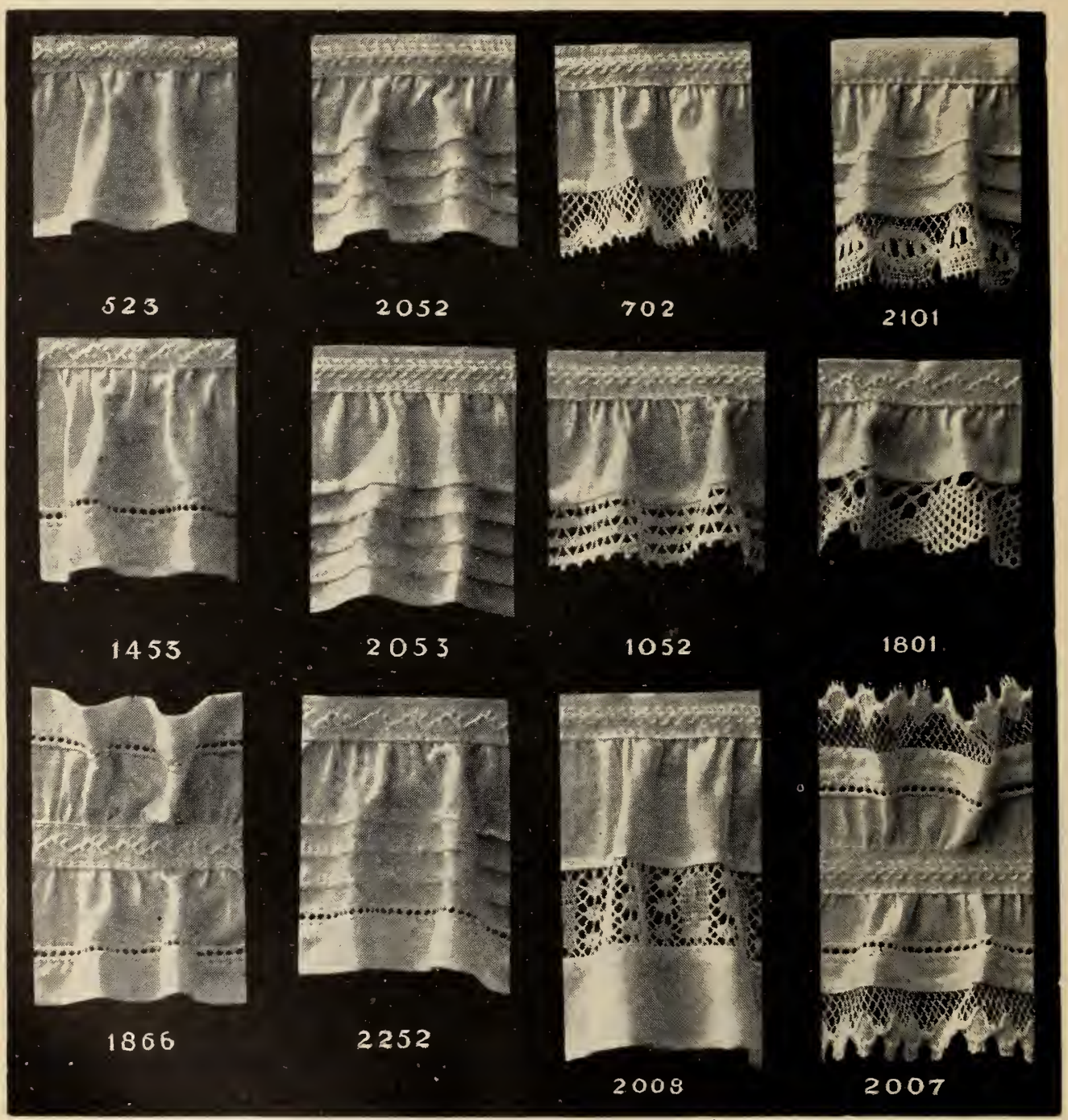
Plain Dress Goods, British and Foreign
Fancy Dress Goods, British and Foreign
Silks and Velvets
Velveteens
Irish and Scotch Linens
Table Damasks, Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves

THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET."
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

We are selling agents for the **DOMINION WRAPPER CO.,** and are now showing their full line of samples for Fall.



DOMINION WRAPPERS are models of style, fit and finish, with full width of skirt and in every way **RIGHT.**

Don't fail to see them.

OUR NEW HOME.

We are now domiciled in our new business premises at **No. 93 St. Peter St.,** where we hope to have the pleasure of welcoming our many friends.

We will now have plenty of room and all up-to-date facilities for the prompt transaction of business.

Our travellers are all on their respective routes with a full line of Assorting Samples and a large part of the advance Fall lines.

The Lace Warehouse of Canada.

KYLE, CHEESBROUGH & CO., 93 ST. PETER ST., Montreal



BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Makers of

All Kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD.

Scotch Fingering	Berlin Fingering	Vest & Silk Vest Wools	Cocoon and Eider Wools
Wheeling	Balmoral Fingering	Lady Betty	Pyrenees
Petticoat Fingering	Merino Fingering	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden
			Mending

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering

Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

New Qualities: BEEHIVE Cocoon and Eider Wools.

Wholesale Only. **Send for Samples.**

Agent . . .

Duncan Bell

MONTREAL and TORONTO.

Linen Threads—THE BEST.

BARBOUR'S FINLAYSON'S
KNOX'S DUNBAR'S

Boot AND Shoe Laces—THE BEST.

NORTH BRITISH BOOT LACE CO'S.

FRANK & BRYCE, Limited

Toronto MONTREAL Quebec

"EXCELDA" Handkerchiefs

A NEW FABRIC

Retains its appearance after washing

Gold Medal awarded London Exhibition, 1902

A good and Reliable Article

Supplied to the Retail by the leading Wholesale Houses

Every Handkerchief bears a ticket stamped "Excelda"

The W. R. Brock Company, (Limited)

TORONTO.

IN THEIR NEW

READY-TO-WEAR DEPARTMENT

intend to offer to the trade such Garments only as are perfectly made and up-to-date in cut, finish, and material, at popular prices.

"Her Ladyship Skirts"

A — Navy-Blue Serge, 7-gore, cut with flare, stitched inverted plaits, 7 row stitching, to retail at - - - - - **$1 75**

D — Grey All-Wool Homespun, light and dark, cut and finished as above, to retail at - - - - - - - **$2.00**

AC 50 — Black, Grey, and Navy All-Wool Frieze One-Piece Skirts, trimmed with self cord, arrow heads, stitched inverted plaits, 6 rows of stitching, to retail at - - - - - - **$2.50**

126 — Mixed Blues, Violets, and Greens, in rough cloth goods, 7-gore habit back, flare and train, tucked seams overlapping black broadcloth trimmed with black fancy crochet buttons and stitching, perfect in fit, style and finish, to retail from - - **$5.00** to **$5.50**

AC 3 — Navy and Black Broadcloth, 5-gore with flare stitched inverted plaits and hem, trimmed with black satin cording and small black satin buttons, to retail from - - - **$5.50** to **$6.00**

THE CANADIAN
DRY GOODS REVIEW

VOL. XIII. MONTREAL AND TORONTO, MAY, 1903. No. 5.

THE DRYGOODSMAN'S WARES.

Their Origin and Characteristics.

THE value of the salesmanship of a merchant or clerk is greatly increased by a more than superficial knowledge of the origin, method of manufacture and uses of the goods which he handles. It cannot be denied that a thorough grasp of such matters does more to convince a hesitating customer than any degree of fluency in talk with no reliable information to impart. And yet such an education exists in decidedly small proportions among the greater number of salesmen, and, therefore, many chances of making sales by impressing a customer with the merits and origin of any class of material are lost. Accordingly, "The Dry Goods Review" intends to run a series of articles giving reliable information on all points of interest in connection with the goods handled in a dry goods store.

ALPACA.

The woolly hair of an animal of the camel tribe, found in Chili and Peru. There are four varieties of llamas or Anchenias; llama proper; the alpaca, which is commonly regarded as a domesticated species of the former; the vicugnia, and the guanaco, which is usually looked upon as the parent stock from which the remainder proceeded. All these have many points in common with the camel, but are particularly adapted to traverse the mountainous districts of Central South America. For many generations the llamas were the only available beasts of burden to the ancient Peruvians, and, in addition, were of value on account of their wool. In general appearance and size they resemble a full grown deer, but are thoroughly domesticated, except in the case of the guanacos, which are found wild further south as far as the Straits of Magellan. All are gregarious in habit, often feeding in flocks of from 100 to 200 in number. The alpaca is somewhat smaller than the llama or the guanaco. The wool, which is very lustrous and fine in quality, varies from 2 to 6 in. in length and is, for the most part, white, black or grey, shades of brown or fawn being quite rare.

The wool of the alpaca proper alone is used to any extent in our manufactures, although several attempts have been made to utilize that of the vicugnia and guanaco, which is very fine in fibre. Alpaca is imported in ballots, bales of about 70 lb. weight, and is sorted on arrival into eight qualities, each suitable to a particular class of goods. After being cleaned and combed, this is worked up, for the most part, in England, in the vicinity of Bradford.

As early as 1807 the British troops, returning from an attack on Buenos Ayres, brought with them a few bags of wool, which they had inspected in London, but in spite of its fineness and lustre, it was more than 20 years before anything further was heard of it. At that time it was woven into ladies' carriage shawls and cloakings and brought very high prices. However, on account of the expense and the lack of lustre and gloss which the modern alpaca possesses, it soon went out of use. In 1836, an English nobleman, after studying the texture and characteristics of the wool, invented a method of weaving which overcame the unevenness of thread existing in the old weave, and the result was a renewed and increased popularity. By mixing with ordinary wool the price was brought down to a reasonable plane. Several attempts have been made to naturalize the alpaca in England, on the continent and in Australia, but with no success.

ANGORA.

The hair or wool of the Angora goat, an animal rather smaller than the common goat. It is a native of Asia Minor, where it is reared in the neighborhood of Angora, a city in the Province of Natolia, and about 200 miles east of Constantinople. The fleece of the Angora goat is very fine and pure white—the whitest known in the trade. The hair on the animal hangs in long, spiral curls, and when ready for shearing almost touches the ground, being from 4 to 12 in. in length. The dryness of the climate at the height of land where the Angora goat is raised, accounts for the silkiness of the fibre. From 5 to 7 lb. of wool is yielded by each fleece. It is manufactured by the inhabitants of Asia Minor into shawls and other fabrics, the shawls, particularly, being equal to those of cashmere. Some of the hair is also made into yarn. Formerly it was allowed to leave the country only when spun, and for a short time its export in any form was forbidden, but financial difficulties of late years has made Turkish conservatism less exacting and the rams are now allowed to be sold for purposes of breeding on the common goat, which has been very successful in parts of the United States.

Angora hair was first shipped into England in 1835 under the name of mohair. For some time after its introduction some difficulty was experienced in spinning it on account of its elastic, wiry character, but this has long since been overcome. Mohair has all the appearance of silk without its suppleness, does not felt like wool, and is dyed with great facility. Its lustre and elasticity adapt it for pile fabrics and in some grades of plush are practically indestructible, and for this reason it is much sought after for railroad upholstering, where it lasts as long as 20 years without wearing out. The very long hair of the old bucks and wethers, when of 12 in. in length, is used for dolls' hair and for wigs and artificial grey hair.



* This department is conducted and prepared by Miss Nora Laugher, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. She will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to her. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

Th' way to make a hit
Is advertisin';
It's gittin' up an' git
Is advertisin'.
'Tain't no use to sit an' mope,
Give your biz a little rope,
It'll run as smooth as soap
By advertisin'.

If the customers don't come,
Try advertisin';
It'll start 'em on th' run
Will advertisin'.
But you want to do it slick,
An' it's a mighty clever trick,
An' when you do it, stick.
That's advertisin'.

A few lines once a week
Ain't advertisin'.
Can't be so awful meek
In advertisin'.
Wake up, then, an' make a show,
Toot your horn an' make a blow,
Then you'll make your business go
By advertisin'.

* * *

Yes, "toot your horn and make a blow," but talk your goods more than yourself. I notice that some business men, who are in other respects quite modest and unostentatious, prefer egotistical and bombastic advertising, which really talks up themselves instead of their goods, and is in itself the essence of bad taste. If a man were suddenly thrown among a large concourse of strangers, with whom he imagined he could do a good trade by introducing his goods, he would hardly commence: "I am James Jones, the colossal dry goods man, and the great and only pebble on the beach." His innate modesty would prevent him giving himself such a loud introduction. He would remember that his wares are the things that he wishes to introduce, and he would doubtless politely draw their attention to the fine quality and large quantity of the goods he carries, and mention their prices or invite them to visit his store and take note of his reasonable figures. The merchant can "wake up an' make a show" without making a show of himself.

Talk Up Your Goods More Than Yourself.

* * *

A man's own public spirit often does much to advertise him and his goods. Mr. Beecham, of St. Helen's, England, is an apt illustration of this fact. The great manufacturing centre of St. Helen's, where his large factory is located, recognized the value of his citizenship to the town by electing him to the mayoralty, where he was of great service to his fellow-townsmen. Mr. Beecham is a popular man. He it was who made himself famous as one of the highest bidders for the original manuscript of Rudyard Kipling's "Absent-Minded Beggar." All this has advertised Beecham and, of course, Beecham's pills.

* * *

The Levers are another splendid illustration of "pro bono publico," as the founders of the famous industrial village, Port Sunlight, England. Here the immense plant of Lever Bros. for the manufacture of "Sunlight" soap is located. The Levers have shared their prosperity with their employes by erecting attractive homes for them with picturesque and hygienic surroundings. This has done much to advertise "Sunlight" soap and the Levers.

An excellent way to key an ad.

Tear This Out!

We regret to be obliged to make this discount, but we must find out if the reader buys.

The reader who brings us this big $2 shall have a $5 $8 or $10 suit (for his boy) for

SWIFT
"The Busy Clothier."

$2

It pays the merchant to be popular in his own town. It pays him, too, to be on good terms with the press. Indeed, he cannot afford to be at loggerheads with the newspapermen. While a mutual admiration society between the two is not at all requisite, yet, a sort of good-fellowship must exist between paper and advertiser to get pleasurable results for the latter. The merchant who is liberal in his dealings with the newspapers invariably gets proper treatment by them in numerous little write-ups and complimentaries, favors that no Shylock of the period could ever hope for, much less receive.

It Pays the Merchant to be Popular.

* * *

I think it was Shaftesbury who said, "to love the public, to study universal good and to promote the interest of the

whole world, as far as lies within our power, is the height of goodness." In these days of keen competition it is certainly wisdom on the part of the merchant to popularize himself and thus keep in close touch with the public. The model merchant of to day, however, generally illustrates this "close touch" by creating the demand (by bright advertising) for what the public requires, and then honestly supplying that demand.

Convincing heading for a special sale.

The Gigantic Spring Sale of Housefurnishings and China Begins To-Morrow.

Values Bound to Make Rousing Selling. The Greatest Money-Saving Opportunities Ever Known in the Basement Stores.

We have obtained hundreds of values surpassing any that we ever offered before—**and that means that they are the best values that have ever been offered in New York.** Think of the unmatchable opportunities that our past sales have brought to you—then think how much it means to you to be able to do still better in the sale that begins to-morrow morning. We can't be too emphatic in urging you to attend this sale. It will unquestionably be the most aggressive, broadest and best event of its kind ever inaugurated.

The great Nelson, in a friendly letter, once remarked, "I always endeavor to inculcate the doctrine, 'Get close and you will be the victor.'" This maxim may be used to advantage by the advertiser of to-day. Get close to the public. Remember that "one touch of nature makes the whole world kin," and be natural in heart-to-heart talks with the people who read your advertisements.

• • •

Please the public by offering what the public is looking for. It is better to sacrifice a little in order to offer up-to-date goods that will in themselves advertise your store than to collect a crowd of people around your counters and disappoint them. When folks who expect fashionable goods put themselves out of the way to arrive at your store at a certain day or hour, only to find relics of bygone days, rummaged out from the archives of the past, as it were, and offered to them as "bargains," they are naturally annoyed. Such offerings as these do more harm than good, because women, who are the principal purchasers and bargain-hunters, do considerable mouth-advertising. Yes, "give your biz a little rope" in the matter of bargains and bargain-advertising.

It Pays to Advertise What the People Want.

• • •

The twentieth-century man who wants business must go after business in a twentieth-century manner. He must establish a good reputation by giving honest values to show that he deserves business. He must make these values public in a twentieth-century-like manner. "It's gittin' up an' git" is advertising against live competition nowadays.

• • •

The larger dry goods stores in Canada are following the practice of their cousins over the line and presenting to each purchaser a small, neatly printed folder giving an epitome of the bargains offered for the following day, or throughout the entire week. This is a good idea. But the Toronto stores do not hand the literature to the person, as they do in many of the New York stores; they enclose it in every parcel, which is much the better way. When advertising literature is handed to a person upon the street, or at the door of a store, it generally finds its level upon the pavement. The matter is much more likely to obtain the desired results, and earnest perusal, upon receipt of the package at the purchaser's home.

• • •

Chauncey M. Depew well solved the advertising problem when he wrote (in The New York Journal): "Many a man has made a fortune through judicious advertising. Take two men starting in business at the same time. One uses all the money he makes in living well, and sometimes even extravagantly. The other invests all the surplus cash that he can lay his hands on in advertising here, there, everywhere that he thinks will attract public notice. What is the result? The man who advertises has crowds flocking to his shop to see the beauties of the advertised goods, and as the public being to run so will they continue from sheer force of habit. The first shopkeeper will in the meantime be sitting, unthought of and uncared for, aghast at the crowds which daily throng the counters of his competitor, and bitterly bewailing the bad luck which has followed his own venture into trade. Yet, he has no one to blame but himself."

"Nothing Venture, Nothing Win," Is True In Advertising.

• • •

Chauncey M. Depew well realized that the secret of success in business is constant advertising. It is the day-after-day advertising that pays. You want to keep everlastingly at it, but tell a new story every day, or else dress the old story in new garments. Only the unwise merchants or manufacturers stop advertising to reduce expenses. These out-of-date people invariably find afterwards that although they may have saved

From Graham Bros. & Co., "Store News," Kinmount.

Great Bargains!



Await every customer who visits us this month. We are particularly anxious to make this the banner month in our business, and since we have made the preparations—it but remains for you to come and avail yourself of the opportunity. We have value for value to offer in every department of the store, and in many departments some big surprises. Come along, bring your friends and share in the harvest that awaits you.

Graham Bros. & Co.

their newspaper bills, yet these bills do not really amount to nearly enough to balance a quarter of what they have lost by the falling off of trade.

The merchant or manufacturer who stops advertising wipes his name and the name of his goods off the memory of the public. When these unwise ones have at last realized this fact they often find it extremely difficult to win trade back again, as their competitors who have kept on advertising steadily have gained the patronage.

A good Guelph ad.

The White House

Easter Preparations

We open our SPRING CAMPAIGN with a most successful opening and we've followed it up with two weeks' of highly satisfactory spring business. This EASTER WEEK finds us prepared for an enormous holiday trade. For your own comfort and satisfaction and to aid us, we urge a visit early in the week, but if this is not convenient, this store can serve you at the last moment as well as any we know of, possibly better.



Ready-to-wear Garments

An exhibition of Spring Garments, which, in point of style, and range will not easily be surpassed.

New Suits, New Skirts, New Waists, New Rain Coats, New Wraps, whatever you want new for Easter you will find here and an investigation of our prices means business for us.

Two Easter Bargains that deserve special emphasis:—

Silk Waists,

Stylishly made of pure English Silks in all popular shades and in black. Silk Waists, worth $5. Special Easter Bargain Price, $3.95.

New Cheviot Skirts.

In Navy, Black and Oxfords.

You'll be surprised at the style and quality of our skirts in the popular priced lines.

This week we have selected 100 New Spring Skirts, worth regularly $5 and $5.50, Special Easter Bargain Price, $3.75.

Easter Gloves.

If you consider it impossible to purchase a really nice pair of Kid Gloves for less than a dollar you'll be surprised at our fine French Kid Gloves at 75 cents.

All new shades as well as in blacks, and all white.

Jammot's Gloves for Easter, at $1 and $1.25. Every pair guaranteed.

Laides' Neckwear FOR EASTER.

You'll be looking for something chic in neckwear for Easter and you'll find what you want here better than most places.

See the really pretty things we are showing at from 25 cents to one dollar.

Our Superb Stock of Dress Fabrics

is being added to every day.

We're gaining a reputation as Guelph's Leading Store for Dress Goods.

This fact is being made plainer every day.

Jefferies & Roberts DRY GOODS

Manufacturers do not, as a rule, think enough of what the trade journals are doing in their behalf. Indeed, some manufacturers are foolish enough to think that circular letters can take the place of trade-journal advertising. The circular letter is all right in its place, but it cannot take the place of trade paper space. The trade journal is a silent salesman that not only goes to the livest towns to sing the manufacturer's praise, but it puts up at the little one-horse places where there are no hotels and where Charles Drummer, Esq., is conspicuous by his absence. The ad. in the trade paper fulfils its mission—it gets read and well-read by the country merchant.

Where the Trade Journals Go.

* * *

I noticed the other day in one of the Toronto dry goods stores a small incident between a customer and a clerk that made me understand more thoroughly that every clerk in a store is either a good or a bad advertisement of that store. Purchasers must realize this fact when they meet with civility or incivility from the man behind the counter. Most clerks endeavor to give a stylishly attired patron their most polite attention; but politeness is sometimes conspicuous by its absence when the buyer is shabbily dressed, as in the incident that attracted my attention. Employers should insist that every purchaser, whether well-dressed or poorly attired, should be treated courteously. An uncivil clerk is a bad ad. for any store.

Don't Employ Uncivil or Supercilious Salespeople.

It pays the manufacturer to have interesting facts interestingly told like this "Hartshorn" ad.

Wood Rollers. Tin Rollers.

WINDOW SHADE WISDOM.

Do you realize what an immense difference there is between the Improved Hartshorn shade roller and all others?

Do you know how it saves worry and shades?

Do you know that it has better wood, better springs, is better made in every way than any other, stronger, simpler, easier working, and is altogether reliable?

Do you know that it requires no tacks, but that four simple holders, each put on with one tap of a hammer, fasten the shade firmly to the roller so that it never tears out?

Do you know that there are lots of imitations and substitutes that promise well, but when used worry you every day in the year?

If you want your window shades to hang straight, run smoothly and live out their natural lives—while you live yours—look on your rollers for this signature,



Stewart Hartshorn

The Baroness Burdett-Coutts, who was a personal friend of Queen Victoria, and one of the wealthiest women in England, used to dress very plainly at times. This lady was well-known in the best London shops, but in Paris she was practically unknown, and one day she entered one of the fashionable shops plainly dressed and alone. The floor-walker eyed her with suspicion as he conducted her to the department where she desired to purchase. As he left her, the Baroness heard him remark in an audible voice to the clerk "2—10." When she had finished purchasing at that department, she was conducted to another counter, and again she noted unpolite looks and heard the brief remark "2—10." This thoroughly aroused the lady's curiosity, and, having little else to do that morning, she made a thorough tour of the store only to hear the mysterious "2—10" muttered from one to the other as she was conducted to the different counters. Determining to sift the matter, the Baroness requested the last clerk who waited upon her to conduct her to the chief office, where she interviewed the proprietor and presented her card, demanding to know the meaning of the terse "2—10." An angrier man than the proprietor of that store could not very well have been found in all Paris. The Baroness smiled

Cream Lustre
White Lustre
Colored Lustres
Navy Paradigm
and **Mohairs**

Further shipments of these "very-much-in-demand" goods just received.

New Crepe de Chene, Voile, Grenadines, etc., *designs not shown on the regular placing trip; but brought out specially for sorting.*

Tweed Suitings.

Black and White, Brown and White, Green and White, Blue and White, Black and Blue and Mixtures.

Three ranges of

Colored Satin Cloths.

These are beautiful goods and should be in the hands of every retailer.

Plain and Fancy Linen Suitings, *they make handsome durable Summer costumes.*

English, American and Canadian **Ginghams, Fancy Muslins and Prints.**

Our **Richess Taffeta Lining** *is a splendid article, there is nothing else "just as good" in the market.*

This is a good time to sort up in **Cretonnes, Art Drapery and Silkolines.**

Silk Stripe Muslins *for Blousings and Gowns, to retail at* 25, 35, 45 *and* 75 *cents.*

BROPHY, CAINS & CO.

MONTREAL.

as she accepted his over-polite and profuse apologies, and she laughed outright when she learned that the literal translation of the mysterious "2—10" was "I think this woman is a thief; be sure and keep your two eyes on her ten fingers."

* * *

Many merchants who attend to their own advertising know next to nothing about type and the setting of an ad. They should learn how many words will go in an inch when set in the type they desire. Then, if they count the words in their copy, they can figure out the space pretty accurately. Many amateur ad. writers (yes, and professional ad. writers, too) who want a headline of any particular display, often cut out of the paper a few letters of this particular type and paste it upon their copy so that the compositor can make no mistake. Some of the city papers compile small type books of the display type they have in stock. These books give the number of letters that will go across a column of their paper, and are very useful indeed to the writer of advertising.

A recent Wanamaker heading.

The Wanamaker Store

Spring Wraps for Women

THIS present season has probably brought forth a greater variety of original ideas in women's outer garments than have been seen in any previous season; and while there are many striking novelties, the styles are notable for the grace and refinement of their designs. The foreign garments still lead in elegance and originality. Among the hundreds of coats of the finer sort brought from abroad there are scarcely two alike, and with all their beauty, originality and real elegance, prices are quite moderate.

We give a few hints of the variety and prices:



Coats of canvas cloth, etamines and voiles; all loose, hip and three-quarter length; each one showing individual style entirely different from anything shown elsewhere in this country. $30 to $180.

Coats of linens, crashes, and cotton materials; the newest ideas; in all lengths; beautiful lace trimmings and insertions. Many with collars as large as capes. A new idea is the batiste linings used. $15 to $70.

Appliqued Coats over canvas cloth, etamines and nets, hip and three-quarter length; hardly two alike, though following the same general lines. $28 to $85.

Among the foreign coats are many special sizes for large women. $16.50 to $37.50.

White Coats of broadcloth, canvas weaves and other materials, excellent assortment in the handsomest of this season's styles. $25.50 to $150.

Raincoats from Paris, made of silk and rubber in many colors. Very stylish; ideal for automobiling and traveling. $22.50 to $36.

Domestic Raincoats. $15 to $.4.

Pongee Coats; various lengths. $18 to $130.

Short Black Jackets and Box Coats $10 to $32

Covert Coats of every description. $10.50 to $40.

Silk Coats; hip and three-quarter length, $11.50 to $75.

Long Silk Coats for traveling. $15 to $110.

Second floor, Broadway.

Here are a few phrases and headlines which I have culled from the United States and Canadian papers, and which may be of service to readers of these columns who write their own advertisements:

"Our hospital for sick furniture was never in better shape for patients than to-day."
"A big purchase of new silks."
"An incomparable showing of Spring gloves."
"Much depends upon the corset for the perfect fit of the Spring gown."
"Smartness is our motto."
"Goods that show their quality."
"Bargains that cannot be repeated."
"We were lucky in buying. So will you be."
"As the mercury goes up our prices go down."
"High or low cut shoes, but only high quality."
"Put a ———— hat on your head, and you have reached the limit of hat goodness."
"Some items in hosiery that ought to make brisk selling."
"Seasonable specials for a busy day."
"The house-cleaning sale."
"Notable offerings of gloves and fine footwear."
"We set the pace for Spring selling."
"This is the day for economy."
"All new goods at a big cut in prices."
"Showy and swell."
"The school for smart dressers."
"Counters full of Spring smartness."
"A price for strained pocketbooks."
"It will pay you to buy because we want to sell."
"Buy now for Summer needs."
"The biggest bargain of the new century."
"Our prices and qualities are unapproachable."
"The cravat's the thing."
"Spring beauty in ladies' hats."
"Twentieth century methods."
"Spring's opening surprise."
"An easy way to save a dollar."
"Imported goods at domestic prices."
"Inducements you cannot well resist."
"Silk petticoats at sharp savings."
"Come and see the fashions."
"You furnish the wife and we'll furnish the home."
"We have the goods you want."
"Helpmeets for home-makers."
"Wear these and your friends will praise your taste."
"Preparations for Summer should include a call here."
"Some 'horse-sense' about horse goods."
"We hold the whip-hand on horse goods."
"Odd pieces at odder prices."
"This store is in holiday attire with its great millinery display."
"Miles of ribbon at our special price of ——."
"Fast sellers, but long wearers."
"The best from best makers."
"Seconds, but desirable."
"An early bargain crop."
"Sold so close there's not much margin."
"We sell the kind that wear."
"The store with right prices."
"Shelf-worn, but still serviceable."
"Here is a millinery display."
"April finery."
"The increased cost means increased worth."
"Many bargains—no disappointments."
"Spring showers bring May flowers, often on your graves if you don't look after your footwear. Try a pair of our —— shoes at $——."

* * *

GOOD ADVERTISING DEPARTMENT OF CRITICISM.

This department is open at all times for correspondence or criticism of advertisements. The editor of the department reserves the right to publish in these columns or withhold any letter or advernisement sent for criticism, as well as any comment made on the same. All communications for this department must be received at this office by the 14th or the month.

From Willis, Nelson & Co., 26-28 Queen street, Glasgow, March 19, 1903.

Miss Nora Laugher,
Good Advertising Department, DRY GOODS REVIEW, Toronto, Can.

Dear Madam,—I respectfully beg to submit enclosed circulars for your criticism. They are being issued to our entire clientele in Canada. I have the honor to remain, yours respectfully,

THOMAS TOD.

Ans.—Messrs. W. N. & Co., Glasgow.—Your circulars to which are attached samples of your lines, are of unusual interest and deserving of specially favorable criticism. The plan adopted by you is one that cannot fail to attain satisfactory results, as the bringing directly to the attention of the trade

samples of your goods must awaken interest and command business, provided, of course, that your samples and prices compare favorably with those of competing houses. I assume this is the case, otherwise you would not go to the expense of providing such elaborate circulars and folders in artistic colors and designs, attaching thereto samples, if you were not fully aware that the comparisons they must stand would result favorably to you. I should be glad if it were possible for me to reproduce your circulars in my columns, but as they are in colors the process is difficult; but you intimate in your letter that your entire Canadian clientele receive copy of circulars direct from you, therefore I trust they are known to many of my readers. I would strongly commend your system as being worthy of adoption by some of our Canadian distributing houses.

—

E. B., B., Ont.—Your ads. marked Nos. 1 and 2 show that you have not studied the value of catch-lines, that is, a heading to catch the reader's eye. If you had headed No. 1, your special bargain ad., in big, black-faced type, "Bold Bargains at B.'s," it would have convinced the reader at sight that the ad. concerned her (I say "her" because it is mostly women who read bargain ads.). Don't think others know as much about your goods as you do; you've got to tell them. The other ad., No. 2 (your son's ad., I presume), was really a list of goods suitable for wedding gifts, yet he had no headline to that effect. "What to Choose for a Bride" would have been a suitable heading.

—

A. J. C., H., Ont.—If your advertising does not pay you, the best thing to do is to find out why it does not pay, then you can avoid future errors. Advertising pays only when it is made to pay. Send me one of your recent ads.

—

G. Bros. & Co., K., Ont.—Your style of advertising certainly shows enterprise and good taste; it can scarcely fail to bring satisfactory results. Your plan of issuing a monthly paper, which you call "Store News," the columns of which are partly taken up by catchy and neatly set-up ads., giving prices and full particulars of your various lines, interspersed with highly beneficial and interesting reading matter for a farming community, and a few anecdotes, is an exhibition of business tact worthy of emulation by many merchants who have a tendency to allow their business to depend upon a catch trade. The merchant who goes to the trouble of getting after the business is the one who will capture it. I notice you fully appreciate the value of illustrations. Have reproduced one of your ads.

—

H. S., O., Ont.—There's a little too much brag and too little fact in ad. No. 1. Why not try to write as you talk? Don't say "Away below cost." People know that is a fib nowadays. Ad. No. 2 is better, but not what you can do if you "put your shoulder to the wheel." You doubtless get a Toronto paper, and should study the departmental store ads. of Eaton and Simpson; they are excellent adscript.

—

Geo. W. M., Elk—, Man.—Your ad., while business-bringing, is lacking in catchiness of literary construction. While you occupy a considerable amount of space, you have scarcely given variety enough in matter, and the compositor has followed his own sweet will too much, giving a lamentable sameness in style of setting. The ad. would have been much more effective if it had been set four columns wide half depth of page, instead of double column full length of page. Much can be said in favor of not using too much matter in space. In that particular your ad. shows good judgment, but if you had a few attractive outline cuts and the matter not spread quite so much over the space it would be materially improved. The ad., however, is well adapted to bring trade in a town the size of E., because it shows the lines you carry at a glance, and that, after all, is the main thing.

—

W. T., Toronto.—(1) Yes. (2) Mail order ads. are certainly more attractive and likely to be more profitable when they are illustrated with good cuts. A picture is often a first-rate argument.

Knox, Morgan & Co.

Wholesale Dry Goods . . . . **HAMILTON, ONT.**

FOR MAY WANTS:

Bathing Suits and Bathing Trunks—Large assortment just in for Men and Boys.

Sweaters—Stock well assorted; can give prompt delivery of all lines

Specials in **Wrappers, Blouses,** and **Whitewear.** You can get some money-makers from our stock.

This is Housefurnishing Month—Our line of LACE CURTAINS, CURTAIN NETS, MUSLINS, TABLE COVERS, Etc., is very complete and attractive.

Gloves, Gloves—We have the lines you are looking for AT POPULAR PRICES. Secure them now, they are ALWAYS SCARCE LATER ON.

Lister & Co., Limited.

Manningham Mills, Bradford, England.

Silk Velvets, improved finish, black and colors.

Couche Velvets, Panne and Mirror Velvets,

Millinery Plushes, short and long pile.

Dress Plushes and Velvets.

Millinery Plushes will be the correct Millinery trimmings for Fall, 1903. Early orders are desired, as demand will be great.



The Dead Stock Problem.

IT worries you, and yet it need not, if you investigate our offer to dye and finish all soiled, stained or faded goods. We do this in a way that saves you money direct. We are receiving goods from merchants and milliners throughout Canada. Our newest methods of finishing goods make them practically new. The list includes Dress Goods, Ribbons, Silks, Tweeds, Velvets, Velveteens, Yarns, Berlin Wool, etc.

R. PARKER & CO.

Dyers and Finishers

Head Office and Works, 787-791 Yonge St., TORONTO, ONT.

MONTREAL BRANCHES:—2410 St. CATHERINE ST., and 1958 NOTRE DAME ST.

FOREST CITY GOSSIP.

Office of THE DRY GOODS REVIEW,
365 Richmond St., London, Ont.

In the good old days of our grandsires in the Old Land the sensible adage,

Ye should'na shift a cloot
Till the month o' May be oot!

was not only firmly believed in by the majority of the people, but the advice conveyed was very generally acted upon. In our Canadian climate, because of our changeable weather at this season of the year, the same quaint old saying could very safely be accepted as good for us. But in the Forest City of Ontario, as in many other modern towns and cities of this continent, the old adage quoted is a back number and relegated to the top shelf. The early offerings of Dame Fashion of all the novelties and creations from the ends of the earth induce lovers of pretty wearing apparel to take chances of changeable weather. So, old-fashioned notions are unheeded; up-to-date styles are adopted, and novelties in dress come into vogue at the earliest approach of Spring. In truth, it is now a race between the new hat and the robin.

* * *

This is a linen season, and new uses are being found for the popular material. Fashionable hatters are turning out hats to match linen frocks. Short, loose, separate coats of linen are to be distinctly smart for wear over Summer skirts. Parasols are covered with linen, plain, embroidered or set in with lace. The linen reticule, embroidered with a monogram and mounted in gold or silver, is the newest thing in bags offered in London shops to accompany frocks made of the popular linen fabrics.

* * *

The wholesale dry goods houses and the manufacturers all report wonderful expansion in sales of skirts and shirtwaists. The demand for these has been greater than at any former season, and repeat orders are dropping in already for some numbers. On all hands you hear the remark made that shirtwaists and made-up skirts are not going out of fashion, but have come to stay.

* * *

Ready-mades for men is an important department with the general wholesale dry goods houses, and are usually kept in conjunction with gents' furnishings. All salesmen in charge of these departments claim a very great increase in the turnover of smocks, jumpers, overalls, cotton, union and wool pants. One large house here, who formerly kept an entire department of Canadian and other tweeds, have abandoned it altogether because of the altered conditions. The tweeds that were once shipped in loads to retail men, who sold them by the yard over their counters, are now purchased as ready-made pants, suits, etc., and heavy piles of woollen tweeds and cottonades, formerly held by the storekeepers, are gradually diminishing in bulk.

* * *

Travellers are all out now on their various routes. Some are only soliciting sorting orders from Spring samples, while others are carrying samples of Fall goods as well and sending in encouraging orders for early Fall trade. Sorting orders are not at all heavy yet. The retail dealers over the west have not had the most favorable weather for depleting stocks to any extent, but a warm week or two now will revive the movement of goods with a rush, and orders will be both larger and more frequent.

* * *

All London's retail dry goods merchants have, so far, had a good season, the only interference with a continuous busy season being some cold snaps in April, which checked the stream of buyers from both town and country. But all tell the same story, viz, that "business was never better." Housecleaning has commenced, and carpet departments are showing activity, and some of the very daintiest displays of the many prettily dressed windows of London are those decorated with lace curtains, Brussels and Wilton carpets. The large, low-crowned hats are the prevailing headgear. They are offered in many braids and all colors at great range of popular prices.

* * *

The extensive changes made on the premises occupied by dry goods and other merchants on the north side of Dundas street, west of Richmond, have been a vast improvement. The following handsome stores, ranged alongside each other, J. H. Chapman & Co., F. J. Kingsmill, A. Screaton & Co., J. C. Woods and R. J. Young, make a most attractive frontage. The plate glass windows are dressed in recherche style. All day long and in the electric light passers-by are enchanted with the excellent taste of the window-dressing, as well as the novelty in the material exhibited.

* * *

The merchants comprising the branch of dry goods known as hats, caps, gents' furnishings and clothing are quite numerous, and will receive special attention from your correspondent in a future letter. They form an important section of the trade of London. The wholesale houses are well known in this and other provinces, while the retail stores help roll up the volume of city trade.

* * *

Mr. John W. Little, of the firm of Robinson, Little & Co., in company with Mrs. Little, is enjoying a trip in the Northwest, and is expected to return in two weeks.

* * *

Mr. Wilfrid Mara, of the firm of Mara & Co., who went on a visit with a younger brother to the Holy Land, will soon be at his duties again.

W. H. L.

A NEW SILK COMPANY.

Among the recently corporated companies in the Province of Ontario is that of The Canadian Silk Co, Limited, with head office at Toronto. The names on the application for the charter are W. R. Walton and John Ross Shaw, manufacturers; F. W. McLean and W. E. L. Hunter, barristers, and Jenny G. Walton, all of Toronto. The new company will have a capital stock of $40,000, divided into 400 shares of $100 each. The objects of the company are "to manufacture, buy, sell, trade and otherwise deal in broad, fancy and other silks, dry goods, cotton, linen, woollen and other fabrics, wholly or partly from said materials or any of them, as well as the raw materials of which the same are composed, and to sell or otherwise dispose of and lease the property and assets of the company or any part thereof for such consideration as the company may think fit, including the shares, debentures or securities of any company acquiring same."

PROGRESSIVE RETAILING

COURTESY IN BUSINESS.

By J. C. A.

COURTESY is a characteristic which every business man must have. A merchant must always be polite, never mind where he is or what he is doing. To be courteous should not tax any one's strength to any great extent, but should rather be a pleasure to a person. Of course life holds in store very many irritating experiences for everyone, when it is sometimes very hard to be always courteous; it is much easier to be crusty and discourteous. How much better is it, however, for everyone to resist that irritable feeling, and laugh instead of being angry. There are, of course, exceptions to every rule, and there are times when an honorable person should be angry; but such times would not be the result of petty irritations.

It has been said by people that merchants have an easy life; but that view of matters is very far from being the true state of affairs. There are a thousand and one times a day that a merchant, if he is at all quicktempered, must feel his ire rising within him, and yet he must keep himself under control, and meet the situation with a smileing face and courteous manner. How he must long at times "to take the bull by the horns" and give free vent to his pent up feelings?

When a discontented customer is running down his goods to him, his feelings can easily be imagined, when he knows for a certainty that the articles in question do not deserve it. How he must itch to show that person the door! But the results of such an action would be disastrous to his business, and, therefore, he must inquire politely all about it and offer his regrets that such should be the case. The people who think that merchants have an easy time cannot know much about business life.

The absolute necessity for courtesy in a place of business is, or should be, very evident to every merchant. Not only courtesy, however, is needful; customers must have attention paid them, they must, if possible, be noticed as soon as they enter the store, and have their wants attended to. People are not going to go into a store where, after entering, they have to wait for the clerks to finish the conversation they are carrying on before the slightest attention is paid to them. Clerks should never be allowed to converse with one another, except on business, when there are any customers in the store. It is quite a noticeable thing that clerks, while attending on customers, will laugh and joke among themselves about some experience or exploit. Leaving aside the harm that is done the business in the mind of the customer, it is a great breach of etiquette to talk before a third person about anything which that person knows nothing about; it is absolutely rude. It is, however, the baneful effect on the business that should be considered in this case. Is a customer going to continue to deal with a firm whose clerks do not think that he or she is of enough importance to converse with? Certainly not? If a clerk has nothing of interest to say to the customer he is attending—although it should be one of a clerk's accomplishments to always have something pleasant and interesting to converse on—, he should keep silent.

Some people are naturally courteous and obliging, while some have to learn the art, sometimes at a great sacrifice to their personal feelings. At any rate, people who wish to make a success in business, must, at all times and under almost all circumstances, be courteous. So that they who are by nature of a courteous and polite disposition will find the path of business life easier to tread than those who have to cultivate the faculty will find it.

DOLLARS MAKE DOLLARS.

A ROLLING stone gathers no moss," it is said; but a dollar turned over and over brings in other dollars. So goods that are turned over quickly bring in more returns than if allowed to stand on the shelf from one year's end to another.

If a line of goods is going to drag on your business, get rid of it as soon as possible, even if it has to be done at a sacrifice. Never try to keep goods from one season to another.

If you see that the stock is going to outlast the season, make a specialty of that line of goods in your advertising space and show-window.

Sell,—at a reduction, if necessary,—and get money to make your business hum. The slight loss you may have sustained will soon be made up to you in the turning over of the dollars and cents. Besides, by so doing, you put life and "go" into your business, and these are qualities that help to make your business prosperous.

SYSTEM IN BUSINESS.

THE ideal system at all times, we are convinced, must be one fitted naturally to the requirements of your business and one which will carry it smoothly and easily with a minimum of error and anxiety.

It seems deplorable that there should be any neglect in so important a matter, and while in the past men have prospered in spite of this, conditions of trade have so far changed that we can safely say no success is now possible without some knowledge in this direction. Instances come to our notice from time to time of business conducted without any attempt whatever to employ system. There is little doubt that failures frequently occur that might have been avoided by a little elementary knowledge of how to keep track of stock and accounts.

Happily, merchants everywhere are seeing the need of this, and it is the exception oftener than the rule to find the extremes of this deplorable indifference.

This is a time of rapid development and progress. The race is to the young and strong—and we may add—the knowing. There is no such strength as knowledge in any walk of life, and to succeed in business one must first learn the simple rudiments of the care of business.

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.

A PALMENBERG

CLOAK AND SUIT FORM

Is as Valuable as an Extra Salesman

and it doesn't cost nearly so much. It's on duty all the time, never gets sick or tired and never wants an increase in salary.

These Superior Forms are the Very Best you can buy.

We carry the most complete and up-to-date

Display Fixtures and Forms.

Write for 304-Page Catalogue, and Supplement F.

J. R. PALMENBERG'S SONS

ESTABLISHED IN 1852.

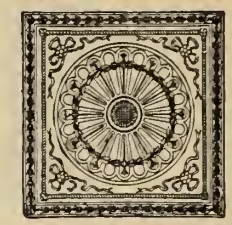
Office and Salesroom: 710 BROADWAY.

Factory: 89 and 91 West Third Street, **New York**

Going to Re-Decorate?

Why not enjoy the practical advantages offered by our

Metallic Ceilings & Walls



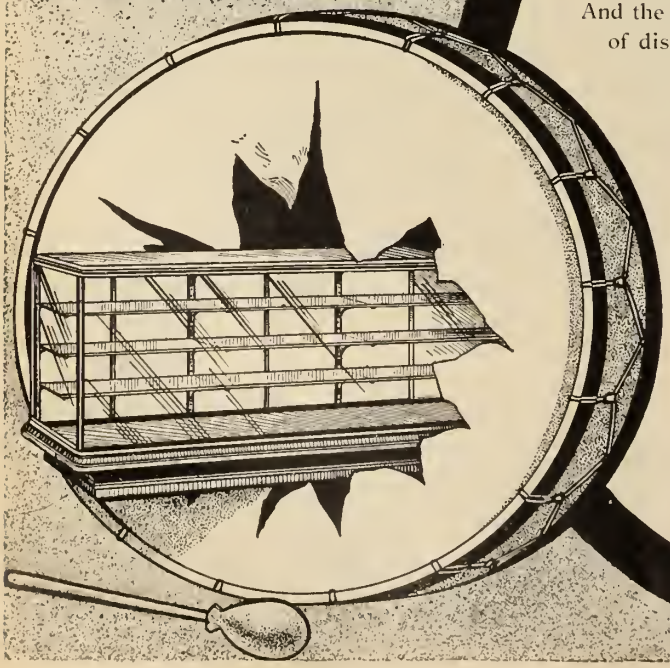
They are both handsome and economical—outlast any other style of interior finish—are fire proof and sanitary—can be applied over plaster if necessary—and are made in a vast number of artistic designs which will suit any room of any building.

Write us—we'd like you to know all about them. If you want an estimate send outline showing the shape and measurements of your ceilings and walls.

Metallic Roofing Co. Limited

TORONTO.

CAN NOT BE BEATEN



A PHILLIPS

Silent Salesman TRADE MARK

And the store that installs it can never be beaten in quality of display.

Judge the *Silent Salesman* by the quality of its materials, by the beauty of its design, by the artistic cabinet making it comprises—judge it by any standard you may set, it is easily at the head of the Showcase procession.

But we've no need to beat our own drum. Ask any merchant of your acquaintance, or, better still, take a look at our catalogue and see what you think for yourself.

JOHN PHILLIPS & CO., Limited,

Originators of the *Silent Salesman* Case.

Canadian Branch: WINDSOR, ONT

Detroit, Mich.

RETURNED
APR 19 1904
Cut Book 18
Page 19
Lns.

HINTS FOR SEASONABLE WINDOW DISPLAYS

By W. R. McCOLL

OPPORTUNITIES multiply for the young man who stands behind the counter, if he is able to add window and store decorating to his other qualifications for a position. When out of a situation it is easier to get a position and easier to keep it. The ways and means of beautifying a store are the best paying study for a young man. It is not selfishness to excel; it is but the cultivation of natural gifts and a preparation for a life of usefulness and success.

COMMON GRIT REQUIRED.

The trouble with too many is the lack of ambition and "stick at it-iveness" to give them the start which they fondly expect to be followed by an all-round bounce upward. Great rivers rise from tiny rivulets. They broaden and brighten, grow stronger and more beautiful as they flow on and on. So, too, from small beginnings can any young man of ordinary ability rise in the decorative art until he reaches the coveted position of expert trimmer in the modern departmental establishments of our large cities.

INVENT SOMETHING.

This pinnacle is seldom reached by copying a decorator who, perhaps, holds a better position than you: individualize your work; think for yourself; make your work distinctive, different from your own best, different from your neighbour's; try for something that has never been done before.

TRY AND LEAD.

A procession isn't a race; the party who does what everybody else does isn't getting ahead; a copyist never makes real progress. Take advantage of the other fellow's ideas, but always improve upon them. You can do it—of course you can; you wouldn't care to be thought less clever than your competitors.

BETTER WORK BEFORE BETTER PAY.

Yours is the honor and fame if during this year your windows are improving every week. Study constantly to make every window superior to its predecessor; it is the surest way to get increased salaries and more secure and permanent positions; but remember always, that better work must come before increased emolument.



Illustration No. 1

COLOR IS ONE SECRET.

Nature is a faithful guide to follow when in doubt about the arrangement of colors. Her color combinations are perfect, as for instance, when she encircles the deep rich brown of the field daisy with brilliant yellow petals, she is displaying a color combination in true harmony that will not fail to please the eye. The shades of the Autumn leaves, the Summer sunset, the plumage of the birds,

the barks and foliage are all true examples whereby one may learn to master colors in their relation to each other.

CHANGE IS ESSENTIAL.

The merchant who would keep up with the procession cannot cling to methods of even a decade ago. Whether



Illustration No. 2

his stock has been judiciously purchased or not, he is in the ruck if that stock is not attractively displayed to the people of his vicinage. Canadian women like novelty, and readily enthuse over new displays, changes, alterations and added newness in their favorite shopping places. They may continue to give their patronage to a back-number store for a time, but inevitably their purchases will help to swell the receipts of a more attractive and progressive concern.

BE FIRST.

If anything denotes leadership and pre-eminence in retailing it is the faculty of fore-handedness—of first showing the new things as they appear in the market. Your windows will soon attain a reputation that must accrue to your good, and that of the store behind you.

USE THE DUSTER.

Have shades on your windows, of course! Pull them down on holidays and Saturday nights! Ever notice that gray streak all along, about six inches from the bottom of the blind? It's dust! Gathers on the blind top when rolled up; shows on the blind also, when pulled down. Your fault, of course—but you will not let it occur again, will you?

ILLUSTRATION NO. 1.

At window rear erect shelf three feet high by ten inches wide, cover with red material with an overdrape of curtain net, upon which stand five-foot T stands and drape with wash goods, as shown in cut. The front row of puffs can be made from the cuts and descriptions now published in the current number of "The Review." Each puff is supported by twine fastened to the handle of a parasol in the rear, through the handle of which is drawn a fancy lace handkerchief, and the intermediate spaces filled with webs of print folded over 15 inch A stands, the lower fold being caught at the centre and tucked in between the uprights of the A stand. Second and third rows are similar, but each are raised eight inches above the other. The fourth row is composed of four tall, slender stands, six feet high, with twelve inch tops, and six inches in diameter, with soft draped folds on the top, surmounted by a soft crinkled puff. The drapery of the pillar is tied in below the puffing with a ladies' belt.

ILLUSTRATION NO. 2.—DESCRIPTION FOR FLORAL DISPLAY.

Make two inverted L shaped borders or frames thus ⅂ the height and width of your glass; cover with white cotton stretched tightly (the frames in this design are 18 in. wide). Around the borders of each frame pin down flat, No. 40 apple green satin ribbon, then spacing the flowers 6 in. apart, attach bunches of purple violets, upon the background of ribbon. Between the two floral borders, upon the stretched white cotton, puff white spotted Swiss muslin. Set the two ⅂ frames in the window close to the glass, and fasten at top front corner with small nails. This completes an elaborate border or frame to show a most fascinating display of artificial blooms.

Now, using a plumb-line to get each strand perfectly perpendicular, attach to the ceiling at corner front of the window, round bonnet wire (iron wire, black, cotton-covered) and fasten to window floor; pull tight. To this upright strand of wire attach bunches of flowers (stems up), fastening each bunch with very fine white wire, cut into 4-in. lengths. Fastened thus the flowers do not twist and turn on the upright strand.

Work backwards in diagonal rows 7 in. apart each way until the window is completed.

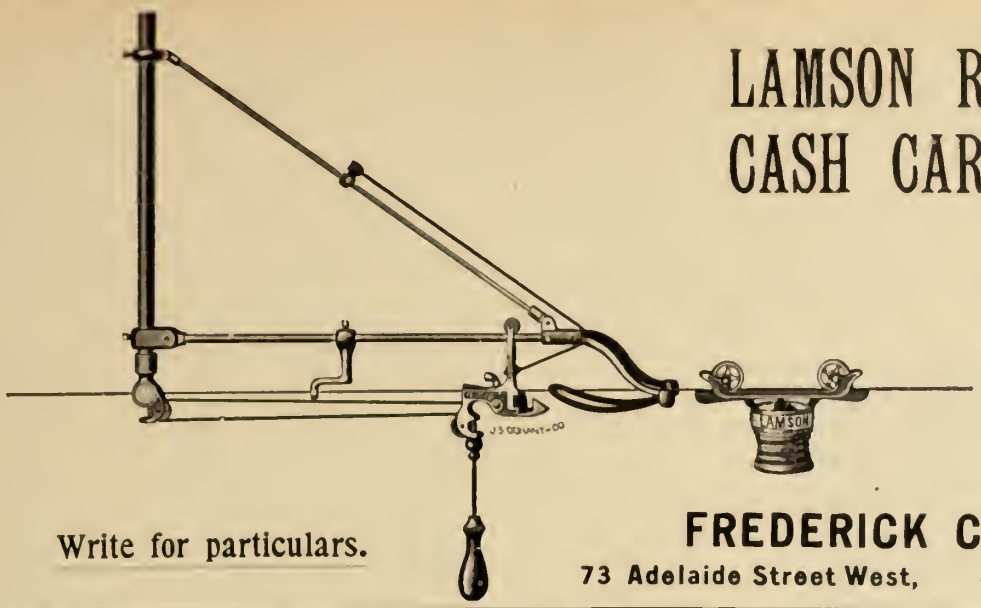
Puff cotton spot muslin for floor, upon which lay the handsomest bunches of flowers, and close the background with fine lace curtains.



Illustration No. 3.

ILLUSTRATION NO. 3. — DRESS GOODS DRAPE.

Make a V-shaped trough-like stand one yard high, across the top of which tack a cloth board twenty-five inches long by seven inches wide. In the front of the stand close to the floor screw an L-shaped hook; pleat the material into



LAMSON RAPID SPRING CASH CARRIER

The Modern

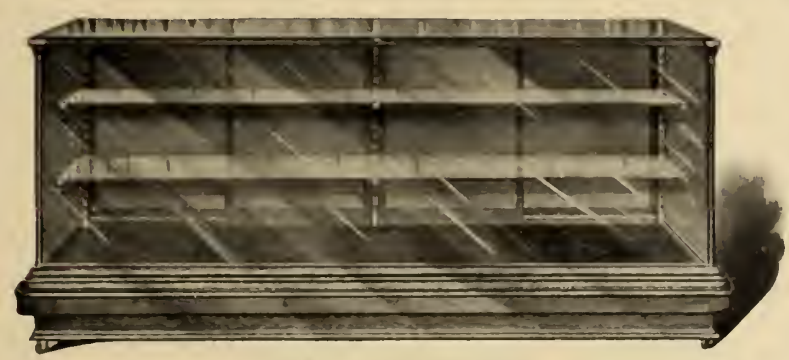
Labor and

Money Saver

Write for particulars.

FREDERICK C. CUTTING,
73 Adelaide Street West, - - - TORONTO.

THE "DOMINION" GOODS.



THE "CORONATION."

Concerning our make of goods GENERALLY, the name "Dominion" stands for the HIGHEST standard of excellence, which is WELL KNOWN by thousands of the most critical business people of Canada, from the Atlantic to the Pacific.

Our productions are the finest that expert display case makers can possibly turn out and are at the head of the list in the Canadian Market to-day. Our patent "CORONATION" floor case is without a rival in ANY market, it being a marvellous piece of show case manufacture as it is the most exquisite, attractive, artistic and durable case made and is a wonderful money-maker. A first-class photograph cannot do this case justice; to see one means to go wild with delight over it.

We are also manufacturers of high-grade Bank, Office, Store and interior fittings GENERALLY. Show cases of every conceivable description. Mirrors and Frames. Bent and Bevelled Glass. Write for beautifully illustrated catalogue and particulars.

DOMINION SHOW CASE CO.,
N. R. Lindsay, Manager.
Office and Factory, 53 Richmond St. East,
TORONTO, CANADA.

SHOE TOP FACINGS

PULL STRAPS AND SHOE LABELS

DRESS & WAIST BELTS

SHIRT AND UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

SUPPLIED AT SHORT NOTICE.

Artistic Designs Furnished.

WRITE FOR SAMPLES TO

FOR SUITS
Quickest Delivery
FOR FURS

GERMAN ARTISTIC WEAVING CO.,

Factories: Crefeld, Germany, and Pompton Lakes, N.J.
583 & 685 BROADWAY. NEW YORK.
Canadian Office: TORONTO, 14 Melinda St.

one and a half inch pleats; pass under the hook; pull up in nice even folds and pin to top board. Make a puff on either end of the board and stuff with paper to avoid flatness, and pass the balance of the material around the upright beneath the pleats, pinning the same tight around the upright V-shaped stand, thus completing the trim.

ILLUSTRATION NO. 4. — WASH GOODS PUFF.

Open a web of print on the counter right side up, paper the first fold, leave the second fold soft, and paper the third fold. Turn the two corners of top fold to the centre

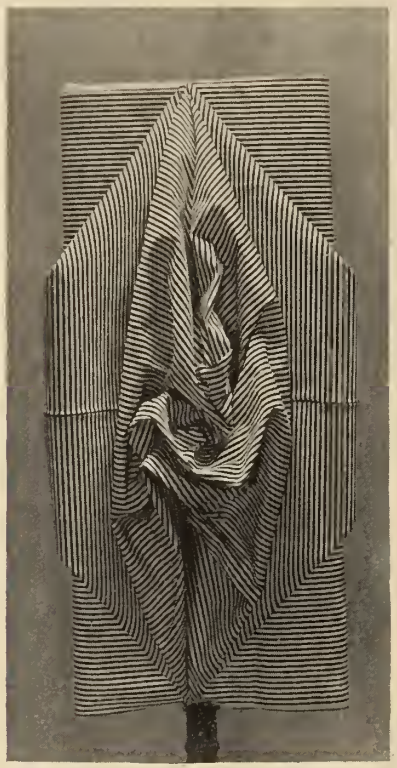


Illustration No. 4.

of web to find exactly the size of puff required; mark each selvedge with a pencil where the angle thus formed strikes it, and pin securely. Take a board thirteen inches wide, fold the web of print backward around the board, leaving out only the first three folds. Tack the selvedges with a piece of twine over the end of the board, like a new web of print, being careful to tack at the point where the pins are inserted. Turn one papered fold to the right, the other to the left, turn the corners of the same to the centre, bind the points backwards and pin to each side of web. Ripple the centre soft fold in soft ripples, as shown in cut.

GASOLINE GAS LIGHTING.

THE importance of proper lighting for the display of goods in a dry goods store cannot be overestimated. George Bohner, writing on this subject in The Merchants' Record, of Chicago, says: Gas, electric and gasoline gas lamps are the three lights that we have to-day; kerosene, for various reasons, to all well known, being no longer considered. Of these three, the gasoline gas lamp is by far the most economical, costing about one-tenth as much as either gas or electricity. For this reason alone, if for none other, they are to-day largely used in cities where both gas and electric light are to be obtained, while for the village store they are the indispensable light, and we now have the store in the country as well lighted as is that of the fashionable shopping places of our large cities.

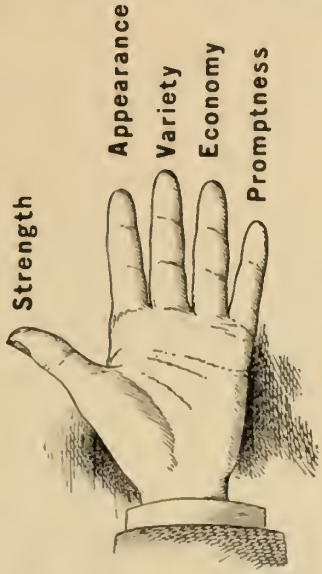
Wonderful progress has been made in the perfection of this gas lamp, both as regards the light itself, its practical construction and simplicity. The light produced is superior to gas or electricity, one gas lamp giving as much light as several incandescent lights. It is always reliable, having no electric lighting plant to be dependent upon, no wires to be disarranged and no coal supply or shortage to be considered. Gasoline lamps met on the start with the same objection as the electric arc lamps, too strong a light in one spot, with the consequent objectionable glare and shadows. This is now overcome in the single or double-burner lamps of 100 candle power, which can be distributed about the store where the light is most needed, and can be changed from place to place wherever required.

Various "systems," as they are called, of gasoline lighting have been used. Systems where the tank containing the gasoline is located in the basement, in the rear of store, or outside the building, and the lamps supplied through pipes or hollow wire; but these have not met with the success anticipated. It often happens that some disarrangement of one of the lamps or a leak in the pipe or wire puts the whole arrangement out and the store in darkness.

But positive success always follows the introduction and use of a number of the regular single or double gravity 100 candle power gasoline lamps, and enough of them to produce the required light; then each lamp is dependent only on itself. It, in fact, is a lighting plant in itself; the extra trouble of filling is but slight compared with the satisfaction of always having in the store and show windows a beautiful white light, clear, strong and steady, always to be depended upon, with no dark shadows and no dark spots, but an artificial light that for many places is superior to daylight for the display of certain kinds of merchandise.

Various makes of this class of lamp have been on the market; the legitimate makers have been more or less hindered by unscrupulous persons, who have imposed upon the public with some worthless articles in this line, but they are now about weeded out. Two styles of lamps are being made, one is what is known as the under generator—that is, where the burner is first heated from below; but the better, and, in fact, the really reliable lamp is the kind in which the gas is generated from above the chimney. It is always reliable, always generates, has no complicated burner to get out of order, is constructed on scientific principles, is safe, gives the best light, and, while it costs a little more, is still the cheapest, owing to the years of service it will render. In buying lamps it is always well to choose those that are permitted by the National Board of Underwriters and will not affect the insurance rates, which is a matter of great importance to the storekeeper.

5 STRONG POINTS.



Wrapping Papers

CONSULT OUR TRAVELLERS OR WRITE US

DOUGLAS & RATCLIFF

Paper Dealers,

TORONTO.

OUR TRADE A MARK — AUER LIGHT MANTLES LONGEST LIFE & BRIGHTEST — OUR TRADE A MARK

Our Chief Business





is making mantles that last the longest and give the most light. A is indelibly branded on the best mantles made.

Our factory is equipped with up to-date appliances; our output is the largest; our goods the most reliable—We use nickel steel wire supports.

We handle other goods, in such quantities that we can quote you lower prices than you can import them for. No charge for cases or packing.



Write for our quotations on:

HIGH GALLERIES	Best Quality
LOW "	
HIGH GALLERIES	2nd Quality
LOW "	
STRAIGHT CHIMNEYS	
BARREL "	
MICA "	
MICA CANOPIES	
OPAL SHADES	PEAR GLOBES
APPLE GLOBES	SUNDRIES



AUER LIGHT CO., - MONTREAL.

LUXFER PRISMS!

A NECESSITY

We supply

GOOD	Light		Bad Light
BRIGHT	Light		Dull Light
WHITE	Light	*instead of*	Black Light
CLEAR	Light		Shaded Light
DAY	Light		Artificial Light

The above are the actual conditions that exist when *our* goods are used.

The above are the actual conditions that exist in business premises with light coming through ordinary glass.

We can sell you cheaper glass. Experience proves the *best* the *cheapest.*

See our Basement Lighting.

LUXFER PRISM CO., Limited, 100 King St. W., Toronto

GEO. H. HEES, SON & CO.

= 1903 =

Beginning the New Year we commenced manufacturing

Muslin and Bobbinet Ruffled Curtains

In ARABIAN RENAISSANCE and other popular styles.

We carry in stock ready to deliver an immense stock of

Lace Curtains

In prices all the way from 20c. a pair to $15.00 a pair.

Also LACE DOOR PANELS in all grades and qualities.

GEO. H. HEES, SON & CO.,

71 Bay Street, TORONTO.



CARPETS.

BUYING FOR FALL.

AMONG merchants a diversity of opinion prevails as to buying for Fall. Some even go so far as to entirely avoid buying any carpets for that season, giving as their reason that business is at that time dull and the demand small.

There is no doubt something in what they say, but that excuse should merely limit the scale of buying and not prevent it entirely. As every merchant knows, Spring is the carpet season, and for that reason the largest stocks should then be carried, but to handle nothing for Fall is a mistake and an encouragement of the present smallness of the trade. The dealers who buy nothing trust to the remains of their Spring stock satisfying the demand, and in this they are sometimes acting rightly; but it is said that the small demand is caused to a great extent by the small stocks and by the weakness of the merchants' efforts to do business in carpets at that time of the year.

An impression seems to be strong in the minds of housewives that the newest patterns and colors arrive in the Spring, and that if they buy in the Fall they are simply purchasing the former Spring's goods. This impression is entirely erroneous, for as a matter of fact the carpet manufacturers as a rule buy larger lines of new patterns in the Spring just before the Fall business is done than before the Spring trade opens up. A merchant who looks at Fall lines will usually notice a greater variation from the former Spring lines than he will observe between the Spring patterns and those of the preceding Fall. In colors it is true that newer combinations appear for Spring than for Fall and the reason is that the manufacturer has more leisure to work out new combinations during the Summer than he has during the Winter.

The principal cause, however, of the difference between the Fall and Spring business is the fact that the Fall house-cleaning is, as a rule, a superficial affair compared with the carefulness and extent of the Spring task. This makes it that a woman dislikes the dust and turmoil associated with the laying of a new carpet at any other time than when the house is almost torn to pieces.

All these things count against the carrying of very large stocks, but when the advantages of Fall buying of carpets by the consumer is placed on the other side of the scales it is doubtful if they do not more than balance them.

In the Fall the farmer has his money for his year's work and a woman finds it far more easy to obtain the necessary amount for such an expense as renovating and redecorating. The housewife and her husband both have more time to attend to the buying and laying. In the Spring the seeding time very often follows immediately on the heels of Winter and a woman can neither obtain the assistance of the man nor time to attend to carpet laying herself. A couple of the poorest Spring seasons we have had in carpets have been caused by the lasting of the cold weather until May, followed immediately by the farmers' busy spring time.

But in my opinion the most important advantage to the consumer of buying in Fall is that the Winter following immediately after is rendered far more pleasant for the home life which that season brings by having handsome new carpets. When a carpet is bought in the Spring some of the newness in appearance and all of the newness in feeling is lost by the time the carpets are really most used—the Winter season. In Summer many are now taking up their carpets and putting down matting, as it is airier and cleaner, and nothing more is needed. It seems rather ridiculous, then, to buy new carpets just before the season when they are not needed.

However, this Fall buying of carpets is a moot question, and many good arguments appear on both sides. I have heard merchants in Manitoba remark that the Fall was their best season, caused, I suppose, by the abundance of money and leisure at that time.

I would like very much to have this subject discussed by merchants, and much benefit might accrue from a statement of the comparison between the seasons and the causes thereof. These columns are always open for a discussion of commercial questions.

DON'T.

Don't attempt to do business from samples only.

There are still many merchants in Canada who think they can do a fairly good business by handling samples only. They maintain that in that way they cannot lose any money through unsaleable stock and remnants; can carry a larger choice, and avoid the setting apart of a large space necessary for their display.

As well might he use the same arguments in the handling of any line of goods—dress goods, lace, shoes, curtains, or even groceries. Certainly he saves stock, remnants and space, but that principle carried out as it might be would necessitate a room about 12 x 14 for a dry goods business.

There are three or four fatal objections to this manner of handling carpets. The first and most obvious objection is that customers will not at this day do business with a man who is so evidently trying to get along "on the cheap." They will always patronize the dealer who appears to have endeavored to carry a satisfactory stock and shows enough faith in his business abilities and goods to risk laying in the full rolls.

A woman very seldom looks at carpets until she is in the need of them, and then she wants to put them right down. The delay necessary for an order to be sent in to the factory is not to a housewife's liking. The orders, too, being sent in just in the busy season of the factories, must, of course, wait until the earlier orders are manufactured. Very few mills now will bother with the one-roll man, who sends in his order when it is already sold. Repeats, of course, are different.

A sample piece never does justice to the pattern, which can be seen as it really is only when a room strip is shown. For this reason, too, a woman very seldom thinks her order is correctly filled when she receives the room lengths.

A merchant who handles samples only cannot acquire much practical knowledge of carpets, and it is very often the acquaintance of a dealer with the line that sells the goods.

Of course some samples with a good assortment of rolls is not a bad idea in some cases, but it is very much wiser for the most part to handle no samples, or at least very few, and to show them only as a last resource.

NOTES.

R. A. Knight, formerly representative of Belding-Paul & Co., has been appointed western representative of The Dominion Carpet Co., Sherbrooke, Que.

The H. B. Claflin Co., of New York, who have made a reputation in the handling of carpets and Oriental rugs, have announced their intention of dropping several lines of three and four-quarter goods and of confining themselves more to rugs, domestic and Oriental.

The death is announced of William A. McLeod, traveller for The Dominion Carpet Co., of Sherbrooke, Que. Paralysis was the immediate cause of death, brought on by pneumonia. Deceased had been for several years in the employ of Gordon & Keith, house furnishers, Halifax, N.S.

The shareholders of The Linoleum Company, Limited, in England, have recorded a decrease in profits of £4,000. The higher cost of the raw materials coming in a year of general difficulty impelled the directors to restrict the output and the loss was the result.

CURTAINS AND DRAPERIES.

RUFFLED BOBBINET CURTAINS.

THAT attractive curtain, the ruffled bobbinet, a curtain eminently suitable for dining-rooms and bedrooms, has come into our market and has attracted considerable attention. As yet only two firms in Canada, as far



as I can discover, manufacture this class of goods, and they are both in Toronto. In the United States there has been a remarkable demand for the past couple of years, and, it is but natural, that after such success there, our manufacturers should realize the opening on this side of the line.

These curtains are not a dress curtain, but for informal rooms there is nothing neater and more tasty. They are very light in weight, and are made with lace insertion, lace edging or rows of frills.

The accompanying illustrations show fairly well the material and style usually followed in hanging them.

THE MONTH'S FANCY.

SOME very pretty designs are shown this month in curtains and draperies. Arabian straight effects are selling well in lace curtains, and quite a demand has sprung up for bobbinet curtains. In draperies cretonnes in new combinations are picked up rapidly for certain uses. Velours are, however, the most sought after in the better class of goods, and these can be secured in almost any color. The deep reds and greens meet with greatest favor. Tapestries appear in a greater variety than ever and do not now possess, as a rule, such a likeness to the old time tapestries. Modern taste has provided a demand for a different article, but with a quite similar weave. Roman stripes and imitation Bagdad, each receive a fair amount of patronage.

In curtain poles there is a tendency to use the brass rather than the wood, with a decrease in the size where possible, from 1½ in. to 1 in. Extension rods in brass and very small are meeting with favor for light curtains.

NOTES.

The cuts given in this department are from the catalogue of Geo. H. Hees, Son & Co., which has been recently

Menzie Mfg. Co.

LIMITED

Window Shades Shade Laces

Curtain Poles
Brass Goods

Art Furniture **Screens, Etc.**



"HIAWATHA"

Opaque Shading

is unexcelled for Opacity, Durability, and Smoothness of Finish.

WRITE FOR COLOR BOOKS.

MENZIE MFG. CO., Limited

Factories and Offices: King Street Subway.

Toronto.

Salesrooms: 34 King St. West,

N.B.---Our 1903 Catalogue will be issued early in the year

issued. This catalogue is a substantial book of 120 pages, and illustrates their entire manufacture and import lines.

weeks. Some time ago this firm began manufacturing bobbinet and ruffled curtains in a flat on Melinda street.







The new factory, 120 x 55, five stories, being erected for Geo. H. Hees, Son & Co. (Limited), adjoining their factories on Pears avenue, will be ready to occupy in a few

This plant, much enlarged, will be removed to their new factory, and other new lines will be added to their already large manufacturing business.

WALL PAPER.

SPECIAL RULES.

Some special rules applying to the hanging of different grades of goods are given here, taken from the "reliable wall paper chart" of Stauntons, Limited.

BROWN BLANKS.

A stiff paste should be used and the paper not allowed to soak for any length of time before hanging.

WHITE BLANKS, BRONZE AND EMBOSSED PAPERS.

The medium and better class of papers are made on good quality of stock, and hang easily. Both edges should be trimmed. Use medium thick paste; two or three strips can be pasted and laid aside and then hung in the order in which they were pasted.

SILKS, DAMASKS, GLIMMERS

In all mica finishes the use of paste containing alum must be avoided, and they should not be hung on stained or damp walls without first using lining paper.

PRESSED AND EMBOSSED PAPERS.

The walls should be prepared as for any paper of good quality, and best results are obtained by using lining paper. Use a stiff paste composed of equal parts of Sphinx gum and ordinary flour paste. Paste each strip separately and hang at once. To smooth down use a stiff brush. Do not use a roller. Trim with a knife and straight-edge.

INGRAINS.

Trim in about three-quarters of an inch from the edge. The cut should be clean and straight, so that the seams can be fitted perfectly. Owing to the plain surface of the goods, a seam slightly lapped or not brought closely together will show very plainly and spoil the effect.

FABRIC EFFECTS.

These goods are comparatively new to the wall paper trade, and are plain treatments made to represent denims, burlaps and other canvas and woven effects, which have become popular for wall decoration. Like the materials which they represent, they are not supposed to hang without shading at the seams. This shading is not pronounced, but merely carries the effect which would be shown by two pieces of any plain fabric placed edge to edge.

Trim off a margin of about one inch with a sharp knife and straight edge. Do not allow the seams to lap. When hanging dark colors stain the edges before hanging. This is done by moistening the color on the margin trimmed off and with the finger or small brush, rubbing it along the edge of the paper.

VARNISHED PAPERS.

When handling do not fold and crease any more than is absolutely necessary, as the varnish is liable to crack. It is always advisable to use a lining paper when hanging varnished papers.

STAINED GROUNDS.

This name is given to a high-class grade of goods which differ from other goods in the manner in which the ground color is applied, which is by a process of staining, as the name implies. In hanging, great care should be used in preparing the walls and in the paste to be used. The walls should be free from stains and moisture, and had better be lined. The paste must be free from alum and

The
WATSON FOSTER CO.
LIMITED
MONTREAL



SILVER MEDAL
PARIS 1900
CHICAGO 1893

WALL PAPERS

3
One cut returned
see cut-work 12 page 57

to us
and sent negatives

RETURNED
MAY 11 1904
Cut Book 18
Page 74
Cut

A NAME WHICH
NOT ONLY SUGGESTS
BUT GUARANTEES
EXCELLENCE

RETURNED
MAY 12 1904
Cut Book 18
Page 74
cuts.

RETURNED
FEB 3 1905
To Owner
Cut Book 29
page 61

To the Carpet Sweeper Buyer,
Everywhere.

Dear Sir:-

We have increased our capacity over thirty per cent. (30%) this Spring. Had to do it to keep up with the demand. Have you had anything to do with it? If not, you are the loser.

Yours truly
National Sweeper Co.

Marion, Indiana.
Apl. 21st 1903.

—MADE IN CANADA—

—Oil Cloths—

Be Patriotic and at same time get best value, by purchasing Canadian-made Oil Cloths.

WE SHOW SELECT AND UP-TO-DATE PATTERNS in

Floor Oil Cloth—3 qualities—4/4 to 10/4 wide.
Canvas and Painted Back Stair Cloth
Mats or Rugs—All sizes.

Table Oil Cloth.
Cotton and Duck Back
Enamelled Stair Cloth.

Enamelled Muslins, Drills and Ducks.
Decorative Burlaps.

OUR SAMPLES FOR SPRING are now in the hands of the wholesale dry goods trade and the attention of dealers is called to the advantage of handling Canadian-made goods. It is worth money to get your orders and repeats filled promptly.

We have large producing facilities and give satisfactory deliveries.

The Dominion Oil Cloth Co., Limited, Montreal

should not be too thin. Hang each strip as soon as possible after pasting. A sharp knife and straight edge should be used for trimming, and the edges of the paper, especially of red colorings, should be stained. Avoid using a roller on seams, if possible, as doing so is apt to produce a polished effect, which is objectionable.

NOTES.

Howard Lake has opened a wall paper showroom on Erie avenue in Welland, in the store vacated by Pew & McLean. A new plate glass front will be put in and other improvements made.

• • •

The following orders of interest to shippers have been received at the Toronto Customs office. Samples of wall paper, imported in loose sheets, not bound in any manner, are to be valued and rated as wall paper. Samples of wall paper, bound in book form, are to be rated for duty at 15c. per lb.

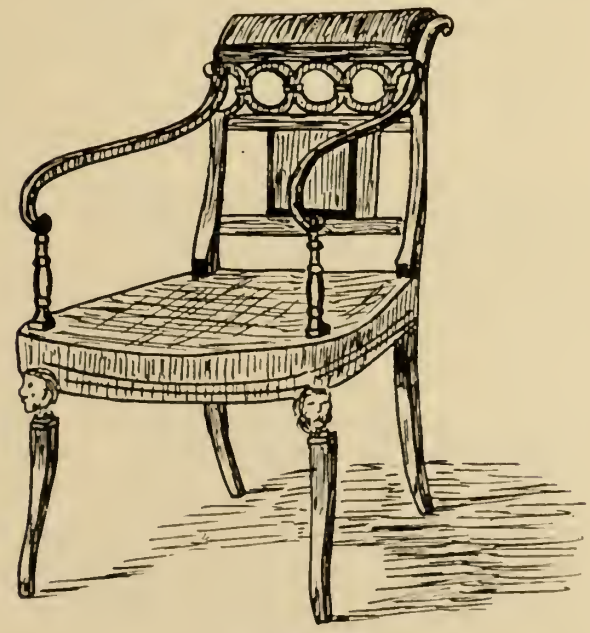
ART FURNITURE.

Time alters fashion and frequently obliterates the works of art and ingenuity, but that which is founded on geometry and real science will remain unalterable.—THOMAS SHERATON.

SHERATON FURNITURE.

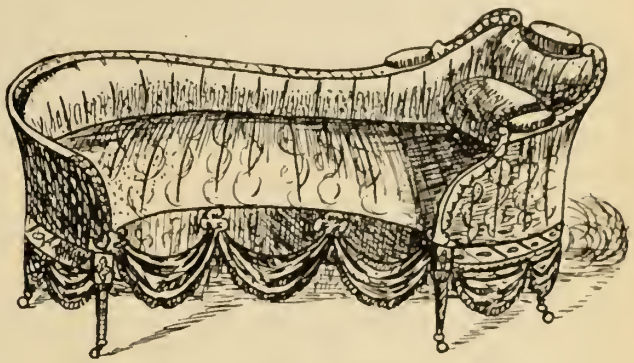
THOMAS SHERATON, author, publisher, preacher, teacher of drawing, but above all, a cabinet-maker, was born at Stockton-on-Tees in 1751. Early in life his attention was turned to cabinet-making, possibly because he had a natural talent for drawing. Commencing work as he did about 20 years after Chippendale had attracted the eyes of the nation to his peculiar but useful designs, Sheraton had an example to follow, but also a recent artist to improve upon. In his efforts in this direction, his education, his skill at drawing, and his evident knowledge of geometry, combined to render incalculable assistance. The change in the trend of fashion afforded him new lines on which to work, and new demands to satisfy, and no doubt obtained for him a reputation that he otherwise would have been forced to work harder to acquire. By this it is not to be understood that he did not earn the eulogies that have been showered on his productions, but it must be remembered that Chippendale had performed excellent work and still catered to the times, so that a later type of cabinet-making would have had no place to fill.

The rococo style had fallen from favor when Sheraton



A Sheraton Chair.

came forward, and his common sense and ingenuity quickly placed him at the head of his time. The unnecessary adornments of the previous years suited neither him or the public, and Sheraton's essentially constructive adornments, while supplying the embellishments of popular furniture, retained their dignity by not stooping to popular vulgarisms. His chairs and tables were all worked out on geometric lines, and many of his drawings are absolutely



A Sheraton Settee.

correct in measurements and dimensions. His works had no longer cabriole legs or carved ornament, but were provided with tapering legs and built with severe lines and quiet ornament. He never wasted an inch of wood, but made every piece subservient to use and none to decoration.

In his decoration he trusted entirely to marquetry and painting. The flat surfaces are all adorned with painting or sunken panels. In later years when the influence of the French Revolution reached England, his ornamentation often took the form of animals with foliated extremities, but it was all worked in as an essential part. None of his chairs had the loose bottom of Chippendale, but were covered with upholstery tacked down to the frame. Hepplewhite's innovation of adorning by painting was worked out by him to a beautiful art and with the abandonment of portions useful only as decorations, his chairs claim a very high place in artistic furniture.

One of Sheraton's eccentricities was his disposal of secret cupboards and drawers through his furniture. At the most unexpected times and in apparently solid portions, a spring would reveal a hidden drawer, and, in many cases, these were most elaborately and thoughtfully worked out. Even cabinets and tables would conceal other pieces of furniture which are not nowadays of much practical use, but demonstrate the inventive turn of Sheraton's mind.

The illustrations given are of two designs made at different periods of his style. The first was made just at the beginning of the introduction of the "Empire" style into England from France; the second is a typical Louis the Sixteenth piece of furniture, with its graceful airy outline and slightly Grecian tendency.

NOTES.

Arthur Sarvis has been engaged as traveller by the Canadian Furniture Co.

Walkley Bros.' furniture factory in Fordwich, Ont., is increasing its staff of workmen.

Johnstone & Co., Acton, Ont., have purchased the undertaking and furniture business of the late J. A. Speight.

The furniture firm of S. A. Luke & Co., Ottawa, have dissolved partnership. S. A. Luke will continue the business.

The Bedell Furnishing Co., Limited, Toronto, have taken over the adjoining building and will now have 8,000 ft. of extra floor space.

R. J. Timmins, furniture dealer, of Midland, Ont., has installed a new front in his store and is erecting a new stairway at the rear.

Negotiations are under way for the establishment of a furniture factory at Newcastle, N.B. Local capital is to provide the necessary money.

The Furniture Co., at Strathroy, Ont., have removed to their new factory, and operations are in full swing. A number of new machines have been installed.

A by-law will be submitted to the electors of Elmira, Ont., to grant aid by way of loan to the Elmira Furniture Co., and to authorize the issue of the necessary debentures.

Arthur W. Atkinson, for many years employed by Geo. E. Ford, of Sackville, N.B., has commenced business on his own account, having bought the stock of furniture of the late Chas. A. Doull.

E. Potter, a former employe in J. Leslie's furniture store, Winnipeg, was presented with a dressing case on the occasion of his acceptance of a new position as manager of W. R. Richardson's carpet department.

William Fay, upholsterer, for many years with Pengelly & Co., Winnipeg, has accepted a similar position with W. F. Furnival, who has recently started an upholstering and carpet-cleaning business on Main street.

In the United States the prices on upholstery piece goods, curtains, covers, etc., have advanced from 5 to 20 per cent. Cotton goods advanced 5 to 15 per cent., silk fabrics 10 to 30 per cent., and mercerized 5 to 15 per cent.

John Leslie, furniture dealer, of Winnipeg, has lost the services of J. K. Gilmour, who has entered the employ of the Canada Furniture Manufacturers, in Toronto. Mr. Gilmour was presented by his fellow-employes with a travelling bag.

Geo. Hardcastle, of Ingersoll, Ont., has accepted the position of foreman in Campbell & Campbell's furniture store in Brandon, Man. Before leaving his former employers, The Ellis Furniture Co., of Ingersoll, he was presented by his fellow-workmen with a pair of field glasses, a dressing case and a fountain pen.

CROCKERY AND GLASSWARE.

GLASSWARE HOUSES AND THE NEW TARIFF.

THE recent retaliatory measure of the Dominion Government against Germany, although meeting with general approval, exhibits some evidences of immature consideration as far as its effect on import orders already placed are concerned.

In the case of china importers the loss incurred will be quite serious. Travellers have been on the road taking import orders since the first of the year, at the old prices. These goods are never delivered until September or October, so that a great part of the sales have been made under an existing tariff of 30 per cent., while the goods must be imported under a 40 per cent. tariff. In this way the cost of the article to the importer is increased 8 per cent., and he must pay it out of his own pocket. Of course the prices go up immediately, but the greater part of the sales have already been made.

It is reported that a deputation of importers will wait on the Government, asking for an extension of the time until the end of the year. The petition seems fair enough when it is considered that in the case of importers, orders abroad can be sent only when the bulk of the local orders are in, since a very untrustworthy estimate on this class of goods is all that can be made at the first of the season, and too small an order cannot be rectified at short notice, as in the case of home manufactures. Thus the importer is liable, if ordering before he can rightly judge his requirements, to have a large stock left on his hands, or by ordering too conservatively of being unable to supply many of his customers.

Importers whose orders have been coming in for months, but who must receive their goods in the Fall, are hopeful that their petition will have some weight with the Government.

THE SEASON'S TRADE

THE import orders have been coming into the wholesale houses in encouraging volume, and a record season is assured. The new tariff with Germany is making a difference in price to those who have delayed ordering until late in the season. The change means an increase in cost to the importer of 8 per cent., so that an increase in the wholesale price of that amount has occurred. Those who have bought earlier are just that much in, although the importer has to pay it from his own pocket.

The business in fruit jars has been immense. Such large and unprecedented orders have been given that manufacturers and wholesalers find themselves unable to cope with them satisfactorily. The lack of supply last year made them more careful for this season's trade, but even with this warning, they do not appear to have made sufficient preparation.

An especially great demand for decorated lamps is reported. One house has imported a novelty in lamps; done in beautiful, delicate tints, heretofore unknown in the lamp business. Shades of green, blue and red are seen. Various patterns and shapes are shown, and a novelty of the pattern is that it is simply embossed, without making any difference in the color. The richness of the effect, both in appearance and in the light shed, is increased by having the entire lamp done in the satin finish. Great success has been met in their sale.

BED QUILTS

Wool Filled, -	$ 7.00 per doz. to $ 12 50	Lamb's-wool Filled,	$27.00 per doz. to $39.00
White Cotton Filled	11.00 " " 48.00	Eiderdown "	36.00 " " 75.00

EXCLUSIVE PATTERNS OF COVERINGS

This is where we make them



Are we making any for you? If not, why not?

STITCHING BED QUILTS

THE ALASKA FEATHER & DOWN CO., of MONTREAL, Limited.

Write for price list and miniature samples.

The Anglo-Scotian Mills, Limited

BEESTON, ENG.

Nottingham Curtains

Up-to-date designs in single and double borders.

TO THE WHOLESALE TRADE ONLY.

Wait for our Representative who will call during May, or drop a postal to

BROWNE & WELLS, Limited

Canadian Representatives. 19 Melinda St., TORONTO.

DECORATION.

THE DRAWING ROOM.

IT is in the decoration of the drawing room where the decorator needs the greatest thought and care. The result is that it is that room that is often the only failure in the whole house. The very knowledge that he must accomplish something specially fine; the fact of his having more money at his disposal for this room than any other, leads him to excesses that in any other room would be discarded contemptuously.

It is with hesitation, too, that an attempt is made here to give ideas, as greater variety of taste is here displayed than elsewhere. Much of the worry and poor results could be prevented if it were remembered that in this room, as in any other room, simplicity is good taste. In contrast with much of the rest of the house, however, the color scheme and furniture should be quite gay in appearance. The very use of the room demands this—the quick changes in the occupants, the vivacity of conversation and style of dress worn. .

In general, a drawing room is long, but this is not the best shape. An almost square room is the easiest to decorate, and gives a more decided impression of lightness. The color tone should be light, particularly on the walls and ceiling. A safe principle to go by is to have the tone grade to a lighter shade from the carpet to the ceiling. That is, the carpet should be darkest, the walls lighter and the ceiling lightest of all.

The furniture is richer when in mahogany finish, as it sets off the surrounding brightness. Several of the chairs should be light in weight, in order to allow their removal to different parts of the room for purposes of conversation. A very common fault is the abundance of pieces of furniture and bric-a-brac. Such a state gives a feeling of suffocation. An easy chair, a comfortable parlor rocker, and a half-dozen odd pieces are enough for the average room. Be sure to steer clear of the so-called "parlor suites;" they are neither tasty in appearance, nor serviceable, as they are seldom well made.

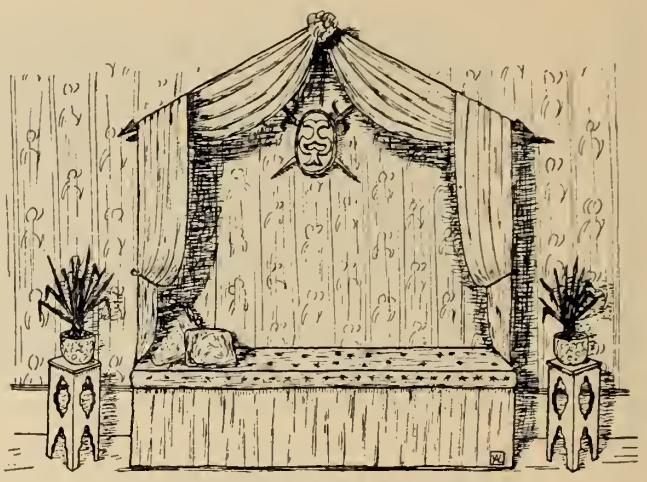
The carpet and wall paper should be unobtrusive in color and pattern. A self-toned carpet is always the best. Nothing looks worse than a large conspicuous pattern in the wall paper and pictures hung over it. The break in design is very harsh. Pictures, for the most part, should be large and not too complex, as they receive only hasty attention from a visitor. There should also be few of them and the hanging is better when irregular in line and position. A good plan in the bay window is to have small panes to act as frames for the outside view.

One of the important trimmings for effect is the placing of the lights. Concentration is unnecessary, as the room is not a sitting-room. Accordingly, have the lights placed at intervals around the wall, and use glazed globes as a garish light gives a harsh effect. Some of the best houses use, for ordinary purposes, only candles distributed around the room.

A few faults to avoid are the overcrowding of furniture, obtrusiveness of pattern in carpet or wall paper, heaviness in furniture and a bright glare in light. Some points to observe are the height of the walls, the shape of the room and windows, strength of design in the furniture, the suitability of the color of the paper to the light in the room and the picture subjects.

A COSY SEAT.

THE seat illustrated is intended for the centre of a side of a room instead of the old-style corner seat. It is not intended to take the place necessarily of a cosy corner, but in many rooms one side is very long without a division in it to break the monotony of the stretch. In such rooms this seat takes the place of a mantel or door as a divisional point and reduces the apparent length of the room. It is not difficult to make and will be found



A Cosy Seat.

an admirable scheme in the average long, narrow drawing-room. Some small ornament, at each side, such as is provided in the illustration by the urn stands, is required to soften the abruptness of the lines at the edges of the seat. Otherwise the cosy seat will stand out as a spot in the room rather than as a part of the scheme of decoration.

TWIN BEDS.

ALTHOUGH the use of twin beds has not as yet reached any great extent in Canada, still there is an ever-increasing demand for them, and furniture dealers in the larger towns are observing the necessity of carrying a few samples. Across the line the popularity of this class of furniture is great and more and more are people favoring it. Of course, it is at once apparent what advantages are gained by the use of twin beds and in the sanitary advancement of the age these advantages are crying ever louder to be observed.

The effect of twin beds in a bedroom is pleasing and allows of far more elaboration in the design than a single bed. The latest designs are smaller than usual, and twisted in fancy fashion, the corner rods alone being plain and heavy. The low foot appears to be the favorite, and white or cream in the iron beds is much preferred to other colors. The delicate shades, while they remained delicate, were very pretty, but when the deep, vivid colors appeared, the taste of the average buyer drove him back to the white and cream. A bedroom must be restful in color tone, and the striking colors that came out for a time were fatiguing and inartistic. We are back to white and cream now and will no doubt remain there for a long time to come, in spite of the efforts of some manufacturers to push the high colors on the market.

DOWN COMFORTERS,
WOOL COMFORTERS,
COTTON COMFORTERS,
BED PILLOWS,
WHITE CUSHIONS,
COSIES, MUFF BEDS, Etc.

FANCY CUSHIONS.



FANCY COSIES.

Price lists on application.
Feathers Bought.

THE TORONTO FEATHER & DOWN CO.
74 KING ST. WEST, TORONTO. Limited.



THE ALL-WAYS READY

Skirt and Waist Supporter

WITH ADJUSTER.

Sells at sight. No sewing required.

Retailed for 25c. complete.

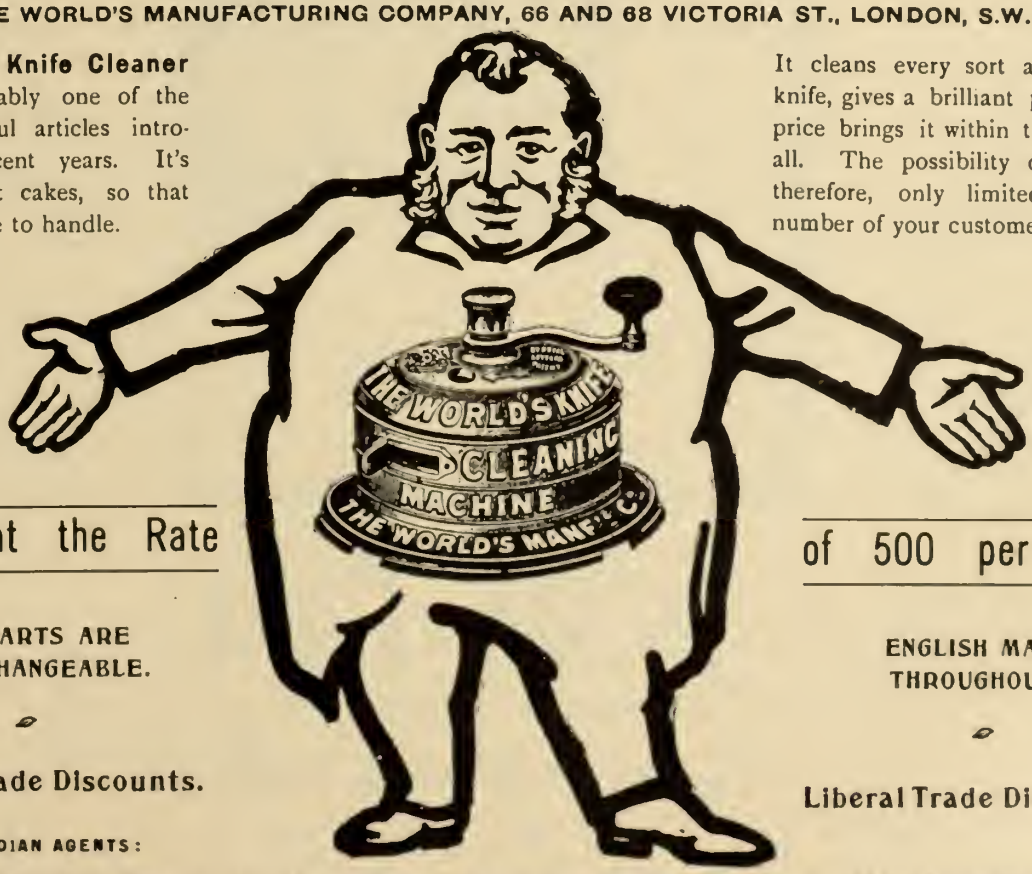
Manufactured by

Brush & Co., Toronto

THE WORLD'S MANUFACTURING COMPANY, 66 AND 68 VICTORIA ST., LONDON, S.W.

The **World's Knife Cleaner** is unquestionably one of the most successful articles introduced in recent years. It's going like hot cakes, so that now is the time to handle.

It cleans every sort and size of knife, gives a brilliant polish. Its price brings it within the reach of all. The possibility of sale is, therefore, only limited by the number of your customers.



Simplicity itself.

Makes no dust

Cleans at the Rate of 500 per hour.

ITS PARTS ARE INTERCHANGEABLE.

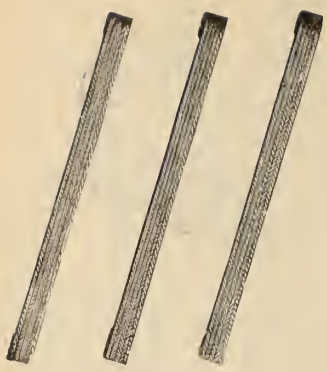
ENGLISH MAKE THROUGHOUT.

Liberal Trade Discounts.

Liberal Trade Discounts.

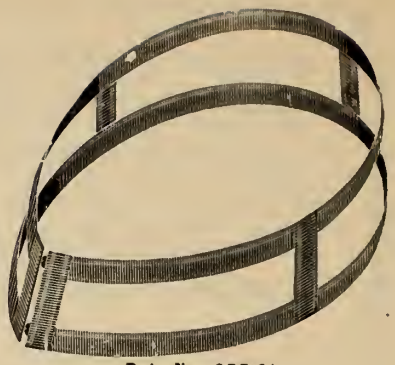
SOLE CANADIAN AGENTS:

DECATUR, BULL & CO., 30 Hospital St., MONTREAL.



The
ORIGINAL QUALITIES
made of
Best Real Whalebone

CANNOT rust.
CANNOT hurt the neck.
CANNOT hurt the material.



Pat. No. 255/01.

Lake's Invisible Stiffener

Made in Black, White and Ecru, Fine Glace Cotton, 1½, 2, 2½, 3 and 3½-ins., **12/11** gross bundles of 6.

Made in Black, White and Ecru, Silk Finish, 1½, 2, 2½, 3 and 3½-ins., **2/11** doz. bundles of 12.

Made in Black, White and all Colors, All Silk, 1½, 2, 2½, 3 and 3½-ins., **4/6** doz. bundles of 12.



Lake's Easy Collar

AN ENTIRE COLLAR SHAPE for DRESSES, COSTUMES, Etc.

MADE IN BLACK AND WHITE.

Sizes—2-in., 2½-in., 3-ins. Deep—12, 12½, 13, 13½, 14, 14½, 15, 15½-ins. neck size.

6/9 per doz.

Lake's Invisible Skeletons.

An Entire Collar Shape for Transparent Neckwear

Sizes—2-in., 2½-in. and 3-ins. deep.

11½, 12, 12½, 13, 13½, 14, 14½, 15-ins. neck size.

SEPARATE SIZES OR ASSORTED.

Made in Black, White and Ecru, Silk Finish, **4/11** per doz.

Made in Black, White and all Colors, All Silk, **8/11** per doz.

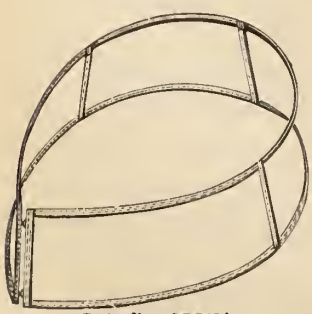
Lake's Invisible Collar Rings.

For Transparent Nckwear WITHOUT COLLARS.

Made in Black, White and Ecru, Silk Finish.

Sizes—11½, 12, 12½, 13, 13½, 14, 14½, 15, 15½, 16, 16½, 17, 17½, 18 and assorted.

23/6 per gross.



Pat. No. 255/01.

H. W. Lake

PATENTEE AND PROPRIETOR

28 and 30 Gresham St., LONDON,
AND PARIS

Manufacturing Haberdashery and Fancy Specialties.



Prov. Pat. No. 10820.

LADIES' NECKWEAR

THE trade are now being shown a great variety of stocks for Summer wear, and it is rather a difficulty to choose from such a large assortment, containing totally different shapes and designs, a range exactly suited to one's needs. For the heat of the Summer, it goes without saying that the stock combining coolness and elegance in the greatest degree is the one that will be preferred by customers. Along this line then, linen, Madras and wash silks will be favorites. The tab effect, sometimes very small and in others long and elaborate, is seen in almost all stocks. A number of handsome embroidered effects in varied colorings are shown in the linen stocks, and a few designs with turnover top, showing a figure or spot pattern, and with three tabs, make attractive stocks and should be good property. The "clerical" stock, which took only moderately well in Canada, is also in evidence again, though in somewhat altered form, the tabs being black with white edgings instead of entirely white. White is shown alone in many of the designs, but there is also a variety of white and colored stock which should not be neglected. As a rule, in these, the white forms the ground, the coloring being in the edging or pattern.

* * *

Lace collars were never shown in such a variety of designs as at present. From the diminutive embroidered linen collar to the large plauen or Irish point with its points reaching beyond the shoulders and down back and front, all are selling. Flower and fruit designs in lace have been as well received in collars as in trimmings, and they bid fair to be the feature of the season. Among the floral effects, such designs as lilies and other flowers, embroidered on silk in contrasting colors, give indications of taking well. Lace collars, with elaborate tabs of the Bishop order, are shown in a wide variety of prices, worked on lawn or Swiss, or on net linen.

* * *

Neckwear in all varieties is having a large sale, as the fashions seem specially designed to necessitate a lavish use of neck pieces. This being the case, it is little wonder that manufacturers find it so hard to keep up with their orders. The trade is greatly on the increase, orders with most makers of neckwear, up to date, being fully double those placed for the same period last year. Manufacturers are only too glad of any little temporary lull in trade, as it gives them an opportunity to catch up with their orders, or to add new samples to their wash lines for Summer wear.

* * *

At the present moment makers of neckwear are sold so far ahead on silk lines, being two or three weeks behind in their deliveries, that they have not been showing, except when forced, their lines of wash goods. Merchants have had for many months past a splendid run of trade in the silk stocks, but with the near approach of warm weather these must now give way to their Summer competitors.

* * *

One of the chief reasons that manufacturers are so far behind with their orders is the large amount of fancy stitching that has to be done on a stock nowadays. This is particular work and can only be accomplished satisfactorily by experienced hands, and the trade has expanded so largely and so rapidly that this class of help is hard to obtain; indeed, even inexperienced operators cannot be had in sufficient numbers to get through the work in hand. This forms a serious drawback to not only the neckwear, but also to many other branches of the making-up trade. Many firms have now double the staff of operators that they had before Christmas, and yet they cannot pull up their orders, so retailers should look over their lines and order far enough ahead to give the maker time, as it is impossible to deliver goods as soon as an order is received.

* * *

There is no doubt about the popularity of washing neckwear for the coming Summer season, or about the immense range of the samples that the trade will have to choose from. The stocks, etc., are soft, easy and comfortable; and neat and plain effects are in the highest style. White pique linens, basket cloths and the many lines of mercerized wash materials are used in the making up of these stocks, Oxfords and hunting stocks, etc., though lawns, batistes, dimities and muslins are used in some of the lighter lines. Two-toned effects are much liked and often it is the binding of colored lawn that gives this.

* * *

Hand embroidery or a machine-made imitation of handwork is much used on all the new lines. Many of the washing stocks are made in close imitation of the silk stocks, the only difference being that cotton goods are used in the place of silk, but they are not as elaborate as the silk goods, as only the plainer, neater effects are suitable to wash goods, and are generally of white and a contrasting color as blue and white, pink and white, and more popular still in ecru and white. Tabs are still the prevailing feature in these stocks and small pearl buttons, often in groups of three, are freely used to decorate them. Crochet rings, with the tab ends pulled through them, are a novel feature and form a very pretty and stylish effect. White materials with a small, neat, black figure or small spot are very much used in the manufacture of stocks. Perhaps one of the prettiest examples of this style was a white stock with the turnover and tabs in pin-spot dimity bound with white. Embroidered motifs in black, white, or in the same color as the stock are much en evidence.

* * *

Faggoting, cross-stitch, or, in fact, any kind of imitation of handworked stitches or anything that approaches handwork in any degree is in demand for neckwear. Valenciennes lace is much used on Summer stocks of fine batiste or organdie. Some stocks of this class still show the jabot effect, but tabs, on the whole, are the most stylish.

* * *

Besides these dressier stocks Oxfords are going to be in considerable demand. The fact that they are so comfortable and so good to arrange as well as easy to launder, helps to keep them in style. Pretty little turnovers of

embroidery, or lace, or both combined and with similar trimming on the ends, are shown.

* * *

Hunting stocks are another revival and though, perhaps, not quite so smart as last Summer, they will be very stylishly worn again this season. These mannish stocks are the appropriate finish to the plainer tailored blouses or shirt-waist suits of coarse linen, crash, mattings and damask patterned in mercerized materials, and hunting stocks can be obtained in all these popular goods to match the shirt waists or wash suits. Some of the smartest of these stocks show a line of cross-stitch motifs down the centre of the stock.

* * *

In the high-class trade and in expensive stocks it is the handwork that is the rage. Lovely drawn work, insertings of handmade laces, faggoting, coral stitching, French knots and beautifully executed hand embroideries are in use. The pleated stoles, hand tucked and hemstitched, are perhaps the prettiest finish.

* * *

All kinds of turnovers and tabs are still in vogue, and the matched sets in lawn and batiste are among the best selling lines. Then there is an immense range of varieties in little turnover, and tab collars in Swiss embroidery in white and also in black and white and on white, blue, pink and ceru, etc. Fruit and flower designs, either in dull or brilliant colors, come in a wide choice, strawberries, cherries and grape designs being the favorites. Persian embroideries and eastern patterns and colorings in cross-stitch are well shown. This washable neckwear, though so dainty and artistic, is very moderate in price; as a great number of the pieces can be retailed at a good profit for 25 or 50c. On seeing these goods it is easy to understand how so large a trade has been built up in so short a time. This is distinctly a want that has been created and a trade in which it is the maker who has taken the initiative. These little stocks are so neat and pretty and finished in such a style that there is no temptation for a woman, however handy with her needle, when the price is taken into consideration, to make her own. And then it is impossible for an amateur to give the elegance and finish that the makers do to these goods.

BOAS.

BOAS, again, are meeting with the approval of the trade and orders are coming freely in. As predicted, it is the crepe effects, with stole ends, that are selling. Among the newer lines are deep lace collars, chiffon, lined and trimmed, of renaissance, Irish crochet, Irish point, Venise, etc., or a collar of silk softened by pleatings of chiffon, with lace motifs; attached to these collars are long stole ends in liberty, esprit, chiffon, sometimes kilted and pleated, and often lace and ribbon trimmed.

* * *

The flat stoles, in shape the same as the Winter fur ones, are very popular. Sets of chiffon, in white and pale shades and tinted lace, trimmed with ribbon velvet and sometimes even small flowers, are shown. To complete these sets are hats and parasol. Taffets, both in black and white, is largely used for these stoles.

* * *

That cape effects, and in such light, airy styles are in vogue, is greatly in the interest of both manufacturers and retailers, as these can be worn much later on in the season than the close-fitting ruches. Indeed, they can be used as wraps even in the warm weather, as with the very transparent neck yokes that are being shown on Summer waists, one of these stoles or capes will prove very acceptable on the cooler Summer nights. Retailers should bear this in mind and should not be in a hurry to sacrifice their stock, as the season for them is sure to be more extended than when the close-fitting ruffs that only afforded a protection to the neck were in vogue.

AFTER THE SHUTTERS ARE UP.

AT a small station in North Carolina an old man, carrying a carpet bag and accompanied by an old woman, evidently his wife, entered the train. It was apparent, from their expressions of curiosity, mingled with anxiety, that this was their first railway journey. The train started, and they both looked eagerly from the window, and as the speed increased a look of keener anxiety gathered on the old woman's face.

A few minutes later the train ran on to a long bridge, the sides of which could not be seen from the carriage window. With a little shriek, the old woman clutched her husband's arm.

Meanwhile, the train sped onward, and was soon once more on solid earth. The old woman was quick to note the change. Her features relaxed, and she sank into her seat with the fervent exclamation:

"Thank goodness, she's struck the ground again!"

* * *

A country minister in a certain town took permanent leave of his congregation in the following pathetic manner: "Brothers and sisters, I come to say good-bye. I don't think God loves this church, because none of you ever die. I don't think you love each other, because I never marry any of you. I don't think you love me, because you have not paid my salary. Your donations are mouldy fruit and wormy apples, and 'by their fruits ye shall know them.' Brothers, I am going away to a better place. I have been called to be chaplain of a penitentiary. Where I go you cannot come, but I go to prepare a place for you, and may the Lord have mercy on your souls. Good-bye."

* * *

"What became of the young chap who was writing 'How to Live on Ten Cents per Day'?" asked the caller. "He left," responded the publisher. "Why?" "Because we refused to allow him fifty cents for dinner."—Philadelphia Record.

* * *

He had called at a house in the suburbs on business, and as he arose to go he said:

"I believe you were in the lake district last Summer?"

"Yes."

"Go fishing?"

"Yes."

"Catch anything?"

"One little perch."

"Ha, ha, ha! That's what I expected. Well, good night."

When the caller had gone the wife said, indignantly:

"Richard, how can you sit there and tell stories in that bold way? You know we caught over twenty fish weighing five pounds apiece; and that big jack weighed eleven pounds."

"My dear wife," returned the husband, soothingly, "you don't know human nature. That man is now willing to take my word for £500. If I had told him of those fish he would have gone away believing me to be the biggest fibber in the kingdom."—Tit-Bits.

DEBENHAM, CALDECOTT & CO.

HIGH-CLASS NOVELTIES

FOR IMPORT

DRESS FABRICS
SILKS
SATINS
VELVETS
RIBBONS
FRENCH FLANNELS
LININGS
LACES

OUR SPECIALTY

SILKS

FALL SHOWING 1903

IN STOCK

DRESS FABRICS
VELVETS
RIBBONS
SILKS, SATINS
LACES
CHIFFONS
MALINES TULLES
COTTON DRESS FABRICS

WE CAN FILL IMMEDIATE WANTS——OUR STOCK IS WELL ASSORTED.

OUR TRAVELLERS ARE NOW ON THE ROAD WITH A COMPLETE RANGE OF SAMPLES FOR FALL, 1903. WE TRUST ALL MERCHANTS WILL INSPECT THEM.

DEBENHAM & CO., LONDON, PARIS, NEW YORK, BERLIN.

DEBENHAM, CALDECOTT & CO., CANADA: TORONTO: 77 YORK ST. MONTREAL: 18 ST. HELEN ST.

DEBENHAM & CO., CAPE TOWN, JAPAN, SYDNEY, MELBOURNE, ST. ETTIENNE.

77 York St., Toronto · Debenham, Caldecott & Co.

K. ISHIKAWA & CO.

...Importers and Manufacturers of...

RAIN AND PERSPIRATION PROOF BLACK JAPAN TAFFETA
RAIN AND PERSPIRATION PROOF BLACK JAPAN HABUTAI
SHAN TUNG PONGEE in 25 in. and 33 in.
JAPAN WHITE CORDED SILKS
JAPAN COLORED CORDED SILKS
JAPAN BLACK CORDED SILKS
} in 20 in., 22 in. and 24 in.
JAPAN TAFFETA, all widths and colors.
NATURAL and IVORY JAPAN HABUTAI, in all widths and grades.
CHINA AND JAPANESE MATTINGS of every description.

Letter Orders Promptly attended to.

24 Wellington Street West, TORONTO, ONT.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces "BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - UNEQUALLED IN QUALITY AND PRICE.

..... Sale Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

Fall 1903.

CANADIAN WOOLLENS AND GENERAL DRY GOODS

Early Contracts and Rock-bottom Prices.

SEE ☞Dress Friezes, Coating Friezes, Heavy Friezes, Fancy Overcoatings Meltons, Beavers, Serges.

OUR ☞Fleecy Shirts and Pants, Fleecy Top Shirts, All-Wool Shirts and Pants, Knitted and Cloth Top Shirts.

TRAVELLERS' ☞Lumbermen's Blankets, Household Blankets, Horse Covers, Horse Blanketing, Wool Rugs.

SAMPLES ☞Plain and Fancy Sweaters, Ladies' Golfers, Ladies' Knitted Blouses, Mitts, Gloves, Toques, Sashes, Tams, Fingerings.

P. Garneau, Fils & Cie,

QUEBEC.

BOOTS AND SHOES

MAKE THE SHOE DEPARTMENT PAY.

WE presume that when a merchant buys a stock of boots and shoes, his desire is to sell again, and have a larger bank account than before he bought. You would hardly think this to be the case, however, with many general store keepers, when you go into their stores and find the shoe department, if you do find it, crowded into some out-of-the-way corner, where it appears to be trying to hide itself, afraid lest perchance some stray customer should spy a pair of shoes which took his fancy and be tempted to buy.

The profits to be derived from the boot and shoe department will justify any effort or time you can spend in endeavoring to make it one of the best in the store.

The importance of giving the shoe department a good location in the store has been proved again and again. If other stocks require to be displayed attractively, so also does the shoe stock. Even though the space is limited, this department can be made one of the most attractive and comfortable parts of the store, and the shoe department must be comfortable. Make whatever space you can give to shoes as complete in fittings and arrangements as you possibly can.

Shelves are a necessity, and should be placed so as to be at once noticed by a customer entering the store. If the space is limited, the shelving will have to reach away up, perhaps to the ceiling. There are ladders made specially for shoe stores, which will enable you to reach the top shelves easily.

In arranging the cartons on the shelves adopt some system of keeping different lines and sizes in their own sections, so that there will be no trouble in finding what is wanted. One pair only of each size in every line should be in place on the lower shelves.

Arrange the sizes on the shelves, placing the smaller sizes at the bottom and the larger sizes on top. You will thus have to use only one row, from bottom to top, in order to have a complete range of sizes in each line, and this will not necessitate using the ladder for any single sale, if the shelving commences at, say, 2½ ft. from the floor.

All stock not immediately needed should be kept above, or in some convenient place, and when a certain size of any line is sold from the shelves, it should at once be replaced from the extra stock.

The entire stock should not be placed on the shelves from which the selling is done. It is impossible to avoid getting the stock mixed, especially on busy days, when this is done, and a great deal of delay is caused by having to look into box after box before finding what is wanted.

One shoe of each line should be displayed on the shelves; a medium size, probably, is best, by suspending it with a clasp from the lid of the carton. This both adds to the appearance and is convenient in showing the different lines.

Small show cases and tables are very effective for decorating and advertising, and should be used where space permits.

There always should be a trying-on room in the shoe department. Especially is a private fitting room appreciated by ladies. A little section can easily be partitioned off with a curtain and poles and draperies. Rugs, chairs, foot-rests, small stands and a few potted ferns are little auxiliaries.

This little room should be clean and neat in every respect and should not be a depository where odds and ends of everything in the department are kept.

Represent the shoe department as attractively as possible in your window display.

Secure the services of a clerk who understands his business to take charge of the department. He may cost a little more for salary, but it is better to pay a little more and have a man who knows how to handle it, than to have a man who does not know, for the sake of a dollar or two a week. Cheap help, the same as cheap goods, costs the most in the end.

Don't imagine that the shoe department will run itself; but do believe that with a proper share of attention, it will prove one of the most remunerative departments you can handle.

We might give numbers of instances where success has followed the adoption of these plans, or similar ones, with regard to the shoe department. We mention but one here: Some time ago, W. C. Crawford, of Tilbury, Ontario, remodelled his department store, changing things about generally. Before the remodelling Mr. Crawford had his shoe department located in a back part of the store, where it received a comparatively small share of attention. Two years ago, when the change was made, the shoe department was moved up towards the front of the store. He gave it a good position; made it bright and attractive, and gave it a place in his window display. As a result, no other department has suffered, and his shoe trade has increased, until to-day, it is double what it was before the change. He has made no specialty of the shoe department, but has merely given it a proper share of attention amongst the other departments.

The sooner dry goods and general merchants can be induced to give the shoe depactment a fair chance, the better it will be for themselves, because "it pays."

ORDERING BY CASE LOTS.

NEVER order fine shoes by the case or by dozens, or in regular runs of sizes. If you do you'll get too few of the middle sizes and too many of the end sizes Buy just the widths and sizes you want, regardless of whether it makes even dozens or not. You are unjust to yourself if you do otherwise. This applies to all lines of shoes, but, perhaps, more forcibly to women's. This is because sizes 2½, 3, 7, 7½ and 8 cut with less waste than other sizes, and manufacturers are apt to overestimate the number of extreme sizes needed.

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.

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We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

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WE MAKE A SPECIALTY OF

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And carry a large stock in the following widths : 20-in., 23-in., 27-in., 32-in., 36-in and 48-in. Any quality and width can be dyed any shade in a week.

All Widths and prices in twill Japs. in 50-yard lengths.

SHANTUNGS in different widths. Various qualities of **TUSSORE** by the piece or yard.

DYED JAPS., all shades, in 21-in., 23-in., 27-in., and 36-in,

PRINTED, FIGURED AND STRIPED JAPS.

All shades in two qualities of **GLACE** and three qualities of Colored **LOUISINE,** and **ORIENTAL SATINS** and Foreign and **ENGLISH MERVES.**

All up-to-date makes of **BLACK AND COLORED SILKS.** Canadian buyers are invited to give us a call while in London and inspect our latest novelties.

T. RICKARD & CO.

DIRECT IMPORTERS OF JAPANESE SILKS

20 Cheapside, London, England.

OUR SPECIALTY IS ALL DESCRIPTIONS OF JAPANESE SILKS.

CABLE CODE: "CLERKSHIP"—A.B.C. CODE USED.

How Carnegie Chose His Lieutenants

INSPIRATION FOR YOUNG MEN

ANDREW Carnegie was recently bluntly asked the question: "What influenced you mostly in the selection of your lieutenants in the steel industry?" "Apparently trival incidents," was the laconic reply. Then, after a moment's pause, he added, by way of explanation: "I watched young men with whom I came in contact, and whenever I ran across one who, all unconsciously, by some small action or word uttered in ordinary conversation, made me feel that he had the qualities demanded in my business, I gave him a chance to prove that he really had them. And when he did, then he became one of my lieutenants, and in return for his assistance I endeavored to let him have a fair share in the profits of my business."

This, in brief, is the story of selection and making of the so-called Carnegie group of millionaires.

Charles M. Schwab is one of these men. James Gayley, vice-president of the United States Steel Corporation, is another; Thomas Lynch, successor of H. C. Frick at the head of the world's biggest coke company, is a third; Mr. Frick himself a fourth, and William E. Corey, the youthful president of the Carnegie Company and the Carnegie Steel Company, a fifth.

Then there are H. P. Bope, Daniel M. Clemson, A. R. Peacock, F. T. F. Lovejoy, W. W. Blackburn and Thomas Morrison, a Carnegie cousin brought over from Scotland and given a humble position in a millyard; Andrew M. Moreland, George Lauder, Albert C. Case and Joseph E. Schwab, brother of Charles; Lawrence Phipps, who, though a nephew of Henry Phipps, Mr. Carnegie's lifelong partner, had to start at the bottom and work up with men who had no rich relatives; A. R. Hunt, W. E. McCausland, who began life as a messenger in a mercantile agency office, and many others.

The incident that led Mr. Carnegie to select A. R. Peacock, formerly holding the important post of purchasing agent of the Carnegie properties, as a lieutenant, is typical of the manner in which the majority of the members of the famous group were picked out. Mr Peacock owes his millions to a remark that his last employer liked.

Twelve years ago Mr. Peacock was salesman for a New York decorating house. At that time Mr. Carnegie arrived in the metropolis to see about some decorating that he wanted done in the Fifth avenue mansion that he recently discarded for the more magnificent one further up the avenue. He asked the firm that had Mr. Peacock in its employ to send him samples of wall paper, and Mr Peacock was assigned to take them.

The salesman's manner of displaying the samples and conducting business so favorably impressed the prospective customer that a few days later, when he wanted to inspect more samples of wall paper, he expressly requested that Mr. Peacock be sent with them. His second talk with the salesman pleased Mr. Carnegie more than the first, and just as Mr. Peacock was leaving, the millionaire said, apropos of nothing that had gone before:

"Young man, you will be rich some day"

Mr. Peacock laughed.

"Mr. Carnegie," he answered, "if I thought so, I'd be willing to give the man who helped me to riches a liberal discount."

Mr. Carnegie's reply all but took away his hearer's breath.

"I'll take you at your word. Go to your employers, resign at once and come with me."

Mr. Peacock did as he was bid, and, judging by results, he gave Mr. Carnegie a liberal discount in work, for his fortune is conservately estimated at $10,000,000.

H. C. Frick not long ago named Mr. Peacock as one of the 30 men in Pittsburg who are worth this sum and over. He has recently moved into a new house which cost $1,000,000, and which is said to contain the finest interior woodwork of any private residence in America.

Daniel M. Clemson is another of these fortunate men He got the good will of Mr. Carnegie, and, ergo, his millions, because he could shoe a horse well and wasn't afraid of work.

Mr. Clemson was born on a farm in central Pennsylvania. When he was nine years old he was apprenticed to a blacksmith. The recompense was all that he could eat and an occasional suit of homespun. He blossomed out as an accomplished "smithy" on his 19th birthday. As his pay was still his board, he went out into the world to seek his fortune.

He drifted to one of the Carnegie mines.

"What can you do?" asked the superintendent.

"Shoe horses," was the reply.

Mr. Clemson shod the horses so well, and so many in a day, that when Mr. Carnegie was inspecting the mine, the superintendent said:

"That fellow shoeing horses over there is the fastest and best man in the shop. He's not afraid of work either; he'll work all day and all night if necessary."

"Give him a chance in the mechanical department," ordered Mr. Carnegie.

Mr Clemson soon had charge of all the mining machinery. Next he became the mine superintendent. In 1885 he was transferred to Pittsburg. Now he has charge of the 115 river and lake vessels owned by the steel trust, and is head of a natural gas company, which has under lease 98,000 acres, operates 130 wells and produces 40,000,000 cubic feet of gas each day in the year. He still lacks a year of being 50. Like the great majority of Pittsburg's men of money, he is comparatively young.

Andrew M. Moreland, formerly secretary of the Carnegie Company, owes his present financial position to his ability to send and receive telegraph messages with lightning-like rapidity and unerring accuracy.

This accomplishment softened Mr. Carnegie's heart toward him, for Mr. Carnegie, himself a splendid telegrapher, thoroughly appreciates one. Therefore, Mr. Moreland did not remain an operator on the private lines connecting the Carnegie plants with one another and all with the New York office of the great iron master. The first thing he knew he was rising rapidly in the steel business.

Like Mr. Moreland, W. W. Blackburn, the present secretary and treasurer of the Carnegie Company and also second vice-president of the Carnegie Steel Company, started in and attracted attention without the aid of outside influence.

Mr. Blackburn had been a clerk in a country store in central Pennsylvania before he went to the Carnegie mills,

and there he had picked up a knowledge of business principles that shortly caused his new employer to see evidences of splendid business acumen in him. After that this poor boy of a poor farmer went forward gradually, and, when Mr. Moreland resigned the secretaryship of the Carnegie Company, he succeeded to the position. He and Mr. Moreland can truthfully be called boy millionaires, for each is still on the sunny side of middle age.

—

Like the rest of Carnegie's lieutenants, these two ambitious employes had to work hard to keep the good will of their employer and get a share of the profits. How closely the Carnegie group kept down to business is shown by the following incident:

Mr. Moreland, when auditor of the company, was summoned to New York to consult with his commercial master. At dinner Mr. Carnegie set wine before his guest.

"No, thank you, I don't drink," said Mr. Moreland.

Later on Mr. Carnegie brought out the cigars.

"No, thank you, I don't smoke," said Mr. Moreland.

Still later in the evening Mr. Carnegie proposed a game of cards.

"No, thank you, I don't play cards," said Mr. Moreland.

Mr. Carnegie looked at his guest.

"Tell me why you don't do any of these things?" he drily requested.

"You've kept me working too hard all these years; I've had no time to learn," was the reply.

Mr. Carnegie thought a moment.

"Andy," he said, "I'm going to give you a three months' vacation. Now, for heaven's sake, go off somewhere and learn to do something besides work."

—

The Carnegie Company one day advertised in the newspapers for a book-keeper. F. T. F. Lovejoy, while working in a laundry, had picked up a good knowledge of accounting, and so, when he read the "want ad.," decided to apply for the position.

By good luck he managed to arrive at the manager's office ahead of all the other applicants, and, after a short interview, was given the position. The lucidity of his balance sheets at once attracted attention, and then, step by step, he began rising until he attained the secretaryship. This he held until he took sides with Mr. Frick in his controversy with Mr. Carnegie, and then he was succeeded by Mr. Moreland. Mr. Lovejoy is said to be in the $10,000,000 and over class.

H. P. Bope, who, although not quite so young in years as Mr. Blackburn, is still on the sunny side of middle age, was selected by Mr. Carnegie to be the company's first stenographer because he presented a clean, keen appearance and had the reputation among his associates of being close of mouth. In this position Mr. Bope came into intimate and confidential relations with Mr. Carnegie, and his proven ability to guard business secrets gave him his golden opportunity, which has yielded him $3,000,000.

When Albert C. Case, now of New York, where many of Pittsburg's moneyed men have moved in late years, attracted Mr. Carnegie's attention, he was connected with the Pittsburg office of a big mercantile agency.

One day he gave the Carnegie Company a piece of information that saved it several thousands of dollars. Shortly after that he was asked how he would like to become the head of the credit department of the Carnegie plants. For five years thereafter he handled the credits, and in that time only nine-one-thousandths of one per cent. of the many millions of dollars involved was lost.

—

Only a few years ago William E. Corey, president of the Carnegie Company and the Carnegie Steel Company, and frequently talked of as a future president of the United States Steel Corporation, was pushing a weelbarrow in the yards of one of the Carnegie mills in Braddock.

He wheeled so much more iron in a day than the men at his elbows that he was soon made a foreman over them. Then his employers noticed that he got three times as much work out of his men as the other foremen, and at the same time the men worked harder without any grumbling and swore by their new and youthful boss. Corey was straightway picked out by Mr. Carnegie as a promising valuable acquisition, and given constantly-widening opportunities.

He worked hard, studied at night to improve his public school education, and in time became an expert chemist and an armor plate authority. He was made superintendent of this mill and that department, and invariably increased the output,

When Mr. Schwab resigned to become president of the steel trust, Mr. Corey was the only man considered for his successor at the head of the Carnegie Company and the Carnegie Steel Company.

—

Thomas Lynch, the young head of the world's biggest coke company, was partly brought forward by Mr. Carnegie although Mr. Frick found him. But after the latter had done this, Mr. Carnegie, recognizing Mr. Lynch's worth, helped to place advancement in his way.

Mr. Lynch went to Pittsburg from a country town in Southwestern Pennsylvania where his father, a hard-working Irishman, had put him through the common school, and started clerking in a wholesale grocery store. After a few weeks' trial he was discharged.

He drifted to the little coke town of Broad Ford, near his home, aad became a clerk in the company store of O. A. Tinstman, who had coke ovens in the neighborhood. When Mr. Frick secured the Tinstman propertory a few months later, he put Mr. Lynch in charge of the store, because, forsooth, he was its only clerk. Mr. Lynch made the store pay, and as a result he was told to superintend the various company stores of his employer. Soon he was superintendent of all the coal mines operated by the Frick-Carnegie interests in the Connellsville coke region.

About this time foreigners were brought into the coke regions and all sorts of trouble resulted. The riotous element held full sway and mine and county officials hid themselves because drink-crazed strikers swore that they would kill the first American who attempted to interfere with their anarchistic doings.

Everybody was scared—everybody except "Tom" Lynch. Despite the pleadings of friends, this small man would walk into the midst of a group of strikers and order them to scatter to their homes; and they obeyed. He did more to quell riots in the Connellsville region than a dozen officials.

So Mr. Lynch was made superintendent of everything that Frick & Carnegie owned in the coal and coke line. Five years ago, when Mr. Frick retired, Mr. Lynch took his place as president of the coke company. He is worth about $2,000.000.

The story of how Charles M. Schwab became one of Mr. Carnegie's most trusted lieutenants has already been told many times.



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For LADIES and GENTLEMEN

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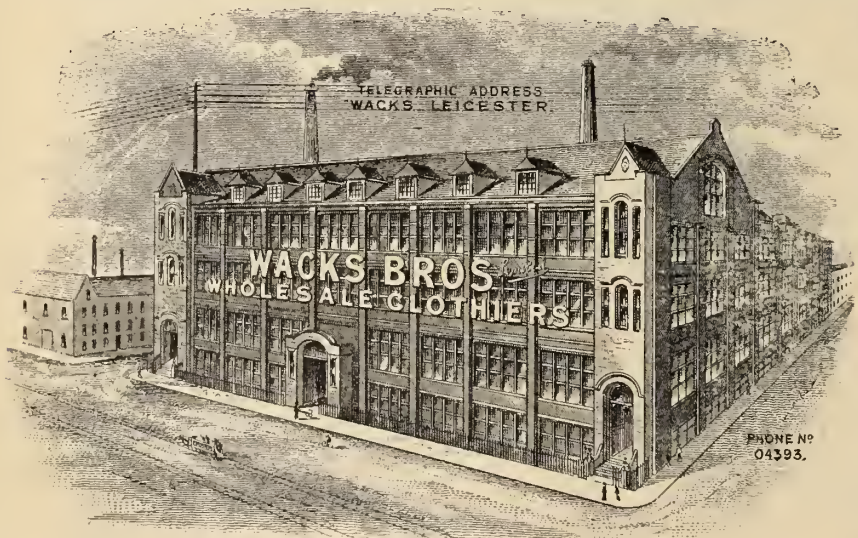
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Up-to-Date Designs, High-Class Finish

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CONTRACTORS TO H.M.'S GOVERNMENT AND THE WAR OFFICE.

OUR LONDON FASHION LETTER

Summer Modes as Viewed at the French Spring Race Meets—The Vogue of Lingerie Dresses—Short Skirt not Making Headway—The Deep Sleeve Wristlet—Smart Little Sac Coat—Chased Metal—An Opinion on Coat Styles.

Office of "The Dry Goods Review,"
109 Fleet Street, E.C., London, April 18, 1903.

THE Fashion Noters (the writer included) who went over to Paris at Easter found much to admire in the earliest indications of the Summer modes as viewed at the French Spring race meetings. The weather scarcely warranted the wearing of thin fabrics or light tints, but here are a few of the ideas jotted down—they tell their own tale.

A "Trotteur" costume in light colored cloth. Very short bolero jacket, ornamented with stitching. Collar and scarf of embroidered taffetas.

A pastel colored cloth dress: bolero and cape trimmed with knotted string to match. Passementerie trimmings.

Another dress, thoroughly Parisian in style, made of sky-blue veiling and trimmed with embroidered braid and ravellings of silk, was partly hidden under a wonderful long white cloth coat, ornamented with pale blue Chinese embroideries.

Another very stylish dress of ivory-white tammy was trimmed with openwork embroidery, and there were many most noticeable costumes that depended largely for their style upon the amount of needlecraft employed upon them.

* * *

Never at fashionable gatherings have so many lingerie dresses appeared as this year. Fashion has decreed that they are a mark of supreme elegance. This fashion extends even to linen of all descriptions: body linen and table and household linen.

During the Summer season lingerie blouses, in liberty silk and China crepe, incrusted with lace and embroidery, will be again the fashion—according to the indications of the models now shown in Paris.

* * *

The short skirt, so much talked of, does not make much headway in fashionable favor. It does not lend itself to the gracefully draped styles and sheer fabrics so much liked now. Therefore, the trotting skirt is strictly reserved for country or walking costumes of severely plain tailor-made style. Plisse short skirts, of tweed or canvas, are set into a well-shaped yoke hip part, that is sometimes continued in a plain stole shape on the front of the skirt. An experienced noter of dress evolutions and changes has given it as her opinion, after viewing the Easter styles in Paris, that the short trotting skirt, when plisse, looks best accompanied by the short sac bolero, also plisse, which gives the effect of long lines of perpendicular pleats from shoulder to feet and prevents the shortening effect which the short skirt is apt to produce. Short, cloth capes, three-tiered, are often worn with the trotting skirt, but the bolero sac seems to look more compact. One point, however, is essential with either: the waistband must be deep and carefully fitted to make the waist look trim and small, and the blouse must not bag over. A simple blouse or skirt, with an 1830 deep collar, and a dark silk cravat knotted in front, looks well with this skirt, and the style is one favored by discriminating Parisiennes. Some new blouses for morning wear are in grey-white or ivory cloth, worked a broderie Anglaise and mounted over white silk or satin which reveal their sheen through the embroidery holes. Quite simply made, fastening behind, and merely blouse slightly over the belt, they have no trimming, and are finished at the throat by a little lawn cravatte or bow.

* * *

The difference between the sleeves of to-day and those of yesterday lies chiefly in the deep wristlet, which, reaching almost as high as the elbow, raises the fulness and prevents it drooping over the hand as before. The effect is much prettier and less floppy. The fulness resolves itself into a sort of drooping bag, several pleats or gathers being inserted into the sleeve at the bend of the arm to give it greater flow. The old fashion of tieing in the sleeve below the elbow with a bow of ribbon is coming in again, and another whim is to lace up the wristband with narrow ribbon, tying the ends with flots of ribbon or bead tassels. The shoulder is still kept flat and drooping, a deep fitted cap of lace often being drawn down over the top part of the arm, looking as if it were all one with the yoke. For thin dresses the treble puffed sleeves are quaint and pretty, and there seems no limit to the various sleeves originality may devise, providing the shoulder and the wrist are both clearly defined and closely fitted.

* * *

Perhaps the most striking feature of the Spring and Summer styles, as viewed in London, is the smart little sac coat, of white or cream, fawn or biscuit tinted cloth or canvas. The favorite trimmings upon these are cape collars of coarse woollen lace and very smart chased metal buttons in Art Nouveau designs. A descriptive note of the season's buttons tells us that they may be planted here and there without rhyme or reason, to sparkle like jewels in the pleats or among drapery folds of most subtle cunning.

* * *

Chased metal is appearing, representing symbolic figures of the four seasons, or of the arts. One set symbolizes the elements, such as wind, rain, snow and frost, in the form of the features of women influenced by those atmospheric conditions. The woman with wind-swept hair is particularly effective as a design. Filigree gold buttons are distinctly smart, especially those of the kind through which a tiny tag of the cloth that composes the dress may be passed. Again, there are lump-like crochet buttons of silk or cotton, and there are enamel lozenges and discs which play their parts most charmingly in company with the chine louisine silks that are coming into pronounced fashion, by repeating their many gradations of coloring.

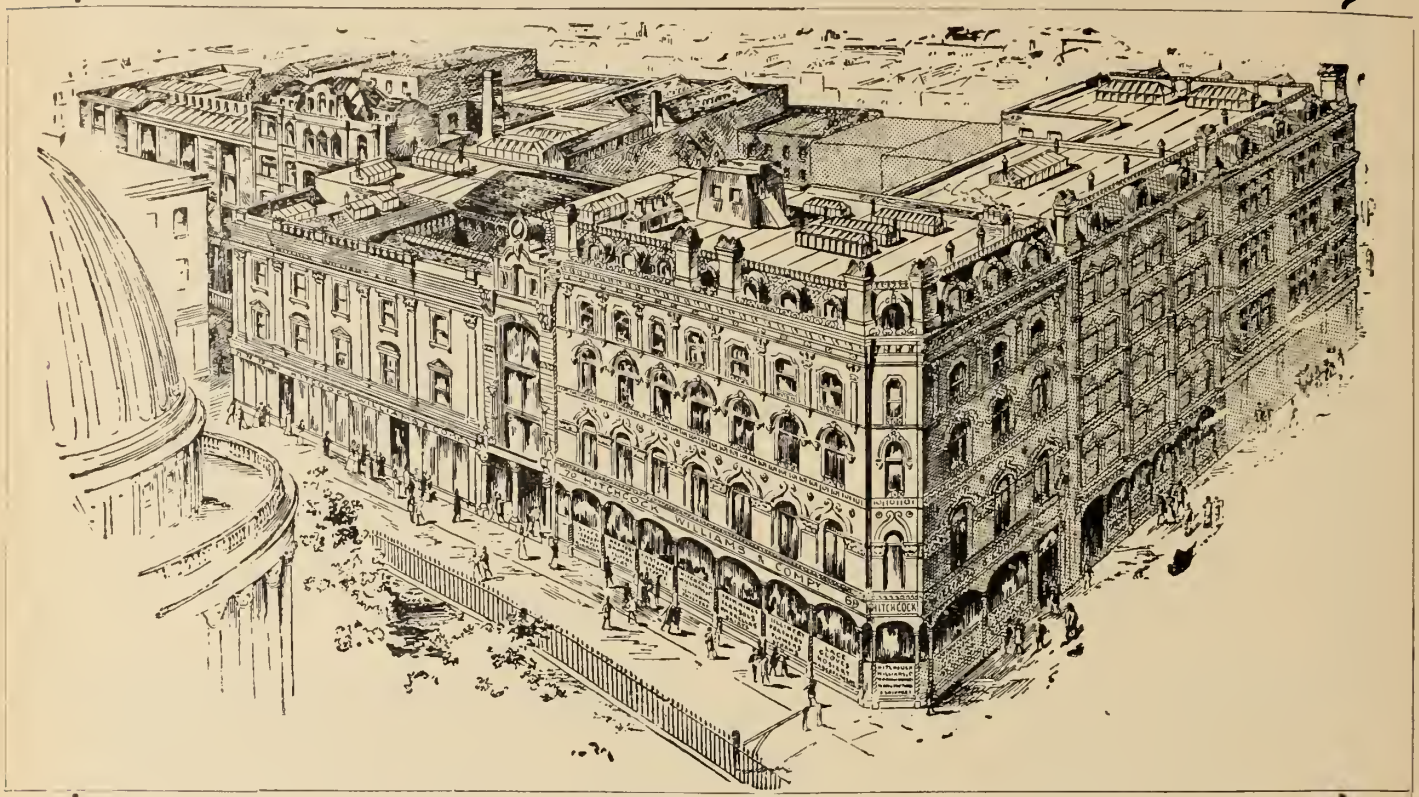
* * *

The fawn-cloth coatees have frequently collars and cuffs of green velvet with the addition of woollen lace appliques.

* * *

A reviewer of the coat styles as seen in the West End comes to the conclusion that three-quarter length coats, in black and white, or in grey and white flecked tweed, such as were seen last Autumn, cut with sac backs and wide bell sleeves, are still being worn. They are not nearly so smart, however, as the Guards' coats, carried out in plain box-cloth, the collar, cuffs and side pockets piped with some contrasting color. These coats are frequently made

Hitchcock, Williams & Co.



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WAREHOUSES:

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.
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ESTABLISHED NEARLY 70 YEARS.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application

Our Mr. Cliffe visits Canada twice a year, He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

in a full length, to reach to the hem of the skirt, and they are very smart, indeed, in dark blue cloth, lined and piped with dark red silk, or in pale grey with white pipings, and they are being made in ivory white and in the fashionable champagne color. The buttons are of smooth brass, and the fulness at the back of the waist is drawn down under a belt that is fastened with these same buttons, while in place of the ordinary collar there is a wide strap of piped cloth, fastening over on one side, which can be worn open or closed at will.

* * *

In most of the new Spring coats there is a distinct tendency to do away with collars altogether, and the effect is undoubtedly quaint and pretty. Moreover, it serves as an excuse for the introduction of various more or less elaborately embroidered galloons, which give a very pretty touch of color to the pale fawn and dove-grey cloths which will be so much used for coats this Spring. Bands of transparent openwork hairpin stitching, in white or black silk thread, are being used to trim some of the coats for smart occasions with excellent effect, the openwork stitching being divided by wide bands of ribbon velvet. As far as shape is concerned, the loose wraps on Japanese lines are very much in evidence, while there are other coats, most becomingly arranged with little hoods of pointed shoulder capes finished with cords or tassels, or some of the many motifs and passementerie ornaments which are seen this season on everything. Bolero coats, in black glace silk and black peau-de-soie, will still be very much worn, frequently arranged with box-pleats all the way round, and sometimes finished with long stole ends in front.

* * *

There was already a very strong feeling for linen costumes, coats and blouses, but the recent linen ball held at Belfast in the interests of the trade, has considerably helped the revival. In speaking of this, a well-known dress authority says there is a perfect rage for linen this season. It is used to trim cloth coats and costumes, and later on there will be linen hats in a great vaziety of color and shape. Linen shirts are a specialty of the hour, and their smartness is unquestionable. Linen coats are also beginning to appear, especially in blue or Holland color, strapped with their own material, or with silk to match and fitted with a lace or lawn collar, or trimmed with deep cream-colored or coffee tinted lace. On a pure white linen coat, included in a trousseau, there is a collar of Carrickmacross lace worth at least five guineas, so fine is the workmanship. The collar is so deep a shade of cream as to be almost biscuit, and its effect upon the pure white linen may be imagined. The bell sleeves are trimmed with lace to match. Some of the newest collars in Irish lace are rather narrow at the back, where they border the top of boleros. Towards the front they widen and extend in long, flat ends some inches below the waist. These can scarcely be called stole ends, since they meet in front, whereas stoles hang from either shoulder. In choosing an embroidered lawn collar, it is well to select one with a design in which occasional slits form a part. Through these pastel-tinted silk scarves may be threaded, the fringed ends hanging loose below the waist. A dull green linen suit, trimmed with deep cream-colored guipure, the coat a pleated bolero, is pleated throughout, a wide band of the lace passing round the skirt and pleated up with the linen.

* * *

The West End show-windows after Easter have been specially attractive despite the fact that they displayed Summer-like goods, and that a bitterly cold wind has been blowing. To give an idea of the range of goods displayed in the windows of one of the largest Oxford street establishments this week, I jotted down the things that attracted my attention.

First, a splendid show of Paris robes in fancy net, fancy net and point d'esprit, lace and fancy net, mousseline de soie and lace, net and silk, and some model robes, in jet, sequined net, and mother of pearl, embroideries, and drop trimmings.

In another window was an attractive display of printed muslins, lawns, and soie delaines, etc., suitable for dresses and blouses. These included printed muslins and lawns in rich effects, French delaines, in all wool, plain colors and spot, stripe and fancy designs. Soie delaines, in spotted designs on light grounds, and French muslins in effective designs of floral trails or piquets, that resembled hand paintings. In a fancy window show were ties and belts in fancy silk, stripes and checks, etc., in a variety of shapes and in pale colors. These included fancy Windsors, striped and checked; stock ties and fancy scarves, fancy crepe scarves, Surah sashes, in pale colors, tinsel galloon

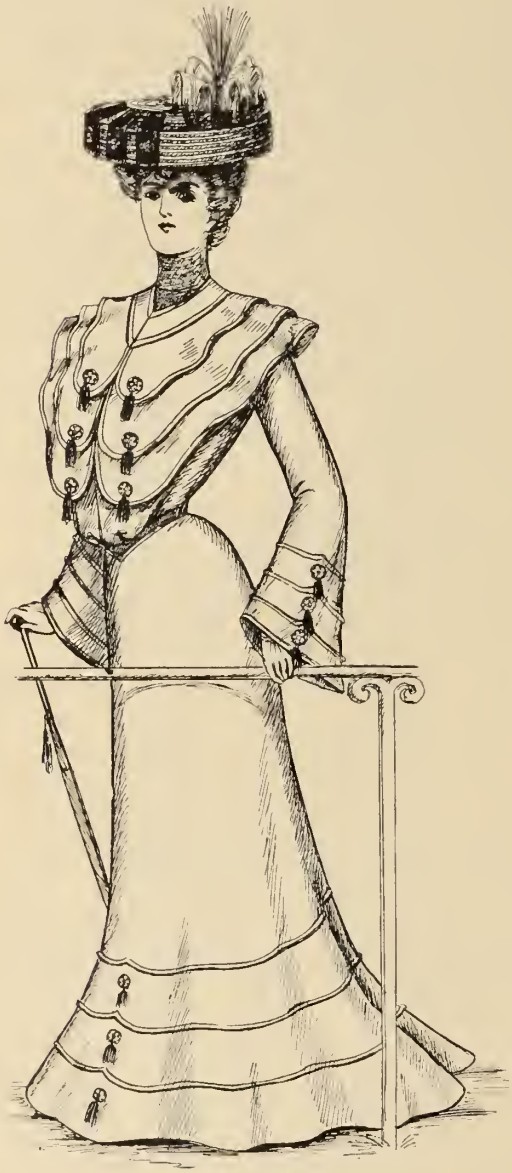


Sketched at a West End Wedding.

Costume of white serge, piped blue and white silk, with five rows of stitching on straps. Blue and white cord ornaments. Hat of basket straw, trimmed pink roses and lace, with wreath of small roses and leaves under brim.

belts, fancy stitched black silk belts, and black satin belts, with clasps and buckles. Here, too, were an immense variety of white, ecru and Paris shade lace collars, round, sailor, stole and yoke shapes, and flat pelerines, with stole ends of lace and chiffon.

The glove display showed the popular demand for kid and suede, and all the fashionable shades in tan, beaver and grey, with many white kid in 16-button length for evening wear, and a preponderance of the fashionable chevrette in mastic white and lavender, with two large pearl buttons or domes.



A London Tailor-Made Costume

of green voile, piped white silk and finished with white silk tassels. Hat of fine green and white straw, white straw crown, brim being of alternate rows of green and white straw, three green velvet bands on right side with pearl ornaments and a rosette of white silk with white osprey in centre.

In this window show a descri[illegible] of the coats and skirts in a variety of the newest tweeds, serges and etamine cloths would require a whole article to themselves. It must suffice, therefore, to say that they included various shapes, many handsomely trimmed with lace and embroidery, others in various colors of new tweeds and navy and black serge in the blouse and sacque-shape coats and new shaped skirts and coats and skirts in various colors, of new tweeds and black and navy serge, the coats piped with silk.

Tailor-made jackets in fawn and black box-cloth included blouse and bolero shapes, some strapped with silk, and the handsome silk and lace mantles in black and colors, had in many instances very handsome covers of real lace mounted on chiffon and silk.

* * *

The special shows now being made in all the big establishments are above the average, as regards variety and novelty, but I regret to say, trade is not good, and the season has opened in a very halting fashion. The cold weather accounts partly for this, and another cause is the absence of the Court and the extreme dullness and paucity of fashionable entertainments. Bridge parties take the place now of evening receptions and similar functions, and the effect of this fashionable craze is being felt in more ways than one. Gambling debts are frequently paid, when West End tradesmen are bidden to wait.

A. MEEHAN.

A GOLD MEDAL FOR HANDKERCHIEFS.

At the exhibition at Earlscourt, London, Eng., last year, the exhibit of "Excelda" handkerchiefs carried off the gold medal. The points upon which the exhibit was judged were quality of goods and design of same. As there were a number of other competitors, the result was, of course, most gratifying to the manufacturers of this line of goods, which are manufactured by Dawson, Halliwell, Manchester, Eng. Those who saw the exhibit say that it was an extremely beautiful one, and that the manufacturers of "Excelda" were entitled to all the honors they received.

ST. HYACINTHE MILLS CHANGE HANDS.

The Penman Mfg. Co., Limited, manufacturers of knit underwear and hosiery, of Paris, Ont., have recently purchased the mills of the Canadian Woollen Mills Co., St. Hyacinthe, Que. In the daily papers it was said that the purchase price was in the neighborhood of $100,000. This, "The Dry Goods Review" understands on the best authority, is nowhere near the correct figure.

The property is a large one and gives employment to about 800 hands. The Penman Co. are paying spot cash for everything, and all the bonds now held against the property come into their possession and will be destroyed, as, under the ownership of the Penman Co., no bonds or mortgages will exist against the property.

Under the Penman Co. we may expect to see the works at St. Hyacinthe undergo a radical change.

THE PASSING OF GRANDPA'S METHODS.

IT is essential to the modern man of business for the mere maintenance of his prosperity, that his defence be aggressive; that he keep in motion; that he retain his relative rank; that he adapt himself to every economic change; that he avail himself of every improvement in machinery and method, writes H. L. Nelson in Century. If he be at the head of the procession, he must remain the leader or go to the rear. Death seizes the industrial and commercial captains who grow weary of the struggle, who stop by the way for the purpose of carrying on business in no other manner than in that which they have already learned. The time has been when the second and third generations could prosper modestly, and for a few short years, by following in the footsteps of fathers and grandfathers; but under the most favorable circumstances which can be imagined, it is a hazardous undertaking to follow old fashions in business.



MILLERAIN

is a PATENT

POROUS RAINPROOF FINISH

which renders any fabric to which it is applied

ALIKE SUITABLE

For SUNSHINE or RAIN

in all climates, sun and heat having no deleterious effect upon it.

Millerain Cloths are Rainproof, but the process does not alter the appearance of the goods so that garments made from Millerain Cloths never look out of place, whatever the state of the weather may be.

They possess all the advantages of a Mackintosh without any of its disadvantages. Every fibre of the Cloth is made permanently rain-repellent, yet the garment is porous and hygienic.

Applied to Covert Coatings and Cloakings, Tweeds, Serges, Costume Cloths, Silks, Linings, Drills, Canvas, Velveteens, Umbrella Cloths, etc.

SPECIAL NOTICE.

To prevent disappointment, Buyers are requested to mark all orders or indents for Goods

"TO BE MILLERAIN PROOF AND FINISH"

and to refuse all Goods which are not stamped Millerain.

PATENT MILLERAIN FINISH

THE BRITISH MILLERAIN CO., LIMITED,

Croft Mills, HALIFAX, England.

CUT SERVICE DEPARTMENT

The Dry Goods Review

MONTREAL and TORONTO

NOTE.—We do not open any accounts in this Department so would ask you to kindly forward cash with order.



No. 313, 75c.



No. 506, $1.00.



No. 484, 50c.



No. 262, 75c.



No. 166, 75c.

No. 119, $1.75.

BUSINESS MEN OF THE MONTH

REV. DR. FUNK, of the well known publishing firm of Funk & Wagnalls, New York, has had an attack of spiritualism. Recently, when viewing a seance, the medium reported from Henry Ward Beecher's spirit, that a friend of his in the audience had retained a coin which he had borrowed. The coin and present location of it were described. Dr. Funk, who is a very old man, found the coin in his safe, and in order, as he says, to test the authenticity of the source of information, has written to another spiritualistic association to communicate with Beecher and settle his doubts. It has transpired since that the coin which the medium said was worth $2,500, is worth only $1.25, and is not at all rare. Warrants for the arrest of the medium were sought for but refused.

* * *

Sir Thomas Lipton has experienced his usual run of hard luck, and now his yacht, which was out for trial in a wind storm, is a bad wreck in its upper works. The carrying away of mast and rigging entailed the loss of one life and a bad fall and scare for Sir Thomas himself, who was on board at the time. The boat will be ready about May 15 for some further mishaps.

* * *

Mr. Cornelius Shields, the new president of the Soo companies, started life as a brakeman on the Canadian Pacific Railway. The steps in his advancement to his present important position, then, were, conductor, an employe of the Great Northern, superintendent of a division, liquidator of the Virginia Coal and Railroad Company, and, two years ago, general manager of the Dominion Coal Company. Mr. Shields feels assured of great things in his new field, and his energy and ability have already become apparent.

* * *

The North American Life Assurance Company has lost an able and energetic manager in Mr. William McCabe, who died on the evening of April 23, at the age of 68 years. The deceased was born at Picton, Ontario, in 1835, and, after teaching in public and high schools, graduated as LL.B. from the University of Toronto in 1863. Through his ability as a mathematician he served in various capacities in life insurance companies, as superintendent of agencies in a United States company and as manager of the Confederation Life Association. In 1873 he accepted the management of the North American Life Assurance Company, which post he held until his death. Some of his public positions at different times were: president of the Provincial Teachers' Association, president of the Institute of Chartered Accountants, fellow of the Statistical Society of England, member of the Council of the Actuarial Society of America and a corresponding member of L'Institut des Actuaries Francais.

* * *

In all likelihood Charles R. Schwab will retain his position as president of the Steel Corporation. H. C. Frick, who has been spoken of as his opponent, has decided to support Mr. Schwab.

Gustavus F. Swift, the millionaire packer and financier of Chicago, whose name is a by-word in every mouth, is dead. Mr. Swift went to Chicago in 1875 with hardly a dollar and with no experience save what he got as a barefoot boy peddling meat at Sandwich, Cape Cod. At his death his wealth was estimated at $20,[illegible] and during the last year of his life, the firm of which he was the head, did a business of $200,000,000. He was the originator of the refrigerator car, which, although ridiculed at first, has of late years become the conspicuous spot of color in almost every freight train.

* * *

Mr. John Bertram, the well-known ship builder and lumber merchant, of Toronto, who has been appointed a member of the Railway Commission, was born in Scotland in 1817, and after receiving a public school education, left for Canada in 1850. In 1867 he commenced business in Peterborough, and seven years later was elected to the Dominion House. After moving to Toronto in 1878, he engaged in the lumber business, and ever since has devoted his attention to forestry and ship building. With Sir William Van Horne and Mr. H. Kennedy, of Quebec, as associates, reports of vital interest and importance to Canada will be produced.

* * *

The sixty-sixth birthday of J. Pierpoint Morgan occurred on April 17, and such a shower of congratulations and calls poured in that Mr. Morgan was forced to make his escape to his office. He was born in 1837 at Hartford, Conn., and educated at the English High School of Boston, graduating in 1857. The same year he began work in New York, and in 1860 entered into business for himself, forming the banking house of B. Dabney, Morgan & Co. In 1871 he formed a partnership with Anthony J. Drexel, of Philadelphia, and in 1895, by the death of Mr. Drexel, became senior partner and changed the name to J. P. Morgan & Co. He is estimated to be worth about $100,000,000, but his money power represents $1,000,000,000.

* * *

Lee de Forest, of New York, inventor of the De Forest wireless telegraph system, which has been adopted by the United States Government, has been engaged by the Armours to connect their plants at Chicago, St. Louis, Kansas City, Fort Smith, Fort Worth and Sioux City with his wireless system. Mr. De Forest was born at Council Bluffs, Iowa, and graduated from Yale College as Doctor of Philosophy. He then took up practical electrical work in Chicago, when in 1901 he first conducted outdoor experiments in his system. Since then he has been perfecting his system, until many consider it superior to Marconi's. Mr. De Forest was in Toronto recently conducting experiments between Toronto and Hamilton, which were eminently satisfactory.

* * *

J. J. Hill, the great railway magnate of the Northwest States and the president of the Great Northern Steamship Company and railroad, has just launched the largest freight carrying boat ever built. It will carry enough freight to fill a train seven miles long, or over 2,500 cars. Some idea of its size may be gathered from the fact that its carrying capacity is 50 per cent. greater than that of the ocean giants Cedric and Celtic combined, and the Kaiser Wilhelm II has a tonnage displacement one third less than that of the Minnesota, the new boat. It is 630 ft. long and 177 ft. to the top of the mast. The hull plates are twice as thick as those of the battleship Oregon.

Flannelette.

If purchasers of this useful material for underwear all the year round would buy the

BEST ENGLISH MAKE

they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

Horrockses' Flannelettes,

Made by the Manufacturers of the celebrated Longcloths, Twills and Sheetings,

ARE THE BEST.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

DRY GOODS ADVERTISEMENTS

READY-MADE SAMPLES.

Put us to the Test!

We have one of the most complete and attractive stores anywhere in Canada for a town of this size. During recent years we have gone out of our way to get the best goods, and the best styles and the best system of doing things. We import direct for ourselves, buy for cash, and sell on the closest possible margin of profit. That means we're able to hold our own with the trade anywhere, and it means, too, that you can buy just as cheaply here as anywhere. The common practice of going or sending to Montreal or Toronto for dry goods is something we have to deal with as merchants, not as amateurs. We intend to treat you so much better than anyone else that you'll want to spend all your money here, which means that these values are positively the best within your reach :

(PRICES)

We insist on selling new goods just as cheap as any store in Toronto or Montreal. That's the argument you have to deal with. And in addition to doing larger business in town, we're reaching for more and more out-of-town trade, and helping to make this the retail centre for all the country about.

THOROUGHLY UP-TO-DATE.

The ordinary small store in the ordinary small city is nothing more nor less than a bundle of excuses. There are lots of ways in which we could make things easier for us here, but our idea is to manage the business as merchants not as amateurs. For that reason we keep things thoroughly up-to-date, adapting the very latest in store management and store service to our benefit and yours. That means very much more than appears on the surface. We buy as the biggest stores buy—go to Europe for what we want and import direct for ourselves. We pay cash, sell for cash, keep prices down, give money back, treat customers the best we know how, provide facilities for doing things quickly, and insist on keeping stocks always up to the mark of your satisfaction. In other words, we're constantly studying the best that others are doing, and aiming to make this business as bright and attractive as any other store in Canada.

The emphasis of all this is that we're ready for all the business there is. We want to get you here twice as many or twice as often. There is no difficulty in selling our goods, for the demand is peremptory. Somebody has got to supply the needs of the thousands of families, and who better than we? Our collections of goods are now pre-eminent, alike for character and quantity and by doing the business extremely well, money is made to go further here than anywhere.

Goodwill Before Profit.

This store holds its place in the dry goods trade by having no doubt whatever about its goods. We have all along had the best we knew of, but so long as something better of any grade is possible we're on the watch for it. We think now the stocks are as they ought to be, ahead of anything in the past.

We think we have a good store here, and we don't hesitate to say so, but what we say does not amount to much unless it's what you say too. For that reason we ask you to see what others have to offer before coming here. We're just that confident of goods and prices and service, we welcome criticism and comparison from every quarter. We put this business on a level with the best stores anywhere by

—SELLING Strictly for Cash.
—Treating all Customers Alike.
—Insisting on Reliable Goods.
—Refunding Money.
—Making Shoppers Feel at Home.
—Helping Them Make Comparisons.

We esteem goodwill more than profit. The fact has been emphasized scores of times, but everybody doesn't understand it yet. If you buy goods here, and don't like them when you get home, bring them back. If you buy goods elsewhere and are afterwards disappointed, please remember where you bought them, and return them where they belong.

Always Ahead In Dress Goods!

You can judge the store by dress goods as well as anything. We have a remarkable collection of new and choice fabrics—more to see than ever before and finer qualities We'd like to compare price for price and quality for quality with any house anywhere in Canada.

It is so easy to get a good dress for very little money. We can't imagine how it could be easier for you. Buying goods direct from the makers and handling large quantities helps to bring prices down. We have a good man picking them out for you—one who understands what to buy and what to let alone.

What can we do more than sell fine qualities as low as common ones? Our dress goods business is big because our tactics deserve trade. These values suggest quick sales and small profits

(PRICES)

Don't buy a single new dress until you see what we have to show. The biggest variety, the finest assortment, the choicest styles, the best values, here, of course. We didn't send a buyer to Europe for nothing. Depend upon it, we have the dress you want at the price you want to pay.

We cheerfully send samples of black or colored dress goods to any address. Shopping by mail makes it possible to get the stuffs you want with little or no trouble, and prices are as though you shopped in person.

THE GREAT WEST

WINNIPEG, April 23.

WINNIPEG and the West generally is "suffering" from an influx of newspaper men from the East, who are favoring their respective papers with more or less highly-spiced accounts of the situation in the West. The representative of The Toronto Star, who signs himself "L.E.M.", might more fittingly put the single initial "L——" after his effusions. He possesses a good, sketchy, descriptive style, and, with abundant opportunity for effective writing, might have confined himself to the truth, but, seemingly, that would have been too tame, so, among much that is interesting and true, he has mingled many really slanderous statements about the West that are well calculated to do permanent mischief. Under the caption, "The Winnipeg Graft," he declares there are a score of merchants in Winnipeg who have risen from the drains and pick and shovel to affluence in a few years, simply by going into business and charging double for everything, and blaming the exorbitant prices on the high freight rates of the C.P.R., intimating that the rates are not high and that it is merely an excuse for fleecing the public. To Eastern business houses opening up in the West the fallacy of such statements is easily apparent. They know already that competition is too keen to permit of anything of the kind being done, but to the general public it would appear that Winnipeg merchants were generally thieves.

That goods must be higher 1,500 miles further from the place of manufacture should be plain to anyone of ordinary intelligence. That the cost of goods laid down in Winnipeg is enormously increased by heavy freight rates it is only necessary to read the freight schedules issued by the C.P.R. to understand.

Taking into consideration the necessarily heavier cost of doing business in the West, goods are not unduly high in Winnipeg.

The figures given by this man as to the cost of rooms and meals are very nearly double the actual figures. Why he should, out of mere wantonness, try to injure the West and laud the C.P.R. it is a little difficult to understand.

* * *

Trade is good, and many Eastern jobbing houses are looking around for building sites. The Greenshields, Limited, of Montreal, have purchased 90 ft. on Arthur street, running clear through 120 ft. to King street, and on this they will erect a 75 ft. front building six stories high and with entrances on both streets. The plans for the building have been prepared by James Cadham, Winnipeg, and are now in Montreal for the approval of the company. The building is to be completed in time for the reception of goods before the close of navigation. The price paid for the land was $12,000. The representative of the house in the West is Mr. Gallagher, who is now out of the city on a short trip, but will be in Winnipeg most of the Summer, and will have a general eye to the erection of the building.

Gault Bros. are not only adding a 52-ft. addition to their already large warehouse, but are adding two storeys over the whole. When completed, their warehouse will be 100x152 ft., six storeys and basement. An electric passenger elevator is also being added. Mr. Crawford, European buyer for the Winnipeg branch, is back from his Winter's trip, and already some of the handsome Fall goods purchased have arrived. A particularly smart line of coats shown by this house are the military coats of Donegal homespuns, showing the white flecks. These coats have the smart white pipings and oxidized silver buttons. The straps across the back and scalloped pocket flaps take from the bedgown effect of so many of the loose coats. The same homespuns are shown also in the Monte Carlo coats.

* * *

G. H. Stewart, buyer for Stobart & Sons, has also returned recently from Europe. This is Mr. Stewart's initial trip, and he had enjoyed it very much. Chatting with Mr. Stewart as to matters in the English market, he said woollens are steadily advancing, and so are cottons. Those who bought early practically bought at last year's prices, but those who are buying now are certainly doing so at an advance. As to coming styles in dress goods, Mr. Stewart said the knotted effects will predominate for the Fall, although basket curls, granite cloths, oxford wool mattings, chevron knickers and zibelines will all be good. In heavy goods, fancy greys and black seem to predominate. Black and white combinations are very good, as are also crepes and basket cloths in self colors. Among the smart things shown for blouses is a new line of French flannels. The grounds of these flannels show paler shades than were popular last year, and they are ornamented with groups of broken stripes of contrasting shades and with the knotted effect. These goods are really beautiful and are sure to be popular. Wool bedfords with embroidered satin stripes are also good. The abundant provision of handsome blouse materials is a sufficient guarantee that that useful garment is to remain with us.

* * *

A. F. Banfield, carpets and housefurnishings, is just moving back into his old stand, where he was burned out on February 17. The contract for refitting and additional construction was let on April 1, and it is considered rapid building even for the West that the ground floor should be ready for occupation in so short a time. Mr. Banfield, who was absent at the time of the fire, was most fortunate in having a manager who was able to grapple with emergencies. While the fire was still raging Alfred Allan had already secured temporary premises, and business was being done in them the day after the fire. By the time Mr. Banfield returned all matters of insurance, salvage, etc., were cleaned up, and he was free to go ahead with building matters without exasperating delays.

* * *

The great new warehouse of the Stobarts is being pushed rapidly. Already quite a portion of the foundation is in.

* * *

The R. J. Whitla Co., Limited, are erecting a new overall and ready-made garment factory on Hargrave street. The business has entirely outgrown their present quarters in The Imperial Dry Goods Co.'s block, and, besides that, the Imperial now requires all the room for its own business. It will be seen from these notes that while Eastern houses are looking forward to establishing branches here, our own men are by no means overlooking the opportunity or the outlook for the future.

Sample rooms are very hard to obtain, and some travellers have been obliged to go through without showing their goods at all, owing to lack of space. Elsewhere I have dealt with the question of our influx of immigration.—E. H.

A NEW MATTING COMPANY.

A charter has been granted to The Cobourg Matting Co., Limited, under application by John Dick, manufacturer, Toronto; Samuel Clark and John Dumble Hayden, merchants; Alfred James Armstrong, barrister, and Edward William Hargraft, banker, all of Cobourg, for the purpose of manufacturing, buying or selling cocoa and jute mattings, carpets and all kinds of textile fabrics. The share capital of the company is $50,000, divided into 500 shares of $100 each. The head office will be in Cobourg and the provisional directors are John Dick, Samuel Clark, John Dumble Hayden and Alfred James Armstrong.

This company succeeds the Mitchell company, which was closed six months ago upon the death of Mr. Mitchell.

The W. R. Brock Company, (Limited)

MONTREAL

Saleable Goods in Stock which are scarce in the Trade

1st Floor

Double Damask Table Cloths, Napkins to match

2nd Floor

White, Cream and Navy Lustres, Mohairs, Pekin Stripes, Satin and Silk Striped Voiles and Delaines, Royal and Navy Venetians and Box Cloths, Juno Flake Stripes, Colored Crepe de Chene and Crepe de Soie.

3rd Floor

White Mercerized Wash Goods, Linen Shade Batistes and Tussores, White and Colored Dimities, Taffeta and Duchesse Neck Ribbons.

4th Floor

Pearl Buttons, Self-Shanks, White and Smoked, 24, 30, 36, 40 lines. Men's Balbriggan Shirts and Drawers, all qualities and sizes.

LETTER ORDERS CAREFULLY FILLED AND SHIPPED THE DAY OF RECEIPT.

THE MONTREAL WATERPROOF CLOTHING CO.

MONTREAL AND WINNIPEG

Write for our New Catalogue showing the Latest Styles for Fall, 1903.



The following gentlemen represent us:

MANITOBA, NORTHWEST TERRITORIES AND BRITISH COLUMBIA,
JOS. YOUNGHEART.

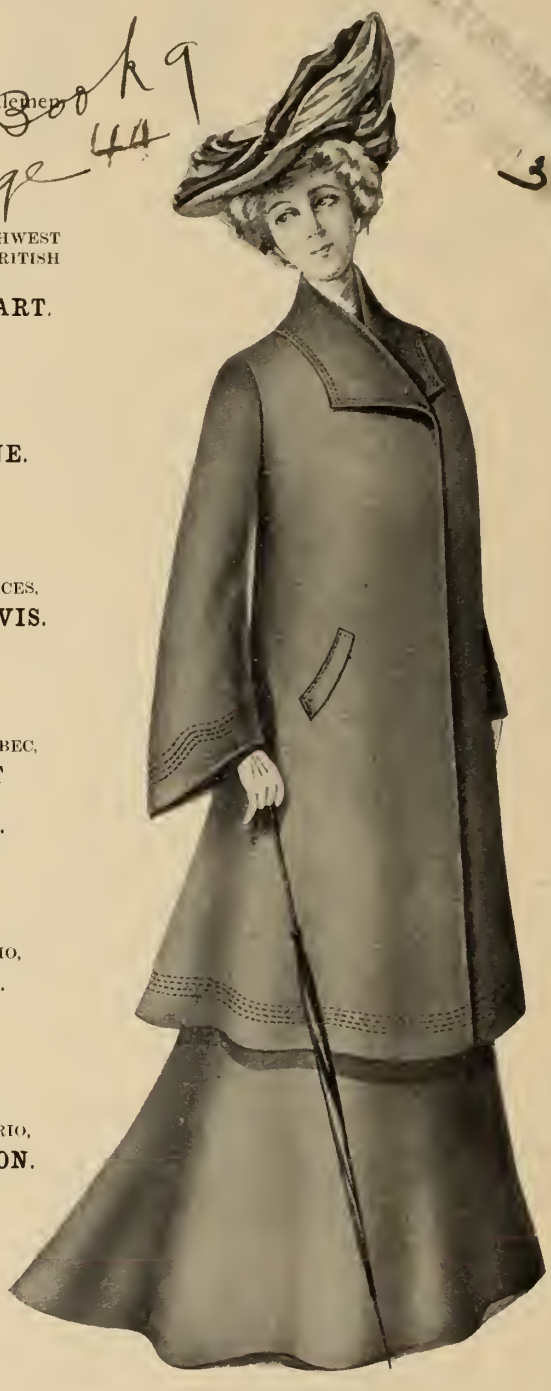
MANITOBA,
J. LIGHTSTONE.

MARITIME PROVINCES,
HARRY E. DAVIS.

PROVINCE OF QUEBEC,
J. A. NOLET
AND
H GIRARD.

EASTERN ONTARIO,
R. E. HART.

WESTERN AND NORTHERN ONTARIO,
J. L. GITTLESON.



No. 108 No. 321

It will pay you to inspect our travellers' samples before placing your orders elsewhere.

Latest Styles, Quality and Finish—this is what we offer.

THE MONTREAL WATERPROOF CLOTHING CO.

MONTREAL AND WINNIPEG

Two of the New Styles taken from our Catalogue for Fall, 1903.



No. 301

Also made with 3 little Capes, Style 312.
In ¾-length, - - - " 300D.
In ¾-length, same style as Cut, " 300.



No. 107

All our representatives are out with a complete line of

ELITE BRAND

Rainproofs and Waterproofs for Ladies and Gentlemen for the Fall.

STAPLES

A Review of the Situation.

THE situation in cottons and linens is claiming all the attention of the wholesale and retail houses. Such a general advance has never before been experienced and the early buyers are now gingling the money they have made. Last month we drew particular attention to the movement and predicted in no uncertain manner a further advance in many lines. Recent developments have proven our predictions to have been well founded, and those who were influenced into buying through our forecast are dollars richer than they would be had they postponed their buying. Not very much difference is to be noted during the month in some lines of cottons, but the majority have gone up and none have dropped. In linens, without any exception, an increase in price is reported, and from present indications the end is not yet.

* * *

Several wholesalers report extreme difficulty in procuring certain lines at any price and the steady rise in linens has resulted in an overtime business for the Atlantic cable. Reports from Belfast show that prices in linens are stiffening up and it is impossible to do business by letter, as variations in quotations occur between the sending of a letter and its receipt. When quotations are given by the foreign houses orders have to be cabled and it is only by cabling both ways that prices can be depended upon. A letter received by one firm who had sent an order by letter, was that since their last quotation both warp and weft had gone up and all quotations were withdrawn. The result has been that linens have advanced 20 per cent. since January 1, and advices from Old Country linen centres state that far from there being any indication of a drop, a further advance is in sight.

* * *

Canvas, damask and such materials were the first to feel the advance, but all the other lines soon followed. One line has gone up 17½ per cent. recently. The cause is given as scarcity of raw material, trouble with workmen, overdemand, and the brisk trade with the United States.

* * *

In last month's reports I spoke of the inability of the Canadian mills to supply demand. The result has been a raise of 5 per cent. in cost during the last two weeks. With only one mill manufacturing in this country some wholesalers have been forced to obtain their supplies from the United States, notwithstanding the tariff rates.

* * *

A significant sequel to the recent cutting in prices of flannelettes, caused by the competition between two mills, is the letter issued by those mills to wholesalers stating that orders for certain qualities cannot be filled. These qualities are the ones that were cut, and it is not difficult to conclude that some settlement in the strife has been arrived at and prices will advance to the former figures. As yet further orders only are refused, the reason given being that those looms are now busy for the rest of the season.

Thirty-six firms at Crefeld, in Germany, engaged in the manufacture of velvet plush and ribbons, have warned their employes that they will lock them out if two-thirds of the strikers in another firm do not resume work Saturday. If this lock-out occurs 20,000 men will be affected.

* * *

There is a prospect that there will be a scarcity in low-grade blankets this Fall on account of the burning of two large mills engaged in their production. The mills doing business are filled with orders and cannot accept any more for November delivery. The rush of emigrants to the Northwest will find a place for thousands of blankets that have heretofore found ready sale in the regular way. Prices in these goods will, of course, advance, as labor and chemicals are higher and shorter hours prevail.

* * *

From a careful review of the situation there seems to be little doubt that the merchant who orders early will save money. There is a custom among a certain class to buy only when the sales for a certain line are commencing. I have nothing to say about this in the ordinary run of business, but at the present time nothing but higher prices are in view, and orders filled from the stock which wholesalers have bought at old figures will mean an assured supply and lower prices.

* * *

The cold weather of the past month has interferred to quite an extent with the business done by supply-houses, but considering conditions, trade has been fairly brisk, the sorting orders coming in quite freely. There is anticipation of a good rush of orders when the warm weather arrives and preparations for an increased business and many rush orders are being made by all the houses. There has been a brisk demand for table linens, towelling and towels. The orders in dress linens have been larger than usual, and some fear of a scarcity when the warm weather comes is expressed. Batistes have been popular, and an advance of 12½ per cent. is recorded in this line.

* * *

Considerable damage by frost has been reported as having affected the silk crops in Italy and France. Cables from Milan, Lyons, Canton and Yokohama state that the demand is unusually active and prices are showing an upward tendency.

* * *

The report of Secretary Hester, of the United States Government, makes the statement that the world's visible supply of cotton has decreased during the week over 101,500 bales and is 480,000 bales less than last year.

* * *

There has been talk of a linen factory for Bracebridge, Ont. The promoters claim it could drive out Irish competition.

* * *

The strike in the St. Croix cotton mills has been settled by the Deputy Minister of Labor, who refused to allow the strikers any advance. The strike was for a 15 per cent. raise, and has lasted six weeks.

SIGNS OF THE TIMES



SPRING is at hand. The Summer Day is but around the turn, ARE YOU well assorted? If you would control a goodly share of the Spring and Summer Trade, Mr. Retailer, you must have the GOODS. There is still time to buy, but not a day to wait—Right now the stocks are practically unbroken; first choice from off the top—procrastinating buyers will be the losers; to-day is worth Ten To-morrows, if you cannot conveniently reach us by train, try our Quick Mail Order Service—Clippings of Goods that may be sampled, also prices, submitted on application. When convenient use our Special Order Form.

OUR DRESS GOODS

should occupy an important place in your store—assortments away in advance of any previous Season.

LINEN DEPARTMENT

The splendid showing of real growth in this department has warranted an increase of many worthy lines that should command your attention.

IMPORTED SUITINGS

Serges, Coatings, Cheviots, Harris Tweeds, Clay Worsteds, Mixed and Self-Colored Venetians, Domestic Goods, products of the best factories.

CARPETS and CURTAINS

Manufacturers have sent us some very new designs in Velvets, Brussels, Wools and Tapestries, Art Squares, Crumb Cloths, Axminster and Scotch Brussels. The latter is a seller beyond question. The season's showing of Lace Curtains excels all previous efforts. Six Big Leaders to retail at **75c., $1, $1.25, $1.50, $1.75** and **$2.00.**

SMALLWARES and NOTIONS

The array of modern necessaries, Little Nic-nacs that go so far in completing a counter or window display—notions that every lady is sure to want. We invite the particular buyer to look over our line of Ladies' Belts—we proclaim 4 good points: Style right—Price right—Made right, and Fit right. 3 quick sellers, to retail at **25, 35, 50c.** each.

Ribbons, Taffetas and Fancies. Pearl Buttons, large, very large, small and very small.

WASH GOODS

Dimity, in Black, White, Twine Color, Silk and Linen Batiste, Fancy Stripe Linen Lawns, Plain and Fancy Ginghams, Swiss Muslins, Plain and Fancy.

D. D. PRINT—31 inch

The Best Print to make fast customers, you can sell for **10c.** WHY?

It Washes Well.
It Wears Well.
It Sells Well.

Men's Furnishings, or the needs of every Man.

This term means much. When this particular department is introduced to the Retailer, it means that Hats, Caps and Clothing are as well represented as the usual lines. Stylish Looking Hats, to retail at **50, 75c.** and **$1.00.** Smartly Tailored Raglan Coats, to retail at **$4.50, $7.50** and **$10.00.**

We are making a special run on a line of Men's All-wool Cashmere Hose. To retail this line at 25c. would be giving the maximum of value.

John M. Garland, Son & Co.

WHOLESALE DRY GOODS

OTTAWA CANADA

ADVERTISING THAT INTERESTS THE LADIES IS THE KIND THAT MAKES BUSINESS FOR THE DRY-GOODS MAN.

THAT'S THE SORT OF ADVERTISING

THE NEW IDEA PATTERN

DOES. OUR MONTHLY FASHION SHEET INTERESTS THEM. THEY BUY A PATTERN, FIND IT IS PERFECT FITTING, STYLISH, ABSOLUTELY RELIABLE AND A GREAT BARGAIN, AND MR. MERCHANT FINDS THAT HE HAS MADE MORE FRIENDS, MORE REGULAR CUSTOMERS AND **HIS SALES INCREASE TEN FOLD.**

ISN'T THAT PROSPECT ATTRACTIVE TO YOU?

LET US TELL YOU MORE ABOUT IT. PARTICULARS COST A POSTAL CARD.



Designed to suit and cut to fit all styles and sizes of women.

The NEW IDEA PATTERN CO.

Home Office: 636-638 Broadway,
NEW YORK CITY.

Western Office: 232-234 Fifth Ave.,
CHICAGO, ILL.

Broadway and Locust Street,
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Canadian Office: 50-52-54 Bay St., Toronto.

DRY GOODS REVIEW

The MacLean Publishing Company, Limited.

President, John Bayne MacLean, Montreal.

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

OFFICES:

Montreal (Telephone 1255) - - - - - 232 McGill Street.
Toronto (Telephone 2701) - - - - - 10 Front St. East.
London, Eng. (W. H. Mlln) - - - - 109 Fleet St. E.C.
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Subscription, Canada and the United States, $2.00.
Great Britain and elsewhere - - - 12s.

Cable Address: "ADSCRIPT," London; "ADSCRIPT," Canada.

CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions

MONTREAL AND TORONTO, MAY, 1903.

THE POSITION OF PEARL BUTTONS.

THE scarcity of pearl buttons, referred to in our last issue, is, if anything, even more accentuated with the advancement of the season, and, although the price has been advanced as much as 35 per cent., indications are that it will go still higher before the season is over. The demand for pearl buttons, had it been confined, as was originally intended, for waist purposes, would not have exceeded the supply; but manufacturers did not look for so wide a use of these buttons as is now the condition of things.

Retailers have wisely been good purchasers of pearl buttons during the Spring season, but it is questionable if the trade is as well supplied as it should be in view of the position of the buttons. On blouses, waists, skirts, coats and gowns pearl buttons (among other sorts) are used as trimmings, and this fashion bids fair to continue into the Fall, perhaps much longer. At any rate, it would be hard to have too large a stock of these, especially the large, line 36 size, which are in demand with both garment manufacturers and retailers, as well as scarce with both.

The scarcity does not begin with the manufactured button, but with the "raw material," the white shells from which they are made. At the last sale of these in London prices advanced about 25 per cent. for the large shells and from 30 to 45 per cent. for small to medium sizes. All records were broken and there was keen competition among the buyers.

All this points to a continued firm feeling, and, perhaps, even higher prices for shell or pearl buttons, and retailers should buy wherever possible at once. A delay will likely result in having to place orders at considerably advanced prices.

* * *

Personality is the corner stone of the successful commercial enterprise.

* * *

THE COTTON AND LINEN MARKET.

SOMEWHAT serious conditions prevail in the cotton and linen market at the present time, and the merchant is confronted with a range of prices in these classes of goods in many cases 25 per cent. above what they were six months ago. There are many merchants who postpone buying their goods until the last moment, and this is the class that are the most seriously affected by the recent increases.

The situation is alarming to merchants, but it is far more serious in many respects to the wholesalers, who, after taking orders for late delivery, find they cannot fill many of them without a loss, and yet have to endure it. At the present time there is scarcely a division in cottons and linens, the prices on which have not been withdrawn by the manufacturers, and the new prices submitted when solicited seldom hold good long enough to admit of sending an order and depending upon having it filled at those prices. Time and again orders have had to be cabled to buy at the prices quoted, and in many cases both quotations and orders are cabled. Supply-houses are practically confined to submitting their orders to foreign houses "at market prices," to feel confident of obtaining the best that can be had, for quotations are steadily going up, particularly in linens.

From the present state of the market, and from the expressed opinions of those who are thoroughly acquainted with conditions abroad, it seems to be the best advice to suggest buying as early as possible. Cottons at this moment are stationary, but there are possibilities of a rise at any time and no reasonable probabilities of a drop. Linens are on the up grade, with the top apparently not yet in sight. Labor conditions, lack of raw material and oversupply of orders, each have their share in the present irregularity of conditions.

* * *

Business civility is never quoted below par.

* * *

KNITTED GOODS FROM ENGLAND.

BUYERS on this side who have placed orders for all the German knitted goods, gloves, hosiery, etc., they will require for the season are in an enviable position. Repeats will cost one-third more to bring into the country under the new surtax on German goods. Such articles in knitted goods as bootees, infantees, hoods and mitts have been chiefly imported from Germany, and the feeling seems to be that the added cost which the new duty will impose will be more than consumers care to pay.

It may not, however, be necessary to pay the advanced price. A short time ago a Leicester, England, manufacturer, imported machines from Germany to produce these articles, and, as is always the case, other firms there will do likewise. They should be able to do a good business on the Canadian market. It is rather a happy coincidence that almost at the

same time that these goods are being heavily taxed when coming from one source they should commence to receive more attention in another quarter, and that the very one from whence we can import under the most favorable tariff conditions.

* * *

The erratic man may cause more sparks to fly, but it is the systematic man who does the most work.

* * *

THE INSOLVENCY LAW QUESTION.

A BILL is again before the House of Commons providing for the enactment of an insolvency law for the Dominion. Ever since the old Bankruptcy Act was repealed some 20 odd years ago, periodical attempts have been made in the House of Commons to rehabilitate a similar law. Although, at times, the prospect for the adoption of such a law looked bright, its opponents have been sufficiently strong to either directly vote it down or to, in some way or other, prevent its final adoption. In the late Sir John Abbott, the advocates of the general insolvency law had a warm friend; and later on Sir Mackenzie Bowell interested himself in the subject and at one time succeeded in getting a bill through the House of Commons, but it met its death in the Senate.

The strongest opponents of the insolvency law in Canada have been the banking interests. Their opposition was born of the fact that they were not allowed to rank for double liability. But, judging from the remarks of Mr. Stewart, the managing director of the Sovereign Bank, the opposition from that quarter is possibly scarcely as strong as it was.

The bill introduced by Mr. Monk applies to manufacturers and merchants, but exempts incorporated companies, who come within the Winding-up Act. The debtor can be forced to assign after he has shown evidences of being insolvent, subject to supervision by the court. Provision is made for the discharge of insolvent debtors on consent of the creditors holding at least three-quarters of the claims and a majority of them having claims of $100 and upwards. Before the insolvent can be finally discharged, however, the action of the creditors must be ratified by the court. Another wise provision is for the curtailing of the preference evil. Under Mr. Monk's bill a preference given 30 days before the date of insolvency is null and void. Taking it all round, Mr. Monk's bill does not differ materially from similar measures which have been brought before the House of Commons of late years.

Doubtless the bill will meet the same fate as previous measures, but that does not, however, alter the necessity of such a measure being placed upon the Statute Book. The boards of trade from one end of Canada to the other have almost year in and year out adopted strong resolutions and appointed committees to endeavor to persuade the Government to introduce an insolvency law. In addition to this representations have time and again been made to the Dominion Government by exporters in Great Britain. A few years ago when Hon. W. S. Fielding was in London a deputation of manufacturers and merchants waited upon him, urging the necessity of the Dominion Insolvency Law. So far these importunities have had no apparent effect upon the Government.

In the meantime the business men of Canada are suffering for want of such a law, while our prestige in Great Britain is being impaired on account of its absence.

"YOUR MONEY BACK."

HOW many times has the public been told by merchants in various lines of trade, the dry goods amongst them, that, in the event of their not being satisfied with the goods purchased, the money will be refunded, or rather, cheerfully refunded, for the adverb is seldom missing? And how many times has the promise been carried out? In all cases it is untrue to say that the money will be "cheerfully" refunded. It isn't done cheerfully—unless there is something the matter with the merchant; and very often it isn't done at all. The offer, of course, is made by the merchant as a sort of endorsement of his goods. Through it he says in effect: "I am so positive that you will be satisfied with these articles that I pledge myself to take them back if you are not." But the fact remains that the offer is not sincere, and it is fortunate that ninety per cent. of the customers realize that it is not.

Among the others there are the chronic "kickers" who, more from habit than anything else, will make complaints, even of the best goods. To them the "money refunded" offer is meat and drink and a house to live in. The bare suggestion that they might want to return the goods is sufficient to conjure up in their imagination defects of various kinds. But, then, there are those who take the merchant's statement for the simple truth. They are likely to be satisfied if the goods are right, but if they are not they will have no compunctions about returning them. They will examine the goods carefully in the store, take them home, try them on or use them, according as the purpose of the article is, and if not entirely satisfactory return them without the slightest idea but that the dealer will be perfectly willing to take them back. These persons, then, expected to be greeted with the cheerful smile, as per advertisement. It is scarcely necessary to say that they seldom, if ever, see anything approaching a smile. Sorrow and perplexity are the chief expressions on the countenance of the merchant, who shows them the fine quality of the goods over again, argues, exhorts, and even bullies at times, before keeping up to his advertisement. It then dawns upon these customers that the "money back," the cheerfulness, the perfect willingness to exchange and the other inducements for them to purchase goods were no more than little pleasantries of the advertising man. They then join the ranks of the 90 per cent., which is about as good a course as they can take, as far as concerns the merchant. Others again will buy such goods under the impression that nothing can be wrong with them when they are offered their money back; and then, if they do feel unsatisfied, they are sensitive about returning the goods. It is very objectionable to be told, "You should not expect anything better at that price," which is the way that many salesmen have of relieving themselves of the responsibility of keeping the firm's word. In any case, customers who believe in the "money back" advertisement are never satisfied if they attempt to put it in practice; on those who are not influenced by it, it is merely a waste of ink.

So, why use that old, old fool-catcher if it is not intended to live up to it? Everything, from a suit of clothes to a can of tomatoes, is offered under these terms by some merchants; and when the terms are not adhered to, the only result is the destroying of the customer's confidence in the merchant and the merchant's respect for his customer—for how can a man be so mean as to want his money back? "Money cheerfully refunded if not satisfied" is no good, unless one is dealing in endowment policies or coffins.

The Surtax and its Effect on the Dry Goods Trade

NO branch of trade in Canada is as directly and generally interested in the surtax on German goods as that relating to dry goods. While the imports of goods appertaining to the grocery trade exceed in value those imported by dry goods merchants, yet the largeness of the former is mainly due to the one item of sugar, of which we imported last year about $3,500,000 worth. But, if the supply of sugar from Germany were cut entirely off, it would cause little or no inconvenience, on account of the many other sources of supply. In dry goods the imports from Germany are much more general, and consequently the effect of the surtax is likely to be more directly felt by those engaged in that trade. But even in this particular Canada is by no means dependent upon Germany.

In dry goods and fancy goods we last year imported, roughly speaking, about $2,500,000 worth from Germany, against $1,857,000 worth five years ago. It will be observed that our imports from Germany in lines appertaining to the dry goods trade have not grown so rapidly as those in some other branches of trade. In hardware and metals, for example, there has been during the same period a very large increase. Taking 20 of the chief lines of hardware and metal, there was in the same period an increase of over $1,600,000, the value being about $2,000,000 in 1902 against $369,000 in 1898.

Our imports from Germany of manufactures of cottons were $243,819 last year. In this line of goods the imports show a larger increase than in any other important one, five years ago our imports aggregating but $128,860. Fancy goods, however, show a substantial increase, the total of all kinds being $392,363, against $275,037 five years ago. The most important branch of our import trade with Germany is in wool and manufactures thereof, of which we last year imported $884,016. But this branch of trade has kept much about the same during the last five years, its value in 1898 being $877,524. In two of the intervening years these figures have been slightly increased, approximating closely to $1,000,000.

The surtax is likely to have a double effect on the cloak manufacturers. They have felt keenly the importation of German cloaks and mantles. The extra duty will naturally give them some relief in this particular. On the other hand, however, they will be adversely affected by the increased tax on laces, trimmings and some other lines which are their raw material. At the same time, however, the net result will probably be beneficial to them. The accompanying table will give our readers at a glance the chief articles in the dry goods trade imported from Germany during 1902, as well as a comparison with those of 1898.

IMPORTS OF DRY GOODS AND FANCY GOODS FROM GERMANY.

	1898.	1902.
Buttons	21,952	37,334
Carpets, rugs, etc.	2,657	9,097
Collars and cuffs	6,852	16,375
Cotton and manufactures of—		
Clothing	10,438	27,394
Embroideries	3,897	10,127
Fabrics, printed, dyed or colored	57,853	25,219
Hosiery	13,843	59,305
Socks and stockings	23,118	45,341
Velvets, velveteens, etc.	5,328	37,415
All other cotton and manufactures of	14,383	39,018
Curtains	872	3,726
Embroideries	4,983	5,378
Fancy articles—		
Bead ornaments	4,491	7,243
Boxes, fancy, ornamental, cases, etc.	6,549	14,266
Braids, bracelets, cords, fringes, etc.	85,176	109,366
Laces, lace collars, etc	50,515	84,126
Toys and dolls of all kinds	110,664	160,828
All other fancy goods	17,642	16,532
Furs, skins, wholly or partially dressed	175,854	359,019
Gloves and mits	176,829	165,848
Hats, caps and bonnets	3,936	826
Silks and manufactures of		
Fabrics	101,929	248,282
Ribbons	32,542	45,300
Velvets	23,538	50,022
Other lines of silk and manufactures of	19,312	19,522
Umbrellas, parasols	4,745	2,402
Wool and manufactures of—		
Cloths	19,902	46,202
Clothing, ready-made, etc.	355,442	302,946
Fabrics composed wholly or in part of wool or worsted	230,453	169,546
Felt not filled or covered by or with any woven fabric	117,725	121,609
Knitted goods, including knitted underwear	34,706	20,427
Socks and stockings	41,737	45,091
Yarns	47,369	75,130
All other manufactures of wool	30,190	103,065
	1,857,422	2,483,329

It is to be hoped that the surtax will be but of a temporary character, for a tariff war cannot but be harmful to both countries. At the same time it does not seem reasonable that we should look calmly on while the present discrimination against Canadian products in Germany continues.

We have, during the last five years, repeatedly made, through the Imperial authorities, efforts to induce the German Goverment to remove the discrimination against our products, but they have been abortive.

The colonies of France give the metropolitan country a preference under their tariff just as Canada does Great Britain The Portuguese and Spanish colonies have done the same, yet Germany made no such discrimination against the products of any of those colonies, but when Canada undertook to accord similar privileges to the Mother Country, Germany at once set into operation the maximum tariff against our products.

As there was no prospect, by ordinary diplomatic means, of inducing Germany to give the products of Canada fair treatment under the tariff, we now propose to employ more aggressive measures.

Undoubtedly, Canada will suffer to some extent from the tariff warfare which is likely to ensue, particularly during its early stages, on account of the losses that importers are likely to sustain through being compelled to pay a higher rate of duty on goods which they had ordered some time ago, but which could not be got into the country within the time stipulated by the Government. However, it is within the power of the latter to extend this limitation and minimize the possibility of losses.

But in any event Canada stands to suffer less from the tariff warfare than Germany. Our imports from that country are slightly over $10,800,000, of which all but $1,744,611 are dutiable goods, while our exports to Germany are a little over $2,600,000 worth.

As our import trade with Germany on dutiable goods has increased from $5,332,000 in 1898 to $9,175,000 in 1902, it is clear that we hold the whip hand. In the meanwhile, however, we cannot but hope that the present unsatisfactory relations between Canada and Germany will be but of a temporary character and that before a great while the intercourse between the two countries will be on a more businesslike basis.



THE CELEBRATED **C.B. CORSETS** ENGLISH MANUFACTURE

have far and away the largest sale of any corsets in the world, being sold by 13,000 Drapers and Ladies' Outfitters to upwards of 4,000,000 corset wearers. C.B. Corsets are preeminently suited to Canadian requirements, and once stocked in good assortment quickly attract an important trade, easy to cultivate and capable of a considerable degree of expansion.

The Celebrated **C.B. Corsets** represent a standard of excellence to which lesser known corsets do not pretend.



The many imitations of **C.B. Corsets** are flattering testimony to the sterling merits of the latter.

The production of C.B. Corsets furnishes employment for nearly 4,000 workpeople in eight of the most up-to-date factories in England.

Sole Agents for Canada: The British Import Co., 44 Yonge Street, Toronto

Who will be pleased to submit samples upon application.

CORSETS

THE manufacturers of corsets have had an exceedingly busy Spring, nnd the nctivity in this branch of the trade is still maintained, as the situation in the corset trade is such that retailers must be constantly repeating to keep stocks well nssorted. Corsets now are mnde to fit the figure, not the figure to fit the corset. Therefore, the retailer has to keep in stock not only the waist sizes, but the different-shaped corsets to suit either slender, medium or fully developed figures.

DOCTORS AND CORSETS.

DOCTORS dearly love to have a fling at corsets. Really it would seem that in their ofi seasons they fill up time with talk in that direction. Not so much has been said on this subject since the advent of the straight front. But now Parisian physicians are out with a statement that the modern corset causes appendicitis.

This is rather a funny idea, as according to statistics it is amongst men that this disease is most prevalent.

That physicians this side of the water do not share the views of their Parisian brethren is shown by the fact that several New York doctors, when interviewed, stated that they never came across a case of appendicitis that could be traced to the wearing of corsets. One doctor further says that corsets as now worn are less harmful than any ever before used.

The real trouble with corsets is that a woman who takes a 23-inch corset will persist in squeezing herself into one of 21 inches. Manufacturers are trying to fight this by urging the necessity of fitting corsets. Perhaps we shall eventually come to blind sizing in the corset trade, the same as is practised by both makers of gloves and shoes.

IMPORTANCE OF FITTING.

SO important is it both to a woman's comfort and appearance that just the proper corset should be chosen, that every woman should be fitted when buying her corsets. No woman would ever think of buying a suit or a coat without fitting, and yet the very article of dress that the proper fit of her outer garments depends on she buys hap-hazard by size alone. In nine cases out of ten it is the perfect-fitting corset that makes the perfect-fitting suit. Now, this is a matter worth going to some trouble about and retailers will find it to their advantage to fit all corsets sold, as, though such a course will entail more trouble and will make more work for the salespeople, it will largely increase the amount of satisfactory sales, and salespeople should be instructed to press this point, explaining to customers the advantages to be gained by such a course. Customers, no doubt, will be a little hard to convince at first, but if they once make a trial of the system they will be quick to perceive the benefits, and you will have no trouble when the next sale is made.

Many times if a suit does not quite fit or does not seem to set right, the suggestion that the customer be fitted with a pair of corsets and then try on the suit, will, if carried out, often make the sale, as the proper size and make of corsets adapted for that particular figure properly adjusted will make all the difference to the look and fit of the suit. Then, again, if a corset is fitted the saleslady can show how to adjust it properly, as well as give pointers on the proper manner of doing this, and can at the same time introduce the many little accessories to corsets that are now in vogue.

CORSET ACCESSORIES.

A CORSET, to fit well and be comfortable, must be properly adjusted, nnd to be properly ndjusted it must be pulled down and kept down. The proper means for doing this is the right use of the hose-supporters.

Most manufncturers have a tab (or tabs) which indicates the proper place for attaching one of the many styles of hose-supporters on the market. Some makes of corsets call for the supporters at the side as well as the front, and this keeps the corset smooth over the hips.

Another accessory that is finding favor is the bust-supporters. When a shirt waist is worn for golf, tennis, or other outdoor sports, the practical advantages of a bust-supporter are manifest, and these accessories are meeting with a deal of popular favor. Among many styles shown is one of soft satin ribbon, stayed at intervals, and lacing down the back through eyelet-holes. It has shoulder straps of a narrower ribbon. Another bust-supporter that seemed well designed for the use it was intended for was of batiste and buttoned in front.

Belts for keeping the shirt-waist down at the back and also, at the same time, holding the skirt in place, are shown. One of the most practical has little plates of aluminum, with catches at the back for the waist and skirt. This belt can also be bought with a waist former, and is sure to give satisfaction, being simple in construction and well adapted for the use for which it is intended.

A hip confiner or reducer is another new idea. A short hip corset is bound to produce a ridge at the lower edge if it is laced, as it must be, to produce the flat abdomen. With the hip confiner this ridging, or bunching, is impossible, and the hip is reduced in size without the slightest interference with the comfort of the wearer or hindrance to the freedom of movement, whether sitting or standing. It is made of coutille, broche or batiste, and clasps round the waist, over the hips, and has attachments for keeping it down both at the front and sides.

STYLE, CHANGES, TENDENCIES.

THERE is no particular change of any moment in style looming in the near future to disturb the trade, but makers are always on the alert to make changes in cut that, while not altering the general cut of the corset, give it an added perfection in comfort and style or strengthen some weak point. One of these little alterations that means much to the wearer and makes a far more graceful figure is that the bust line in front is noticeably higher. But for all this, it is the drooping, natural poise of the bust that is aimed it. To attain this end, that is, to support the bust without raising it, the bust line curves sharply down in front in some of the new models, so that support is given without any pressure. In other makes the same result is obtained by cutting the bust fuller at the top, so that the figure, as it were, drops down into the corset.

Retailers should look to these points, as the style of the corset has everything to do with fit and consequently the sale of suits, blouses, shirt-waist suits, etc.

The tendency of new corsets is to give greater freedom above the waist line, and corsets should be laced in such a manner that they are left loose at the top. This is the latest wrinkle in corsetdom.

APRIL FOOL JOKE.

A neat little April fool's joke was played on the trade by The Brush Co., corset manufacturers, Toronto. "Take a peanut," was the request made, and though the kernel was not quite what was expected, it contained a "nut" that was quite ns useful to the trade.

THE NEW ECLIPSE BUILDING

TORONTO is sharing in the enthusiasm of "Canada's growing time" with any number of new buildings and enlarged facilities for manufacturing in nearly all lines. The past few years have developed remarkable activity in the manufacture of white goods, and a constantly growing trade makes it necessary for The Eclipse Whitewear Co. to move into larger quarters. With characteristic enterprise they have planned something bigger and better than any other establishment of the kind in Canada, which means double and treble their present capacity and every modern facility for doing things right.

The accompanying illustration gives some idea of the new Eclipse building, which is up-to-date in every respect, four storeys and basement, 60 x 180 ft. in size, of modern factory construction, with hardwood floors, steam heat, fire appliances and the most improved system of ventilation. It is conveniently located corner of King and John streets, in the centre of a very desirable manufacturing section. It presents clean and wholesome surroundings for an army of workpeople, and suggests very different working conditions than is possible in the crowded centres of thickly populated European cities.



New Eclipse Building.

The business of this concern was established in 1895, and was started with the idea of keeping out of the rut into which the trade had got. The Eclipse Co. believed there was room for high-class goods in new and attractive styles, and they were right. Their competition from the first has been with the very best home work, and there is no longer any excuse for women to make muslin underwear themselves. That means more trade for the dry goods stores, since people prefer to buy now what they used to fuss with at home. That is why the Eclipse business has grown, and is still growing, for the reason that there is never any skimping as to quality and never any attempt at cheapening the goods in order to lower the price. The intention was to make Eclipse goods the standard. The ambition has been well achieved.

With a trade extending from Sydney in the east to Dawson City in the west there is plenty of work for their seven travellers, who cover every section of the country at regular intervals. The original plan of making the best underwear has been enlarged upon to include children's dresses, ladies' shirt-waists, infants' layettes and ladies' Summer dresses. With more room and better facilities there will be a constantly-growing output of all kinds of outer garments, keeping sharp step with the development of trade.

The officers of the company are J. B. McCarter, president, and J. B. Hutchins, secretary-treasurer, who are thoroughly devoted to the business and in constant touch with every detail. The work they do is extremely well done, which means building for next year's business as well as this and anticipating in advance the best interests of the trade. Their proposition is that Eclipse shall sell easily in competition with any goods anywhere, and no pains or expense have been spared to provide them with sufficient room and facilities for the growth and expansion of a well-planned business.

THE ECLIPSE GOODS.

THE fact of constantly growing sales tells better than anything else what merchants think of Eclipse goods. The trouble has been to keep pace with the demand, but once they get into their new quarters things will be different.

The trade will be specially interested in the addition of ladies' Summer suits to the Eclipse line. Thousands of shoppers are looking for inexpensive dresses for Summer wear that will relieve them of the fuss and bother of home dressmaking.

The tendency of trade is along this line—giving women and children the dresses they want at prices that are easy to pay, and the Eclipse people have made a shrewd move in anticipating the season's requirements with a range of styles entirely out of the common.

If they had nothing better than the item of children's dresses there would be enough of a demand to keep a good-sized force constantly busy. There promise to be big developments in the manufacture of outer garments just as soon as The Eclipse Co. get the room and facilities for carrying out long-cherished plans.—Advt.



The

Straight **B. & C.** Front

CORSET.

Up-To-Date
Long Hip
WITH
Stocking
Supporters.

MOST DESIRABLE

$1.00 Corset.

MADE IN CANADA.

STYLE 266.

SAMPLE ORDERS SOLICITED.

Brush & Co., Toronto.

DEPT D.

THE

MAGIC CLASP

IS

A WINNER

THREE GRADES :

$2.25
3.60
4.50 doz.

SAMPLES BY MAIL.

ITS UP TO YOU!

F. Robertson & Co.

TORONTO.





This cut shows one of our latest creations in Long-Hip, Straight-Front effects, which we carry in stock—all prices. Ask for sample and price list.

THE CELEBRATED

P.D.

CORSETS

ARE THE RECOGNIZED STANDARD OF ALL

High-Class CORSETS

Fit, Style, Quality, Finish, Durability, all are embodied in the Corsets bearing this Trade Mark.

KONIG & STUFFMANN,

SOLE AGENTS FOR CANADA.

11 Victoria Square, MONTREAL.

WHITE GOODS

TRAVELLERS for the white wear houses are on the road with Fall samples, and orders for flannelettes for October delivery are now coming in. Buyers who place their orders thus early not only have the choice of the best patterns, but garments made before the rush, when operators are not so hurried, are apt to be better finished, and, this is an important point, as both makers and retailers know the capacity in this fabric for pulling, particularly in some makes. Although Fall orders are beginning to come in, and manufacturers, mindful of the rush last season, have made careful preparations and are in good shape to receive them, repeats for Summer white wear are still coming steadily to hand.

* * *

The season past has perhaps been the most satisfactory in the annals of the white wear trade, as, not only has the volume of trade been very great, but there has been a strong demand for better grade garments. Like all other branches of the making-up trade, the want of experienced operators has been badly felt, and much of the delay that has been experienced can be traced to this source. Considerable trouble also has resulted from the inability of manufacturers of some classes of laces and embroideries to fill their orders on time, as in some cases shipments have been months, let alone weeks, behind the date promised. White wear manufacturers have had to hold orders until these goods came to hand, as substitution was impossible. If another trimming, even a higher-priced one, could have been used, the makers of white wear would gladly have done so, to get these orders off their hands. Many retailers have made great complaint of delayed deliveries, but it is a matter that the manufacturer is quite unable to help, as the causes, the inability of the foreign houses to fill orders, and the scarcity of experienced help, are conditions over which he has no control.

* * *

Not so much opportunity for novelty exists in the making up of flannelette garments, but what there is, manufacturers have made the most of, and stitchings of contrasting colors are used with good effect on gowns, drawers, etc. All imitations of hand work are in vogue, and hemstitching is used to edge the frills. Another machine makes a very good imitation of feather stitching, and this is used in rows, either alone or in combination with one or other of the fancy stitches seen. Special machines are used for these fancy stitches, and this kind of trimming has been freely, but with good judgment and effect, used on flannelette garments for the Fall trade.

* * *

Embroidered motifs in bold designs are also used on the samples shown by one manufacturer. This is a decidedly new and noticeable departure, and one that is sure of a good reception by the retail trade. Flannelette embroideries are used on some of the prettiest gowns. The embroidery patterns are very neat and artistic, in fact, as in other lines of trimmings, there is a noticeable improvement, both in design and execution.

* * *

Of course, the general shape of flannelette garments cannot vary much, and the fanciful styles that are introduced in cotton underwear, are impossible in flannelette, but, as in other lines, more attention is paid each year to the cut and fit, and, as a natural result, there is less and less complaint about skimpiness in the body of gowns or narrowness in the sleeves. Competition is keen in the white wear trade, and manufacturers are always ready to adopt any improvement that will raise the standard of the garments made by them.

* * *

The vogue for white and pale shades in dress goods is greatly in favor of this branch of the trade, as white skirts must be worn with these light-colored gowns. Then, too, when the trailing skirts are raised, the petticoat beneath is very much in evidence, and this means that it will be made of as fine materials and as elaborately trimmed as my lady's purse will allow.

* * *

The great vogue of transparent materials and the free use of lace insertings is responsible in a great measure for the dainty designs in corset covers, indeed, the corset cover has become of almost as great importance as the waist, and, as is usually the case with any garment that is brought into prominence, new styles and ideas are being constantly introduced, some of which are pretty and practical, and some that are only fads. A novelty that is now shown is a corset cover without fastenings and made to slip over the head. This cover is fitted by seams under the arms and at the shoulders. The arm holes and neck are trimmed with a narrow lace frill and a beading. The lower edge is finished by a draw string. The cover is slipped over the head and the fullness regulated by the ribbon threaded through the beading and the draw string around the waist.

* * *

Attractions in the retail stores are the bargain sales in white underwear, coming, as they now do, right in the season when such garments are needed. For such sales manufacturers' samples are in much request. About the best means that can be devised for attracting trade to any department, is a genuine bargain sale right at the time when the goods are wanted, and the woman who is well pleased with a bargain is easily converted into a regular customer. Few merchants seem to grasp the idea that the bargain sale can cut both ways. If it is a genuine bargain that is offered, it is a splendid advertisement for a department, but, as is sometimes the case, when the bargain is somewhat of a fake, it will be remembered not only against the department, but also against the store that offered it. The trouble in coming after it and the disappointment felt in not getting what was expected, will linger in the average woman's memory a long time.

The High-Class Washing Material

"Viyella"

(Registered)



The famous "TWO GIRLS" TRADE MARK (Regd.)

DOES NOT SHRINK.

The Greatest Textile Success of the Age.

FOR

Nightdresses,
Dayshirts,
Blouses,
Pyjamas, etc.

DAY AND NIGHT WEAR.

Wm. Hollins & Co., Limited

Spinners and Manufacturers

Friday Street, LONDON, ENG. (SOLE PROPRIETORS).

Canadian Agent, Mr. William C. Meredith, 3 Wellington Street East, TORONTO.

DEALERS AND THEIR STORES

MAYOR BRASHER OF TILLSONBURG.

GEORGE BRASHER, mayor of Tillsonburg, Ont., was born at Preston on December 26, 1839. When only 12 years old he began life as a telegraph operator in his birthplace. Four years later he gave up that position and went to the village of Vienna, where he worked as a clerk for Suffel & Patton, general merchants and ship owners. He rapidly worked his way up and soon became a member of the firm. However, misfortune overtook the firm in the form of two fires, which, each time, completely destroyed the premises. This was a severe loss to the partners.



Mayor Brasher of Tillsonburg.

In 1868, Mr. Brasher, owing to ill health, went out West, where, for ten years, he followed the life of a cowboy in the Western States. However, while there, he contracted a bad attack of ague, and came to Canada again. He again went into business life in Burlington, Ont., as a general merchant in partnership with Richard Baxter, under the firm name of Brasher & Co. Some 20 years ago he went to Tillsonburg and began business there with J. Caulfeild, now senior member of the wholesale clothing firm of Caulfeild, Henderson & Burns, Toronto. The firm continued in business for over ten years, when, upon Mr. Caulfeild's retirement, Mr. Brasher took entire control of the business and has successfully carried it on ever since.

KYLE, CHEESBROUGH & CO.'S NEW HOME.

AS announced in our last issue, Kyle, Cheesbrough & Co. were moving from St. Helen street to 93 St. Peter street, Montreal. They are now installed, and the "lace warehouse of Canada" is doing business at the new stand. From basement to top floor the building is equipped with all modern facilities and conveniences, and ready to receive the immense assortment of Fall novelties and general dry goods now on their way here. The lighting, both natural and artificial, could not be better. New hardwood floors have been put in throughout the building; the basement is equipped with every facility for prompt shipments, so that orders will receive the best of attention. Passenger and freight elevators connect with all floors.

The ground floor contains the dress goods, American and English cotton goods, muslins, velvets and velveteens; in the rear are the general offices. On the first floor the laces, trimmings and novelties for which the company is famous are installed. Here are large assortments of belts, embroideries, ribbons, veilings, silks, collars, and many imported novelties. Hosiery, underwear, curtains, gloves and smallwares will be found on the second floor, and on the top are blouses, skirts, whitewear and all ready-to-wear garments, including, as a special line, wrappers.

Kyle, Cheesbrough & Co. have been appointed the sole Canadian selling agents for The Dominion Wrapper Co., of Woodstock, N.B. This company will be remembered as The Maritime Wrapper Co., which, a couple of years ago, practically controlled the wrapper trade of Canada through the perfect fit and finish of their garments. They are again in business under a new name, but nothing has interfered with their abilities for turning out just as satisfactory wrappers as they did previously. The Dominion Wrapper Co. make nothing but wrappers. They know all about them, and no one can make them better. Already their selling agents have received large orders from some of the leading retailers of Canada. Kyle, Cheesbrough & Co. are to be congratulated on securing this agency.

In their new home the firm will cater still more to buyers of high-class imported novelties, laces, trimmings, etc. They are already well stocked with many lines of German goods, their buyer having been on the other side for three months, and their Fall lines will include all the latest novelties at the lowest price, the goods having been shipped early enough to avoid the surtax. For the Fall trade they will have the largest display of these goods they have yet shown, and readers of THE DRY GOODS REVIEW will be cordially welcomed.

AFTER THE ROOSTER.

R. C. Wilkins' trade motto, "We Crow Over All," appears to attract attention outside of the dry goods and clothing trades. Mr. Wilkins has been frequently complimented on the happy thought that produced the "Rooster Brand" trade mark with its accompanying motto, and, imitation being, as it is said, the sincerest form of flattery, another compliment is added to the list by a society, which calls itself "The Krow Social Club." Its advertising cards, announcing a dance, bear the picture of a crow with the motto, "We Krow Over All." The club's advertiser seems to have missed the point in the "Rooster Brand" motto. At least, it is not to be supposed that its members array themselves in overalls—even the "Rooster Brand"—on these occasions.

HE GOT IT REDUCED.

The people of a certain Yorkshire town are blamed as a rule for "looking at both sides of a penny before parting with it." Quite a laughable example occurred the other day.

A man, slightly deaf, went to the doctor with a bruised finger.

The doctor washed and bandaged it, and when the man asked the charge, said:

"Oh, it is just a trifle, and won't cost anything."

"No, no, sir; you will need to make it less than that."

The doctor, catching on, said:

"Very well, we will say two and sixpence," which the man promptly paid, thinking he had knocked off something.—Spare Moments

Fancy Parasols
Sunshades
Umbrellas

Sorting up Orders shipped with accuracy and despatch.

The Irving Umbrella Company, Limited

MANUFACTURERS

20 Front St., West, - TORONTO

ESTABLISHED 1826. INCORPORATED 1897.

ANDREW McLEAN CO.

460 Broome Street, - New York.



Trade Mark.

Manufacturers of

Mosquito Nettings and of Linings

in great variety under The Victor trade mark.

Victor { **Sheer Linings, Silk-Finished Linings, Crinoline Linings, Canvases, Buckrams, Checks, Etc.**

Special Canvases for Stock Collars and Cuffs.

Victor Foulard Linings { 10-yard pieces and on spools. } For Millinery Use.

MILLS: PASSAIC, N.J.

THE

'PIRLE' Finish

Indispensable for the Open-Air Girl.

"LADY'S REALM" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will **remain unspotted** and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."



REGISTERED TRADE MARK.

"Madge" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer.

"The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

TO BE OBTAINED FROM THE LEADING IMPORTERS,

or full particulars from

E. RIPLEY & SON, Limited,

100c, Queen Victoria Street, LONDON, E.C., ENGLAND.

Hine Parker & Co., Limited

HOSIERS AND SHIRTMAKERS

SPECIAL MAKES in all classes of HOSIERY and SHIRTS

London, England

Men's Shirts and Drawers
" Half-Hose
" Knicker Hose
Cardigans, Sweaters, Jerseys
White and Colored Shirts and Tennis Shirts
Collars in all newest shapes
Women's and Children's Hosiery, Vests, Drawers and Combinations.

See our line before placing Fall orders.

REPRESENTATIVES FOR CANADA AND UNITED STATES

The British Import Co.

44 YONGE ST. - TORONTO.

"Woods Limited"

THIS month we present ourselves in our new uniform, trusting it will meet the approval of our ever-widening circle of patrons. Old standards are still maintained—quality, workmanship, fit, finish. Our goods remain the pinnacle of perfection.

Overalls, Bibs and Smocks

Season in full swing in DENIMS, plain black or blue, white or gold back, or in plain black drill, all full weight, 7 ozs. Goods ordered before recent advances in prices.

While they last, $6.75; 9-oz goods, $8.75.

GET REPEATS IN EARLY.

SHIRTS

—Blue or b ack, spots or stripes, drills, flannelettes or ginghams —full range. Values par excellence.

No. 200, $2.25; No. 120, $3.75;
No. 240 or 312, $4.50; No. 233, $6.50.

See these lines or send for samples.
Our goods are in demand by the public.
Their quality is recognized.

WOODS LIMITED,

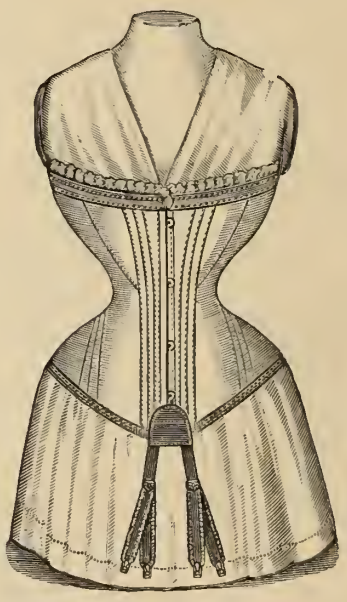
Successors to JAS. W. WOODS — OTTAWA, CAN.

Kleinerts

HOOKON

CORSET HOSE SUPPORTER

DOES AWAY WITH SAFETY PIN.
PULLS CORSET DOWN AND GIVES CORRECT STRAIGHT FRONT EFFECT.
REDUCES PROMINENCE OF ABDOMEN.



U.S. PATENT NO. 629391.
U.S. PATENT NO. 668541

I. B. KLEINERT RUBBER CO.

28 Front St. West, Toronto, Ont.

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Neigeuses the Leading Feature in Fancies —A Model in Grey Alpaca—Smart Gown in Voile de Sole—Sleeves Fuller Than Ever—Features in Hats.

THERE are so many different materials introduced this season, that the difficulty becomes great in specifying the exact "nouveaute." The leading feature in fancies is certainly "Neigenses," or snowy effects. Thin almost to a voile, permitting the taffetas lining to add to the general effect, soft and clinging, almost silky, this material is for a carriage or visiting dress. I saw a very handsome gown sold for Toronto in light heliotrope. The skirt is plisse "entierement" and gathered at intervals. The bodice is trimmed with a shoulder cape of lace. The sleeves are large at bottom, as becoming the present fashion, with a lace introduction. This gown is in crepe de chine.

* * *

A model in grey alpaca, trimmed with bands of same material covered with stitchings, is shown by a Paris



Lace fichu with motifs and tassels.

house. The corsage has a high collar in black velvet, forming an "empiecement," below which is a 3-in. band, stitched from around the back to centre of front, finishing in two tabs. At each shoulder there is a simple shoulder cape. There are two bands of material stitched from under tabs to the waist line. The sleeves are narrow and tight



This very handsome model is of this week's creation. The bodice is beautifully trimmed with passementerie and waist belt in silk to match the color. The skirt is finely gathered above and below the knees. If made in navy, I would suggest the passementerie in pastel, white and not much navy; if in pale blue, the passementerie in blue and white; if in mauve, the passementerie in two shades of mauve and white, and it should be a strikingly smart dress if the material is in voile.

fitting to elbow, from where they draw out wide to a gathering-in at cuff. The gathering above the cuff is an introduction of black velvet. The cuffs, gauntlet form, are entirely stitched. The belt is narrow at back, wider over the hips and narrower in front. The skirt is either trot teuses or long, having eight rows of stitching down the centre, and one above and below the knee. There are two stitched bands at bottom, some four inches apart, cross-stitched.

Another is in pastel blue cloth. The bolero is bolero front and sack short jacket back and is pleat over pleat, each pleat finishing with a piping in white. The yoke is in



This blouse, though simple, if well copied, and made in grass-lawn taffetas or fancy flannel with stitched band at collar, yoke and wrists, also the tie with a lace introduction, is very chic for a young lady.

white embroidered taffetas, without collar. The sleeves are pleated to match bolero, with very tight-fitting cuffs. Just above the cuffs there is a falling of guipure lace. The



This blouse is absolutely new. The sleeves gathered at elbow, also at wrist. Is pretty in a liberty silk. The "a jour" at yoke, bottom of sleeves and finish of tie, should be very fine. The cuffs are gathered into the sleeves and are very deep.

skirt is trotteuse, pleated and piped to match skirt, the bottom being interlaced with five rows of white piping and at the hips there are diamond-shaped white stitchings.

Here is another smart gown in voile de soie, champagne color. The waist is plisse throughout, each edge white silk stitched, very full in front, forming pouch over the same colored liberty silk belt, the end of which forms a large bow. The collar is in taffetas with a passementerie trimming, with hangings in the form of three different sized tassels. The skirt is finely tucked to bottom, having gathers above and below knee.

Sleeves are fuller than ever, and are likely forms for the next season, both in coats, short and long. As was intimated a month or so ago, we are likely to see a good show of "chic" tailor-mades for the Fall season. Mac-Farlanes and Rob Roy coats are seen, some in light cloth, others in peau de soie, and there is every sign that the Fall season will bring to light more of these well-known shapes.

Coats in silk are not sparingly trimmed with passementerie, and are mostly without collars, having a stole effect



In plain taffetas, pleat over pleat. The front can have a passementerie trimming or be embroidered. The cuffs trimmed form a gauntlet.

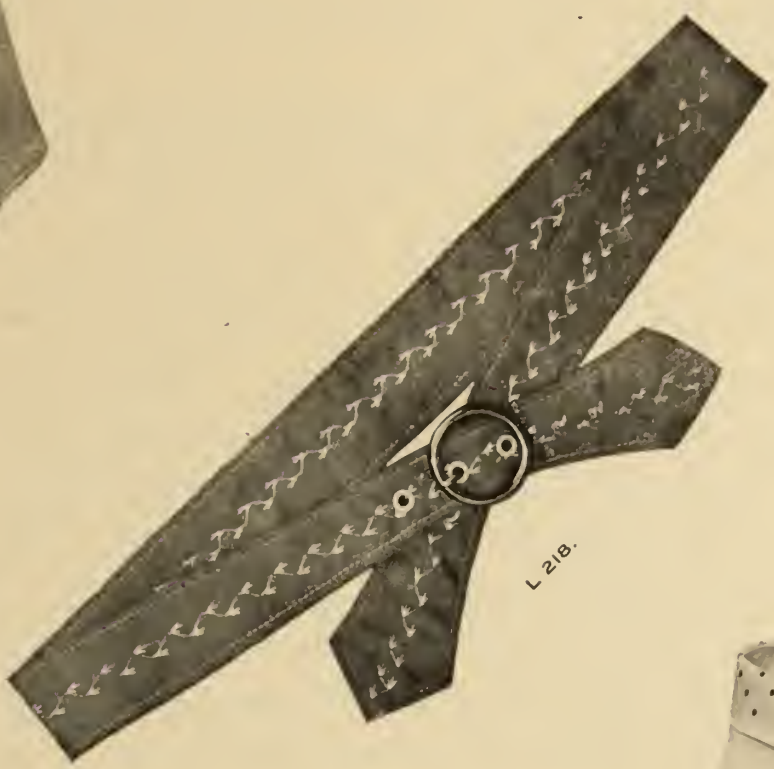
of passementerie trimmings at the bust, in the form of loose pendants, the same at top of cuffs, and come to the hip line. Silk skirts are very heavily trimmed at the edge. Mousseline de soie and lace are very much used; only in the cheaper skirts is seen the plisse taffetas.

Flowers and leaves are everywhere to be seen; indeed, in some cases, the brim of the hat is the only form of support, the crown being formed of a wreath of roses.

We are again likely to see much trimming, both for theatre hats and dresses, in sequin—gold and steel. I had the chance of seeing models prepared in the rough to-day, and sequins with lace are being studied. Bonnets are certainly creeping into fashion, and will be surely welcomed by many, especially ladies who cannot wear a toque. The up-to-date toque, or hat, is long and turned up both sides, without under-crown trimmings. Parasols are fully trimmed at edge with applications of lace, finishing off plainly to the stick. Corsets with an elastic fitting, wide at bust, finishing to a point at edge, and at back an elastic band both sides of the lacings, are being much shown.

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from our numerous
New and Dainty
Ideas for
Spring


L 277.


L 218.

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Washable
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L 281.

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TORONTO

1903 FALL SAMPLES

are now in the hands of our travellers. We said in last month's issue of this journal that our styles combine commonsense usefulness, moderate novelty, dollar for dollar value, and prices which will permit good profits to the merchant. We repeat the same story here.

For Present Delivery:

Special novelties in SILK COATS, RAIN COATS, COSTUMES and SKIRTS.

LADIES' READY-TO-WEAR

COATS, COSTUMES, SKIRTS and CAPES

CLOAKS, COSTUMES AND SKIRTS

THE Spring season is with the manufacturers drawing to a close, and the attention of the trade is turning in the direction of Fall garments. Travellers are out on the road with advance samples for Fall, and many of the manufacturers are already starting work on Fall orders. The necessity for beginning the season so early is one of the handicaps that the Canadian trade has to contend with; so much of the material used has to be imported that our manufacturers have to be early in the field with samples, so that cloths, trimmings, etc., can be brought into the country, and the goods made up in time for the opening of the season's trade.

* * *

The surtax on German goods is bound to create some trouble in the cloak and costume trade. First, as many trimmings, including the fashionable drop ornaments, are of German make. Then, there are smallwares, such as hooks and eyes, buttons, etc., that are largely imported from Germany. Some of the cloths, too, may have to be imported still. To offset this, however, there is the extra tax on German cloaks, and the general feeling seems to be that it will be a decided benefit, as it will discourage German competition and throw increased trade into the hands of the home manufacturers. Canadian cloakmakers were already making a successful fight against the Germans and this extra tax will be a help in this direction.

* * *

Orders for Monte Carlo coats in peau de soie and taffeta silks have been quite satisfactory for the Summer trade. Shawl collars and double and single capes are shown on all these, the trimmings being in lace medallions, and, in the taffeta garments, strappings in the same material. All have the full sleeve and cuff, so desirable for Summer wear, usually pleated, and also pleated fronts and backs.

COATS.

AT the present there is quite a strong demand for silk coats. They are seen in all lengths, from 21 to 45 in., but it is the loose, stylish models in the short lengths that are popularly worn. A few long, loose coats are seen. These coats are all of the collarless variety, but with the deep cape and generally with the stole trimming. More stylish than the loose coats is the blouse, with the long skirt, known as Louis XV., or Pompadour coat. This style is taking well with the better trade at the present time, and is expected to be one of the most prominent of the Fall styles. This blouse coat with the shorter skirt is also selling well. These coats are made in black taffeta and peau-de-soie, and silk and wool silk braids in black, or often in black and white, with drop ornaments to match, are used to trim them. There is another silk on the market that is coming into prominence for making coats, that is the pongee in the natural color, and coats of this silk are taking well for the warm weather trade.

The half or three-quarter loose coats are also exploited in light weight fabrics, such as etamines, both in black and white, and some few in biscuit color, and it is said that later on we shall see them in a variety of wash fabrics as butchers' linen, duck, crash, etc. The sleeves of this style of coat are very large and the neck is finished with a cape and stole piece. The short bolero jacket is also seen in silk. Its chief distinction lies in the sleeves, which are half length and flaring. This coat is also collarless and often has a stole, and generally hangs in pleats, both back and front. This coat is very good style when it is made en costume. The extreme novelty is the corset coat, which is worn with a separate skirt. This coat is confined to a certain trade, as it is an expensive coat to make and can only be made in a certain class of cloths, such as high grade covert cloths, etc.

TRAINING OPERATORS.

IF "education is the leading of human souls to what is best, and making what is the best of them, and so far as it is able choosing the end according to the material," the enterprise begun last November by the Manhattan Trade School for Girls, at 233 West Fourteenth Street, New York, with the object of teaching them to become proficient in the production of garments, must be a step in the right direction.

This school occupies a five storey building, and is at present attended by about 100 girls. The ground floor is devoted to a kitchen and dining room, where a lunch can be obtained at a very small cost. On the first floor are the offices and a gymnasium. On the second floor are the academic and art departments. In the former are taught English, history and mathematics, such as will be in line with the work which the scholars are expected to do. Commercial arithmetic, the rudiments of bookkeeping, spelling, etc., are also taught. In the art department is taught the elements of drawing, and the origination and adaptation of designs, including such as will fit the girls for subsequently doing all kinds of embroidering by hand. Exercises are also given in geometric construction to teach them proportion and balance. In this department, too, they study the matching of colors and the gradation of tints and shades.

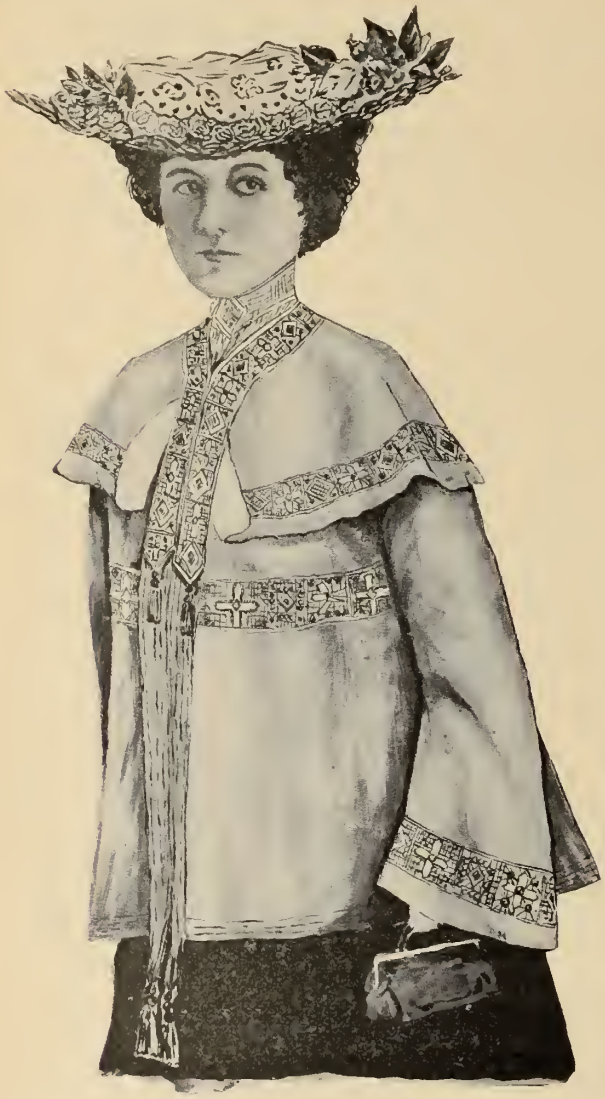
On the third floor is what is called the beginners' room, where the girls learn hand sewing, and here, from observation, their adaptability for the various branches of the work is determined. The work done here includes shirring, tucking, embroidering, buttonholing and the first step in making hats.

The end and aim of this school is to develop ability, and it is in this department that the subsequent field of work for each student is fixed. On the top floor is the trade department, fitted with various machines, including those used for special work. Here the girls, who have gone through the departments below, are advanced step by step, through the different processes to the more complicated work. In this department, again, specialization is to the fore, and those who show special ability for a certain class of work, are made to devote their whole attention to it, the aim being to turn out operators skilled in one branch rather than all-round operators.

Each department of the school is in charge of a professional teacher. The school year consists of 40 weeks and each girl receives a scholarship of $100.

"The school," says Miss Woolman, the superintendent, in speaking of its scope and purpose, "is entirely a free school, and will be so perpetually; for its object is to help the children of the very poor. The idea of these scholarships is, of course, to get into the school the children of those who could not afford to send them, even though the instruction was free."

This school rightly conducted ought to be a benefit both to the girls themselves, in giving them a business, and training them to make the best of themselves, and also to the various branches of the ready-made trade as well.



Loose coat of Pongee silk, trimmed with bands of antique lace and tassels.

Every season the want of skilled operators is more or less felt by the manufacturers, and anything that will tend to increase the supply is welcome.

The rapid expansion of trade and the natural growth of the ready-made trade, has created a large demand for this class of help in Canada.

Ten years ago the manufacture of ready-made garments was still in its infancy here, but now there is a large amount of capital invested and a great number of hands employed and it is becoming quite an important trade, and each year sees an expansion. The want of skilled operators has proved a serious drawback for the last few seasons, and this enterprise in New York ought to supply a hint of how the demand might be met.

Fortunately, in this country, there is not the pressing need for paying a bonus to attend the school, but surely some scheme could be devised by which girls who intend to take up operating, in the last year that they spend at the public schools, might have the special instruction outlined here.

The academic portion of the training should be given in the public schools; the art course ought to be covered by the technical school. Surely, it ought to be easy to provide the rest.

Besides the great benefit to the girls themselves, such a course properly managed ought to reduce the cost to manufacturers in regard to special instructors in their own factories.

THE QUESTION OF BUYING.

WHAT shall I buy? is just now in the mind of every cloak buyer. On this depends, in a large measure, the success of his cloak business next Fall and Winter. Every buyer must decide for himself, and according to the judgment which he displays and the cloak sense which he brings to bear on his selections will his profits most likely be.

Broadly speaking, the cloak situation is governed by a few standing cardinal features, viz., style, quality and price. Style is, of course, the doubtful quantity, the other two being governed the one by the other. As in former years, there are "styles" and "styles," and the buyer who is wise enough and has as much forethought now as he most likely will have afterthought next October to enable him to pick the winner is indeed a Daniel, and to him we will all do homage when the time comes. The Daniel will be on Easy Street. Therefore, we will not trouble about him now; his troubles will come later.

All the other buyers will have to select very shortly. They will experience little or no difficulty in way of prices or qualities, as Canadian manufacturers now have ample in these respects, and he should know about the qualities and prices that his trade requires. He should also have a fairly accurate knowledge of the tendency towards any particular characteristics or leading features of style for the coming season, and place his order with some distinctive or predominating feature pretty generally running throughout his whole purchase.

It would not be wise to plunge on any one style; it would be worse folly to buy a whole lot of styles in one's or two's of a line. A fairly safe plan is to select what is wanted for staple lines and buy a full range of sizes. Should they prove to be correct, and they most probably will at least for the first-half of the season, the stock is then well assorted and you have enough to make easy and profitable selling, and are very soon in a position to buy liberally of any of the more recent productions which have met the approval of fashion.

So-called extreme novelties which are produced at this early date are nearly always no good when the snow flies and those who buy them are sorry. Moderately novel lines which can be worn and considered not unbecoming or out of date in any year, and which are not so excessively new as to make them noticeable or striking, are nearly always safe goods to buy for medium-price staple numbers. They must, however, be becoming to the average woman; must be "sensible" garments which can be recommended to sensible people by sensible people, and for the benefit of the merchant ought to possess the profit-bearing qualities which are so dear to the hearts of us all.



Ladies' and Misses' Garments Bear this Label.

HIGHEST GRADE

BRITISH-MAKE

FOR LADIES, GENTS, MISSES AND BOYS.

(Guaranteed)

"PREMIER" WATERPROOFS and SHOWERPROOFS

"Premier" Waterproofs are guaranteed not to harden, and to be thoroughly waterproof. Showerproofs are suitable for Spring and Fall wear.

STANDARD OF THE WORLD.

Established 1873.

THE TRADE SUPPLIED THROUGH WHOLESALE HOUSES THROUGHOUT CANADA.

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Ladies' High-Grade Cloaks, Suits and Dress Skirts.

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Handle this line and make handsome profits.

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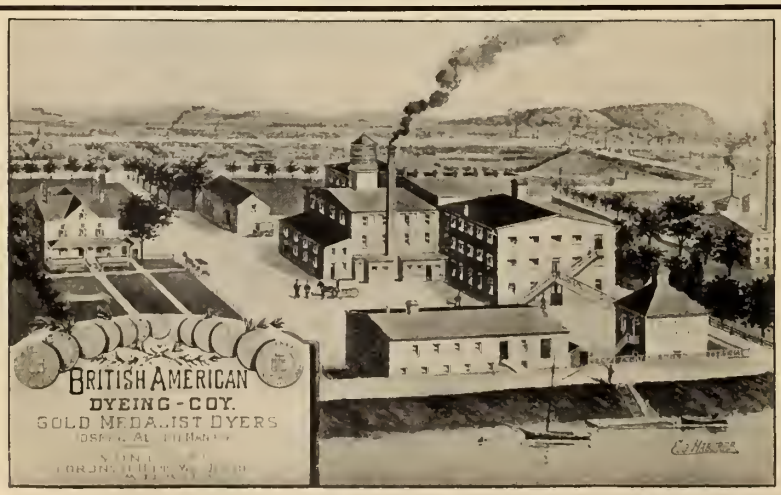
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NO EXAGGERATION—Our statement, also Cut of Works, is absolutely true and unexaggerated.

As to swell garments, these are to tone up your stock, as some people say. Some buyers, I think the most successful ones, generally leave the buying of these as late as they can to get delivery in time for their opening.

The question of early buying or late buying is not discussed here further than to say, goods must be made after they are bought, and frequently the cloths have to be made. Sufficient time must be given for these purposes, from one to four months is sometimes necessary.

German goods have, for the past few years, been less and less in demand, and the surtax will have a tendency to still further decrease their sale here.

THE VOGUE OF WHITE.

THERE is no more uncertainty as to the Summer fashions; modes are assured. Fabrics are sheer and trimmings are works of art. Shirrings are revived, and the drooping shoulder and all sorts of novel shoulder draperies are in vogue. Skirts are invariably shirred or plented. The hip yoke and tablier effects are in favor. And, as for colors, it is white with a capital "W," and the pale tints just off white, that head the list. The best dressed women have looked with special favor on the white gown, and there is no end to the charm and variety of the all-white costume. It ranges in design all the way from the white linen shirt-waist suit to the ball gown of white crepe de chene, with its laces and silk embroideries. There are the white mohair and white etamine suits, trimmed with silk braid, which are decidedly smart in style. They are made with a plented skirt or merely strapped seams, and have the collarless Eton, the blouse with a deep skirt or a short box coat.

The preparation that the trade is making for Summer retailing shows that white is considered the leading feature in all lines, and that white costumes and accessories are those favored by Dame Fashion. All through the Winter the smart set in both New York and Paris have been wearing white, and again, at the Spring resorts, white has been universally worn. Of course, for many people, this constant wearing of white is impossible, but even in trades that cater to the million, this vogue for white will have its effect.

Black is always in great demand when white is popular with the woman who cannot afford to wear all white, for with a black dress, she can wear white accessories, and so keep within a measurable distance of the extreme style.

When white is so much worn, pale colors are also in vogue, and pale blues, particularly wedgewood, reseda, soft greys, etc., are now about equally popular. Perhaps, next to white, pale tans, the natural color of pongees and linens, are receiving most attention, and Summer coats, shirt-waist suits and dressy costumes are being made from this silk. Only the city stores are showing the shirt-waist suit in pongee, but the very fact they are selling it is helping the sale of this silk over the counters of the smaller stores.

TALK WITH A CLOAK MANUFACTURER.

TO any one who has more than an ordinary interest in the cloak business, such as the majority of our readers have, it is interesting to know, as it was to a reporter of this journal, some of the changes and developments which have taken place in a very few years.

A representative of "The Dry Goods Review" paid a short visit recently to The Merchants' Mantle Manufacturing Co., Limited, who, less than a year ago, secured the premises at 36 Wellington street, east, had the building reconstructed and very much enlarged, making it one of the most complete and best adapted cloak factories in the Dominion.

In conversation with "The Review," C. A. Calkins, a director and manager of the company, said: "At that time we had some doubt as to whether we could profitably utilize the whole of our large premises, but the extraordinary increase in our trade last Fall and this Spring has again forced us to consider means to still further increase our manufacturing capacity. We note with considerable pride and a good deal of pleasure that the increased demand is for the better class of goods, for which our whole establishment, building, machinery and entire staff, are especially equipped and adapted to make."

On looking through their new models for Fall trade one is particularly impressed with the way in which they have



No. 317—Muslin skirt, shown by S. F. McKinnon & Co

modified and amended the extreme, and in some respects, grotesque, novelties which appear in some of the very latest designs, eliminating the features which offend the sense of good taste, while retaining the pleasing and harmonizing newness which is so essential to the well-dressed woman. The cloths shown are also worthy of more than passing notice. The range is wide and comprises all the desirable sorts—kerseys, knickerbockers, donegals, zibelines, camels hair, wave seals and whip cords—as well as the ordinary staple lines which are always more or less in demand.

Mr. Calkins further said, "The fact that our goods have a prominent place in the cloak departments of most of the stores where the better sort are most largely sold, that no goods are returned for defects of fit or workmanship, and that merchants who handle them once generally repeat largely and the account continues to grow, are some of the

evidences upon which we base our claim that whether it be coats, skirts or costumes, the garment bearing our trade-mark is gaining new admirers each season and retaining old friends.

"Oh, yes, the prices are all right; not as low, perhaps, as for inferior goods, but the value is there, and they 'fit-in,' so that a good profit can be had for the merchant. Then, too, as our goods are better and more carefully made than the common kinds, we have to pay 'good work' prices. It pays in the end.

"Our travellers went out a couple of weeks ago with their advance styles and results have fully justified our claim that we chose the proper models for early Fall trade.

"We have not been able so far to extend our trade beyond Ontario to any extent as we anticipated, because of lack of capacity to do more than supply our Ontario customers. With the enlargements, however, which we have in view, we hope next season to be able to do so."

ALTERING CLOAKS FOR CUSTOMERS.

By C. A. C.

"IT doesn't fit," is a very frequent remark heard in the cloak department in these days, yet cloaks as they are made now are infinitely superior in this respect to what they were a few years ago. Just why it does not fit is not the subject which I now propose to say a word or two about. When this remark is made by the customer, she generally has a reason for it, and the proper thing for the salesman or saleswoman to do or say is the question.

In too many cases the salesperson makes an effort to convince the customer that the garment is all right, and that imagination is the only thing at fault. Of course, this, sometimes, is quite true, but more frequently the garment in question does not fit the customer; neither would any stock garment fit her, and in too many cases, the customer is allowed to go elsewhere to buy what she wants.

From long experience in this particular line, and from information gathered from experienced cloak salespeople in Canada and the United States, the general belief is that fully 75 per cent. of stock garments should be altered, and in the larger cloak departments, perhaps a larger percentage is actually altered.

To those who have not done the alteration business to any greater extent than they were positively compelled to do, this will appear to be a seriously expensive part of the business. Experience has fully proven that such is not the case, and that it pays, and pays well, to not allow, if at all possible, any garment to be bought unless it is a reasonably good fit. To any fairly competent hand, the matter of altering a coat, in nine cases out of ten, is only a small matter, and should not cost on an average, even where the trade is large enough to employ a special alteration hand, more than 25c. a garment; and, as a rule, cloak departments have salespeople enough, so that it could be arranged to have one of them whose duty it would be to attend to all alterations, thereby very shortly becoming so expert that she would know at once just where and how to make the alteration.

I have seen in many cases alterations made which entailed nearly as much labor and expense as would make a coat, when an experienced alteration hand would have done it in an hour at the most, and at a total cost of not more than 25c.

If the managers of cloak departments paid more attention to fitting customers; made a size 38 down to a 34 if necessary, they would, even when sizes of a line are broken, be able to suit nearly every customer and would get their stock in much better shape for a general clean-up at the end of the season, or, if earlier, clear up broken lines which it is desirable to get rid of and save a large portion of the "deep cuts" in price, which are so disastrous to profits.

It pays, as well, to alter any garment when necessary to make it fit better, because your customer will be satisfied, and when she requires another will go where she feels assured of being well served in this respect, but if she has had an ill-fitting garment thrust on her at your store this year, she will most probably go somewhere else next time.

Some day, perhaps, garments will be made which will fit a woman 5 ft., 7 in. tall, whose bust measure is 34 in., and the same coat fit a woman 5 ft., 3 in. tall, of the same bust measure. No one is making these garments yet, however, and until someone does, it is scarcely safe to do without alterations. Neither is it right to expect the manufacturer from whom you buy to alter your garments for nothing and pay express both ways. If he makes you a good standard size which will fit—not a Venus, but the woman of ordinary physical development—he is doing all he agrees to do, and much more than he did ten years ago. Think this over.

SLEEVES AND SLEEVE TENDENCIES.

AGAIN this Spring it is the sleeve that is the most distinctive feature. On one point only is Dame Fashion agreed, and that is that sleeves shall be large somewhere; and it is the sleeves or the large cuffs that receive the burden of all the kinds of trimming now in vogue—the jaunty bobs, graceful danglers, composite tassels, cord ornaments, brandenburgs, and everything that is made to swing or to hang are placed on the sleeve. For the weather that is coming, or that we expect is coming, elbow sleeves will be the extreme style, either with the hanging-shaped flounce or the large puff that reaches a little below the elbow and is finished with a transparent lace mitt. Sleeves show no striking departure at the present time, but there is evidence of a slow evolution. The fulness is creeping up to the elbow, and that above the elbow is nearing the shoulder, and, perhaps, the leg-o'-mutton sleeve is on the way.

This is the indication of a style that will bear watching, as this tendency may have an effect on the shape of the sleeve this Fall. But at present, it is the large puff with the prominent cuff and the wing-like floating sleeves that are seen on gowns of sheer materials.

The Russian sleeve is the newest for shirt-waist suits and shirt-waists. Shirring is taking the place of tucking on the thinner materials. A pretty sleeve has a tuck about 1½ in. wide just above the elbow, and a group of two or more tucks of the same width on the large puff. The two-piece sleeve is another novelty, and a sleeve that buttons down to the elbow, or seems to button, with the large puff below, is another new style. As for the puff at the wrist on the new waists, etc., it is immense.

SUMMER SHIRT-WAIST SUITS.

WHEN first the shirt-waist suit was introduced to the trade, like the blouse, it was very plain in style, and was only suited for morning wear, or for some very informal occasion. But like the blouse, the shirt-waist suit, too, has taken on an entirely different character, and suits of organdie, batiste, washing silk, and mull, as now made, are fit for wear on the most elaborate occasions. Shirrings are the newest mode of trimming these suits. A lovely suit, the gem of a line of beautiful and graceful styles, was shirred all over the skirt with a little over an inch-wide spaces between. The deep flounce had rows of shirrings as a heading, and was trimmed with a ruche of organdie and lace around the foot. The waist

had a drop yoke of alternate shirrings and fine valenciennes lace, and the elbow sleeves were finished with a shaped flounce, extremely wide at the back of the sleeve and measuring but a few inches on the top of the arm. Lace insertings, edging and medallions trimmed this sleeve. Many of these organdie suits intended for wear in the hot weather have the elbow length sleeve, and, in some cases, the collarless neck. Where the neck is finished with a collar it is in the transparent effects, made of lace and tuckings. Tuckings in long lines and finished with a medallion, are seen on many of the skirts. One skirt had a shaped flounce covered with small frills of lace, headed by an insertion of the lace put on in vandykes.

The lawn suits are made along similar lines, but in plainer styles. Some few suits are in printed organdies, but not many of these colored ones are shown. A shirt waist suit in white Japan silk had a pleated skirt with a panel up the front of black and white embroidery. But, for all the elaboration that has been introduced into the lines of shirt-waist suits, the really correct thing is the washing suit of simple make, with shirt-waist and skirt in walking length.

A new and important feature in wash suit lines are the models in linen trimmed with cluny and antique lace. Of course, white is the ultra style, but blue, ecru and green are also in great favor.

SKIRTS.

WALKING skirts are to be well worn this Summer, as they are decidedly the accepted fashion for forenoon dress when there is nothing ceremonious going on. They, too, have their flare at the bottom, and require little or no trimming outside of inverted or box pleats, which fly open at the bottom. If other trimming is used it is always of a flat nature, such as braids or galoons. These walking skirts are very good property in either black or blue lustres, unlined. That these skirts should meet with such a ready sale is not astonishing when their good qualities for Summer wear are considered; in fact, it is almost an ideal skirt for the purpose. It is smartly cut, and being in the side-walk length, just escaping the ground, is a style that the busy woman will appreciate, and for shopping, country wear, travelling and outing wear, these short lustre skirts will be quite a boon. Along with their other good qualities, they are light and cool, they shed the dust, and, as they are in navy and black, they will not always be in the wash, which will make a saving in the laundry bills that will be much appreciated.

The compromise of stitching down the pleats has not reconciled womankind to the full skirts, and skirts for present wear, and also for the Autumn, are much on the same lines as those now shown. The same tight-fitting sheath-like top, is still holding on, as well as the moderate flare around the feet. These skirts come in gored models with the pleat inverted or fashioned into an outside box pleat, from a little below the knee down, and finished with one of the many drop ornaments in vogue.

Narrow front panels are seen on most skirts, and they are continued as a yoke, or the trimming will simulate one. A continuation of graduated circular sections, for skirts that train, all dipping frontward, forms a skirt which belongs to the close fitting models at the top, and is suited to tall figures. Skirts nowadays are made with



No. 324—Wash skirt, shown by S. F. McKinnon & Co.

out lining, and in most cases, a handsome underskirt takes the place of the drop skirt. On all but the walking skirt a moderate train is the vogue.

The separate skirt is much in demand, and for dressy wear skirts of black taffeta silk take the lead. These skirts have a pronounced train. There is a wide choice in these skirts, some being most elaborately trimmed, and others in plainer styles. Peau de soie is also extensively used for these skirts.

WAISTS

THE waist manufacturers' representatives have now shown all the lines to the retail trade, and the latter have ordered in sufficient quantities to do them for the first part of the season. Repeats are not coming in at all quickly as yet, the comparatively cool weather, together with the Easter season, when the new hats draw attention from all other articles of apparel, being sufficient reasons for that. Manufacturers, in consequence, are not particularly busy except in making preparations for Fall waists, and are waiting for warmer weather when repeat orders will commence to arrive. Repeat orders should be fairly good this year, retailers having not overstocked, though having enough for immediate requirements. Canadian waist manufacturers are not behind those of the United States in adopting the new garments, and are at all times willing to install new machines to produce any of the latest novelties that are brought out in any country. The new jackets, kimonas, skirts, and other garments no sooner make their appearance in the centres of fashion than our manufacturers immediately put themselves in a position to turn them out for the Canadian market. All the manufacturers are working on the Fall styles at present, and these will perhaps be shown in the early part of July.



Grip Limited, Toronto.

A notable feature in the Fall styles of jackets and blouses shown on the New York market which has attracted much attention from visiting Canadian manufacturers was the new collar. Most of the new styles are shown with this large single or double cape collar, reaching sometimes to three or four inches below the shoulders.

* * *

The large buttons made of fresh-water pearl or vegetable ivory are still much in demand for present use and for Fall The price, owing to small supplies, is firm, and may go higher. These buttons are shown on almost all of the Fall samples, used both as buttons and as trimmings.

* * *

The kimona is coming to the front as a morning garment of more general use, and it is a matter of some comment why they have not become so before. The kimona, of course, has long been used as an indoor garment by certain classes, but as a general rule it was made up in the most expensive materials for some time before being shown in ordinary cloths within the reach of the average customer. Lawns and dimities are the favorite materials in this garment, whether in the short kimona or the full length. Pinks, blues, lavenders and other light shades are shown. A great range of prices is offered, including garments and materials suitable to all classes of trade and sizes of purse. A large variety of figured patterns is shown in them.

* * *

As far as can be judged from present indications the opinion prevails that delicate shades in waists will far outdo the stronger colors. One of these light shades, of which a good deal is expected, is a light canary, a very pretty tone, which makes up into a decidedly attractive waist. White and black are strong again for next season, and biscuit shade is expected to be more popular than ever. The present demand in colors runs along blacks, whites, sky blues and fawns.

WHITE WAISTS.

IN the shirt-waist departments in the retail stores the cream of the season's trade is yet to come, as many women will not buy made-up blouses far ahead of the season for wearing them. Manufacturers generally prepare for this warm weather, selling an extra line of samples suitable for the summer trade. The lingerie waist is the specially strong feature this season, and white is the chosen color. Dainty waists in sheer materials, fine laces and beautiful embroideries lead. Lawn, fine muslin and organdie waists will be the chief summer sellers. These washing waists have a strong hold, in the opinion of reliable houses, on the popular trade, and manufacturers have surpassed all previous efforts in producing beautiful, attractive and, at the same time, comfortable waists.

Long, vertical lines are the favored trimmings, as they are becoming to most figures; but one noticeable exception to this is the vogue for groups of tucks across the body of the blouse. Even when these are used the trimmings will show the usual lines. The Swiss-embroidered fronts are taking extremely well, both with the medium and the high-class trade, and some lovely effects in these embroidered goods are shown.

In the expensive white waists, lovely models in antique and cluny are seen. These waists are intended for very dressy occasions, and are mounted on foundations of mousseline de soie or chiffon. Hand or machine-made imitations of embroidered linen are another distinctive style in waists this season.

Another candidate for favor in washing lines is the Japan or habutai silk waist. Judging from advance sales with the makers and from the showing made in the retail stores, waists of this silk have, popularly speaking, "caught on." It is no wonder, for no more practical material could be found for summer waists, as it is cool, easily laundered and then it does not cut. In fact, the Japan silk waist is one of the season's successes.

The gradual shifting from the heavy weight cotton vestings and linens, with which the year began, to the cheviot and madras waist for the next few weeks, and the confidence expressed in most quarters in the lingerie waist, whether in cotton or wash silk for the warm weather, illustrates well the diversity of garments and materials which go to make up the wardrobe of the average woman of to-day. She dresses according to the weather. Summer is becoming a distinct season, the time for the selling of thin materials.

REMOVAL NOTICE.

After

MAY 1st,

30 ST. GEORGE ST., MONTREAL, P. Q.

AMERICAN SILK WAIST CO.



We take this opportunity to thank our patrons for favors bestowed on us last season and to advise them of our

FALL STYLES

now being designed.

Our past experience and many new ideas shall be much in evidence when our travellers call next month with a complete range of Silk Jackets, Skirts and Waists.

THE

NEW YORK SILK WAIST MFG. CO.

40 St. Antoine St., MONTREAL

LATEST NOVELTIES IN...

SUMMER WAISTS.

Wash Silks, with heavy antique insertions.

All Linen, with embroidered and drawn stitch effects.

1st JUNE DELIVERY.

Orders should be placed at once as the supply of trimmings is very limited.

Makers of

SALEM SHIRTS

Agents for

"Linco" and "Spinning Wheel"

Collars and Cuffs.

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Window Dressers

are asking for Fixtures made by the T. B. MFG. CO. **"WHY"?** Because we are making the strongest and neatest fixtures. Ask them, they'll tell you.



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Up-to-Date Fixtures for Up-to-Date Merchants.



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PRICE LIST.

Cabinet. No.		Capacity. Bolts	
0	27½ x 6½ x 26½	50..	$ 6.00
1	28½ x 14 x 26	100..	10.00
2	28½ x 14 x 38	150..	13.50
3	28½ x 18½ x 38	250..	18.50
4	28½ x 23½ x 38	325..	23.00
5	28½ x 27½ x 38	400..	26.00
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8	28½ x 42½ x 43½	700..	42.00

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SOLD BY THE LEADING JOBBERS OF DRY GOODS AND NOTIONS.

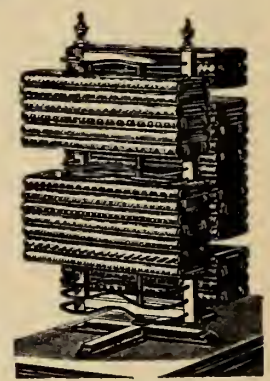
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The proper display of ginghams, prints and piece goods in general requires a Practical Counter or Floor Fixture. Either holds 40 pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in. 20-in. counter space. Price..... $6.50
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For full description of the Practical Display Fixtures send for a catalogue to the manufacturers,

A. N. Russell & Sons,
ILION, N.Y., U.S.A.



COUNTER FIXTURE.

Seventeen Travellers

with a choice range of Fall samples of manufactured **Furs, Cloth Caps, Mitts and Gloves,** are now out on their respective routes. They are showing an endless variety of **Fancy Neckwear** in addition to our complete line of

Coats, Jackets and Capes.

Values remain at about the former level, notwithstanding a general advance in skins all along the line, and prices are fixed with a due regard to the retail merchant's requirements. As constant expansion marks our business record, we rely on the continued patronage for our customers.

James Coristine & Co., Limited

Montreal.

DRESS GOODS

FEATURES OF THE TRADE

THE travellers of the various wholesale houses have just set out on their respective routes, taking with them their Fall dress goods samples; the warehouse salesmen, though fairly busy with sorting orders for Summer goods, are finding time to get in shape for the Fall trade. Everyone looks forward to the Fall season with "great expectations." Buying for Summer, with the exception of sorting orders, is over, and trade has been highly satisfactory.

A feature of the Summer dress goods trade has been the immense demand for lustres—navy, cream, black, black and white, navy and white and white. The wholesalers have had, and still have, some difficulty in supplying their retail customers. The demand in the United States has been very heavy, and it was difficult to get orders filled, in addition to which it frequently happened that the jobbers no sooner received shipments, than the waist and skirt manufacturers made heavy inroads upon them, in some cases almost cleaning out the entire lot. Lustres are almost sure to be again good for Fall, and their position on the market is, in consequence, very strong. Retailers will make no mistake in securing all these goods they can.

* * *

Finette laines and fancy and plain opera flannels are in good demand for blousings. All silks, shang tung, taffetas, and peau de soie, especially, are very strong. In the 36-in. widths in taffeta and peau de soie there has been some scarcity. Crepe de chine, coliennes and voiles have come up to expectations as materials for evening wear. Poplins, though they were in fair demand, were not so successful as last year. Grenadines have sold well.

* * *

The samples of Fall dress goods shown include a number of new effects, but there has been no decided departure from the past season's styles in any lines. On glancing over the goods it is easily seen that the snowflake and zibeline effects are the leading features again. They are, if anything, even more prominent than during the season just past. The snowflake patterns are worked out in as great variety of heavy materials for Fall and Winter as they were in the light materials for Summer. Much more color has been introduced in them, however, and several cloths show dashes of red, green, blue or some other strong color. The black and white tweed effect in snowflakes still holds good for Fall, and among the other new things a variety of snowflake patterns in zibelines look well.

* * *

Zibelines are shown in great assortment, from the roughest finishes to the smoothest. Preference is given to the rough effects for Fall. Patterns in the smooth surfaces include many stripes, as well as the swellest checks. A number of the tweed designs show large fur spots, making a rather novel dress material.

* * *

Cashmeres are none too plentiful, and along with all other woollen goods, prices are stiff. It is expected that there will be large sales of plain goods, such as meltons, broadcloths, etc. Venetians and friezes are, of course, well to the front again. Hopsacking is shown in a variety of colors and designs, mostly of the snowflake order. In this material there are a great many of the new browns and greens shown, which should make up into handsome suits.

Scotch plaids are again shown. These were placed on the market last year in lighter goods for Spring and went well in the darker shades. For Fall, colors run on the bright reds and greens more.

* * *

Bedford cords for blouses are shown in all the new colors. Stripe patterns are most in evidence. The lace effects shown in former seasons are in good numbers, the stripes being, if anything, somewhat narrower. Satin stripes are also much in evidence, and in the white cords, there are a variety of satin pique patterns which are decidedly attractive.

* * *

Velvets and velveteens are good property for Fall. The surtax on German goods affects black silk velvets materially among other lines. Of course, purchases for the Fall season were already completed before this went into effect, but if repeat orders are to be given, they will, in many instances, be placed in Great Britain. The situation has made velvets very firm. Importers, as a rule, are satisfied with the quality of velvet they can obtain from England, though a higher price must be paid; or rather, to put it in the words of a large importing jobber, "It is not that the price in England is so much higher, but there is better value for your money to be had in Germany." At any rate this is a good time to buy velvets. Panne velvets are good for Fall, and the metallic velvets, in much the same patterns as those of last season, are again to the front. Sales of metallic velvets for Spring were reported very good. Plush is also good; it will be used for both dress and hat trimming.

* * *

Giving something of the same effect as the metal printed velvets, the new extracted velvets have a handsome appearance. Their design has been aptly termed "partridge effect," from the resemblance to the uneven stripes, or streaks, of the partridge. A chief pattern is this in white stripes on black, red and black, royal and black and green and black.

* * *

The colors for Fall do not show many new things. The popular shades of last season, including different tones in navys, light blues, dark greens, reseda, dark reds, browns, and slate are again good. Navy blues are strong for Fall, and greens are also favored. A brownish green or bronze green, as it is called, rather an innovation, and is shown in the zibelines, hopsackings and other rough faced cloths. Whites and blacks occupy their usual prominent place.

* * *

Good sales are reported at present for silk crepes. More business is said to have been done this season than for several years back. All silks are from 5 to 7½ per cent higher than last year.

SPRING FABRICS.

LOOKING back at the results of the Spring season, the dress goods trade has had on the whole fair cause for satisfaction. The chief trouble this Spring has been with delayed deliveries.

The season opened with a strong call for staple lines and then settled down into such a pronounced demand for

fancies that the makers of this class of goods had great difficulty in keeping the supply up with the demand. In thin fabrics, voiles, etamines and all materials of that style of weave, have taken a leading place. Sheer fabrics, as crepe de chine, eolines and all kinds of veilings, have had a great run. Besides the plain cloth in this class of goods, a large range of snowflake and fancy effects have been seen.

Lustres, both plain and neat fancy effects, have had much attention, but the most prominent feature of the season's trade has been the strong and well-sustained demand for whites and cerises in all fabrics.

OUTLOOK FOR BUSINESS IN DRESS GOODS.

THERE is a satisfactory feeling of confidence throughout the dry goods trade, both as to the immediate future and as to the state of trade for Fall. The amount of confidence is shown by the fact that retailers are buying freely and the Canadian trade seems to have settled down to a period of sustained prosperity. The extra heavy Easter trade has given a great impetus to sorting orders for Spring fabrics. The up-to-date practice of buying as the requirements of trade develop, now so largely followed by the retail trade, makes the sorting season most important, and, this fact, together with the brisk trade experienced this Spring, has resulted in the necessity for sending in liberal orders of this description, and the next six weeks will be busy ones in the wholesale houses.

Trade in the Northwest is steadily increasing, and, consequent on the large influx of settlers, the expansion of sales will be greater there than in any part of the Dominion. Already the retailers throughout the West have made large purchases in expectation of increased trade from this source, and the opening up of navigation on the lakes will give an impetus to our trade with the Great West. The effect of the surtax is already making itself felt, and some cancellations are the result, Britain, in most cases, getting the benefit.

THE SITUATION FOR FALL.

THERE is one disturbing feature that has been anxiously watched by the whole trade, and that is the gyrations of the market for raw materials. Not only have wools advanced in price, but both raw cotton and silk are dearer, and in linens, there has been the greatest advance of all. Values in all lines are, therefore, very firmly held, and the strength of the market in all raw materials gives no hope of a decline in values in the immediate future.

The wholesale houses are looking in the near future for a rise in prices that may prove almost prohibitive to the ordinary trade, on cashmeres, serges and other fine dress goods. Retailers should certainly lose no time in placing orders for this class of goods, and should firmly hold those they have in stock, as they are bound to become valuable as the season advances. The reason for this advance in price is that the fine yarns that enter into their composition, which formerly cost 10½c., are now held as high as 14½c., as old contracts made before the advance for supplies of wool have, in many cases, run out, and the yarns cannot be replaced at anything like the old figure. The higher price of wool reacting on the finished product is the direct cause of the advance. In fancies this advance is not so keenly felt, as the coarser wools and other materials enter largely into their composition, and this will give a distinct bias in their favor to the trade this Fall, as manufacturers will do their best to force these materials on the market.

In buying for Fall merchants should take into consideration the fact that, even granting the importance of the ready-to-wear lines, the dress is the main department of the house, and one by which its standing in the trade is most frequently judged. Most merchants show that they recognize this fact by giving to this department the best and most prominent location in the store, and by having there the highest salaried and most experienced staff.

Though the ready-made lines have made an extended raid on the dress department, now that the tendency is towards the buying of a better grade of material, this department is again asserting itself and regaining its old importance. The higher prices now paid for the making of a costume have attracted a higher and more experienced class as dressmakers, and the well made and most artistic creations turned out by dressmakers in even the smaller towns are much better than those made by the city dressmakers a few years back.

Of course dress goods stocks in the country towns cannot hope to compete in range and size with those seen in the large cities, but there is no reason why they should not be well assorted with up-to-date fabrics, and "The Dry Goods Review" has been at considerable pains to gather from every available source the following information as what are expected to be the leaders in Fall goods.

ZIBELINES ARE LEADERS.

Zibelines will undoubetedly hold a strong place, and considerable attention is being given to them, not only in the plain cloths, but in the fancy effects also. The close-sheared zibelines are so inconspicuous as to take a place between the fancies and the plain cloths. In this class are those with white hairs on a dark surface, and also dark grounds with colored hairs. But the white-haired varieties, notwithstanding the fact that they were leaders last season, are still the favorites. Some of these white-haired zibelines are further diversified by the introduction of two, three, and even four-toned and illuminated effects, that are very striking. But the newest and most popular weaves are those that show the bouttonne or noppe effects contrasted with the hairy zibeline cloth. Black, navy, brown, green and grey grounds show these bouttonne yarns in white alone, or in white and some contrasting color, as white and red on a navy ground; white and gold on a brown ground, etc. Often this presents a broken and indistinct check, or a more or less well-defined stripe. In extreme stuff there are some very striking designs in large checks and tartans, and in spots, in long hair effects, that are eminently unsafe for all but a certain class of the trade to meddle with, but it is in the moderate, quiet-toned fancies that the bulk of the business will be done. The silky ripple cloth, in both black and colors, is another favorite for Fall. The extreme popularity of the zibeline has brought into the market some low-priced lines that should be received with caution, as they soon lose their good looks and are very disappointing in the wear, but a good quality zibeline is a very beautiful cloth.

BOUCLES AND OTHER FANCIES.

Cloths that show the boucle effects in all grades of dress goods are one of the leaders this season. But camels hair cloths, with either a boucle stripe or check in black and with one or more indistinct flecks of color on a dark ground, are included in all Fall lines. Then there are the tweed effects, with the boucle stripe, or check, and sometimes a mub effect, too. Etamines, canvas cloths, mohairs, etc., all show these bouretted yarns in white on a dark colored ground and in black with a white nub. There is a revival in all cloths of the much worn blue and green, either in a mixture of both, or separately. This is a brilliant green and a bright navy, the name of which is

drake's neck. There is some showing of voiles, etamines, twine cloths, etc., for evening wear, but they hardly seem at present to have the strength in the market that they had last Fall. Their day may come later in the Canadian market, as they are said to be in popular demand in the States.

PLAIN CLOTHS.

Though fancy effects are to be in the ascendent in the Fall trade, plain cloths are by no means pushed out of the market. Broadcloths, in both black and colors, will be well worn, and are strong, particularly in the better class trade. Cheviots, too, are almost staple in their many weaves, both in the plain and the pebble finished cloths.

CANADIAN-MADE GOODS.

The public generally know little of the excellence of the fabrics made by our Canadian manufacturers, but, the excellence is such, that the fact that orders have been received so plentifully that they have become embarrasing, does not cause much astonishment when the limited capacity of the mills is taken into consideration.

The demand for the more popular lines has been very heavy and the difficulties met with in securing deliveries very great. This sold up-away-ahead condition is likely to hold for Fall, in fact, the congested condition of trade is expected to be even worse than at the present time. The demand for the present is for cream, white and grey home spun, and firms have all the business they can attend to filling orders they received months ago.

Canadian made dress goods are right up to date in finish and quality, and in value many lines cannot be beaten in their particular makes by manufacturers in any other country. The feature in dress goods for the Fall is the particularly strong colors shown in the body of all the best sellers now offering. While fancies are a good deal the rage for the moment, the opinion is expressed that everything is bound to get back again to plain goods, with a slight tinge of the fancy perhaps in some lines. The extreme in fancies at the moment is a fabric in which tinsel yarns figure largely. This, of course, will not last. Even in extreme fancy lines plain, solid colors for a background are the feature. This, of itself, shows a tendency toward the plain goods again, and paves the way for it

REMEDY WANTED FOR MEASURING CLOTH.

EDITOR "Dry Goods Review":—I have been wondering if a remedy could not be effected for the measuring of large bolts of goods, by having the manufacturer insert in each piece of goods a tape with the measurements on. You understand what a lot of labor would be saved during stock taking, if in each piece of dress goods, flannelettes, cottonades, and, in fact, everything blocked, there was such a device as this.

When one comes to a large piece of heavy cottonade or duck with a few yards cut off and is compelled to measure to find out how much is in it, then one thinks of simpler methods.

This tape could be made of thin, strong linen paper, or something equally inexpensive, and would cost but a trifle. The retailer will not object to paying for it if the manufacturer will introduce it.

This is just a suggestion I am laying before you, and I would like to know if anything is being done to overcome this difficulty. I have had some pieces of goods with this tape in, and if it is a good thing, why not make it general? I think it will fill a want.

EDGAR BAILEY.

Slocan, B.C., April 16.

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO





We have full stock of following scarce goods:

Malines
Chiffons

Mauve
Red
Tuscan
White

Also have just received a shipment of Pendant and Persian Dress Trimmings, Antique Laces and Chiffon Veiling for Summer wear.

Canada Veiling Co., 50 Bay Street, Toronto

DRESS ACCESSORIES

RETAILERS AND NOVELTIES.

NOW is the time, Mr. Retailer, to make a big hit with your lace and trimming department. Push your laces and trimmings; push them for all they are worth. Lace is used in some form or another on almost every article of women's wear, and every fashion magazine and pattern sheet is helping you to sell your stock.

Lace is right in line with the general scheme of trimmings, and lucky is the retailer that has had the foresight to have a plentiful and up-to-date stock. But there is not much excuse for the retailer who is behind. If he had studied his trade journal as he ought to do he would have known that lace was all important this Summer, and fancy trimmings not far behind.

Many retailers are unnecessarily timid in stocking this class of novelties and lose money and prestige by their caution. Far be it from me to advise anyone to plunge or to buy recklessly, but it is by just such goods that a tone is easiest given to your stock. If you want to liven up your store display show a few choice laces and trimmings in your windows and show cases, or in any place where people can see them; advertise them and make a stir over them and you will find you will make a good return out of them. In large establishments laces and trimmings are separate departments, but the smaller merchant combines them.

These large concerns also do their own importing, but the smaller business, although paying a little more for their goods will find it to their advantage to buy from some lace house or agent, as they can make smaller purchases and in greater variety, and then there is the additional advantage of getting repeats on shorter notice. These goods are profitable and when you come to mark your stock you must remember novelty has a value, and do not mark too close.

Sell ordinary lines as cheap as you can consistently with a fair return, for it is here that your customers can make a comparison with your competitors, but when you buy novelties, either in laces or trimmings, try to get exclusive designs. That shuts out home competition and gives you prestige besides. Laces ought to carry at least 75 per cent., and very desirable novelties even more than that. But if you should be so unfortunate as not to strike the popular taste, don't let your goods hang fire—clear them out even if it is at a loss, as it is the worst policy to keep stock in any department after the time for it has gone by, and, above all, don't show it until it becomes a weariness to the eyes of your customers. Get rid of it, for in this class of goods style is the chief value.

LACE AND TRIMMINGS

ADVANCE samples of laces and trimmings for Fall as well as the high novelties for the present season are now to hand, and on seeing them one finds it more and more difficulty to tell just where the lace department ends and where the trimming department begins, as laces and embroideries, braids and laces, etc., are shown in endless combination.

On seeing these new laces and trimmings one wonders if ever before there was such a wide variety of lovely laces manufactured, or ever before such a charming choice, and one cannot help forming a high opinion of the artistic ability as well as of the manual dexterity of the people who produce these beautiful goods.

Lace, certainly, is the queen of the season's trimmings, and forms the leading feature of not only the fashionable gown, but of the wrap and hat as well. It is used for entire dresses, skirts and waists. An evening coat is of silk veiled in lace. It forms the sleeves of a coat of pale-colored cloth.

A plain but well tailored gown becomes smart with the addition of a stole, collar or shawl cape of lace. The large demand for the more popular laces and trimmings, the manufacture of which is centred in a few localities, makes repeat orders slow in coming to hand, so the merchant who is wise for his own interest will not delay until he wants his goods before placing his order. To keep his assortments unbroken he must order ahead, as orders cannot be executed as soon as received.

FEATURES IN THE TRADE.

Guipures and antiques are the rage; scarce, and hard to obtain

Clunys and yaks are dyed to match the color of the dress material they trim.

All heavy makes of lace are in great demand, and hard to get.

Chantillys and mechlin are leaders in the fine laces.

Pendants and drop ornaments are increasing in fashionable favor and the majority of new trimmings have this drooping effect, many of them having a beading which alone is sewed on the garment, the depending points or tabs being left to fall free.

Many of the motifs and medallions take the shape of pendant ornaments, and it is probably because the grape patterns lend themselves so gracefully to this class of designs that they retain their hold on the trade.

Very artistic are the pendant medallions. There are the fourrageres, with all kinds of cord elaboration. Frogs are also in line with the present day ornaments. These ornaments come not only in black and white, but in white touched with black, and in the popular two tones, as in deep ecru and white and in other combinations, and for Fall they are shown in blended colors to match the tones of the Oriental embroideries.

Braids are used in profusion, the wool and silk, all silk, soutache, and wood silk are those most in favor. These come in fancy designs as well as in mixed colors. Cream

white is most popular, particularly in the pretty shell patterned braids. Then there are loosely woven braids in soft rainbow tints that combine well with almost any color. All these braids are used in combination with pendants, tassels, fourrageres, etc. These braids are all soft and pliable and are often caught into patterns and designs with lace stitches, or are used as a frame for lace medallions. Quantities of cord effects, braid designs and covered or crochet rings appear on laces; also pompon roses and applications of ribbon and chiffon flowers and foliage. Fancy rings threaded onto a braid is a trimming motif that appears in an astonishing variety of designs and colorings.

Medallions and detachable motifs are in endless variety and colorings as well. When in frame shape the square is newer than the round, but the majority are in irregular flower, fruit, or conventional designs. These frames are often filled with embroidered or, newer still, painted chiffon.

Embroideries on batiste, in soft, Oriental colorings, are very beautiful. These, as well as the cross-stitch patterns on canvas, are shown in deep points and in very conventional-looking drop patterns. Many of the detachable motifs in both the cotton embroideries and in the passementeries show padded effects, particularly in the grape designs.

Jetted trimmings and combinations of jet and steel are expected to be among the most used of Fall trimmings. Ornaments with pendant jet balls or acorns are shown in the new lines.

Strappings are still to the fore, and the Oriental embroidered trimmings promise well for Fall. In all these lines the difference between the colorings of the cheap and better grade of goods is very noticeable, so much of the effect of the trimmings depending on the softness and clearness of the colorings. As these qualities cannot be obtained in the low-grade goods, merchants should be cautious in buying them, as they will not give the desired effect when used, so that it would be better policy to keep clear of them, as they will be sure to injure the sale of the better grade goods.

Of first importance to the trade in all its branches is the vogue at the present time of the rich, heavy laces, such as antique, guipure, Cluny, torchon, Arabian, renaissance, yak, the Irish laces, point and crochet, and the beautiful plauen laces. The first in point of style is antique. This loose-meshed linen lace, which is Fashion's favorite of the moment, is made by the French peasant women in the Winter months, when there is no work to be done in the vineyards, and is usually used for curtains, so it will be seen that the supply is necessarily limited. Another thing that limits the stock here is the fact that the demand arose after the buyers had returned from their trips abroad and they were not, therefore, in a position to command a full supply. This lace is now used to trim the filmiest and sheerest of dress fabrics, as well as the fashionable cloths. It is the bandings or insertions that are in vogue and the wider the width the more desirable it is. There are also motifs, round, oval, diamond-shaped, square etc. Cluny is another leading lace and is a close rival to antique. It, too, has a heavy, coarse mesh, though not so open as the antique. It is obtainable in all widths of straight and irregular edged bandings, but is most attractive in soft, creamy tones, though white is also seen. The smartest way to use this lace is to have it dyed to match the material it is used to trim. Heavy handmade linen torchon, is another popular favorite. A beautifully designed and made variety of this lace comes from Austria—a country that is rapidly coming to the front in the lace trade. A very good and at the same time inexpensive imitation in cotton of this lace is well adapted for hard wear on the Summer washing materials.

Arabian lace has been a success for trimming the light biscuit colored box cloth coats, but is most used for the fashionable collars or capes with the long stoles that are now worn with the smart, dressy and tailored suits. The rich plauen laces are still very popular. Grape patterns are very prominent in this lace in many varieties of designs, from the obscure to the bold, but there are many new ideas as well, one of which, the shell design, is particularly striking, and is introduced in many of the new motifs and galloons. One of these motifs, like an elongated shell, would be very effective on the ends of stoles or the pleats so much used on the skirts of to-day. The pendant idea is also present in lace, and motifs joined by elaborate festoons are among the newest designs.

In addition to the rich, heavy laces there are the fine filmy varieties, which are used for sleeve draperies and berthas on Summer gowns, and also largely for millinery



Grape Motif in Escurial Lace.

purposes. Chief among these are Chantilly, Mechlin, Valenciennes, Alencon, Venise, point de Angleterre, point de Paris, etc. Then there are the Teneriffe and Mexican laces, some of the wheels of which are used as motifs on many gowns. This lace is often combined with bits of embroidered linen, batiste and lace braids, and lace stitches for yokes, broad collars, etc., and even shirt waists are made of it.

The repusse or punched laces are very beautiful, but up to the present time the trade has been rather timid in taking hold of them. These laces are now being brought out in the new two toned effects and are particularly good in the small floral designs. Paris, creme and butter, as well as black, are good in all millinery laces. A cherry design in black Chantilly is also very noticeable. Beautifully fine Valenciennes is used on all washing materials and not only insertions, but in motifs as well. Escurials, especially all overs, are very much used, many hats being made of this lace, both in black and white.

Although there are so many insertions, galloons, motifs and medallions used, allovers have a steady sale. They are used for covering hats, for the yokes of dresses, for the large puffs on the sleeves and for the sleeves of coats, or all the coat except the sleeves will be covered with lace.

There is no limit these days to the odd manner in which lace may be treated, and the dressmakers' art is responsible for many beautiful trimmings fashioned from many laces and lace combinations. In the days before the advent of machine-made imitation laces it was considered almost a crime to put the seissors into a piece of lace, and our grandmothers would have been horrified at the modern idea of detachable designs. But in thtse days the cutting is done with impunity, so long as novelty of design or individuality in effect can be achieved. It would have been impossible to do this with the almost priceless handmade old laces; but the modern manufacturer has stepped in and now produces at a reasonable cost machine-made laces in close imitation of the real article that can be manipulated in any fashion with a clear conscience. There is scarcely a real lace but what has its corresponding imitation, which, for all ordinary purposes, is just as effective. Take the splendid imitations of Valenciennes, Alencon, Irish crochet, Venetian point, and many more laces, all fashioned with such wonderful fidelity to the original that the uninitiated can hardly tell the difference. Another point in favor of these imitations is that they can receive a variety of tintings that it is utterly impossible to produce in the real laces, such as Paris, ecru creme and butter shades. Even a step further than this has now been taken and a polychrome lace has been produced in the Swiss and plauen imitations. The main part of the lace is white, or one of the usual tints, and the flower or small ornaments being in pink, blue or any other desired eolor. The two-toned laces also are a new idea in these goods.

RIBBONS.

THE demand for ribbons is very active and manufacturers are asking higher prices for their goods. This is affecting the wholesale market. Wide ribbons are in most demand in liberties and taffetas in white, cream, blue, reseda, pink, etc. Ribbon velvets are also in strong demand; indeed, it seems as though the trade could never get enough of black ribbon velvets. A great quantity of ribbon, in many widths, is used in making up the stylish flower garnitures that are the popular craze of the moment. They are mounted with foliage.

PARASOLS.

THE parasol season is near at hand and the trade has prepared some lovely things in these goods. The smartest and most useful of which are the coaching parasols. They come in endless variety, of which the ever popular black and whites, and whites and black, and Paders.

Parasols of the natural colored pongee, to match the gowns of the same, so much worn, are well shown, often with an inlet band of lace or with motifs and incrustations of the same.

In more dressy lines chiffon trimmings of puffings and frills are in vogue and white is the leader in these goods, or white just touched with black. Sometimes it is black velvet ribbon that is used or black lace motifs. Parasols of flowered Dresden and plain silk. Sometimes the centre of silk and the border of plain or the reverse are one of the leading novelties. Sky and champagne are leading colors in parasols.

Nothing is smarter for coaching parasols than the black jet bead handles. They have a distinction with the pale blue and pink parasols.

Steel bead handles are even newer, and are attractive, if they do not equal the black, which is always good with colors.

An outre model for a handle is the black cat, the full figure across the end of the parasol with the back humped. A black cat crossing one's path may bring bad luck; carried, it is a mascot. This is a green-eyed cat.

On ladies' rain umbrellas handles come in trimmed and natural fawns, pearls, and in Dresden china.

The latest novelties in umbrellas can be used either for rain or shine, and are in navy, green and red; the lovely handles are of white fursze and mountain ash, and are either sterling or gold mounted.

DEATH OF MR. A. BRADSHAW.

THE death occurred suddenly on Sunday morning of Alexander Bradshaw, senior partner of Bradshaw & Son, wholesale dry goods, 25 Wellington street west, Toronto, from heart failure, at his residence 34 Madison avenue. Mr. Bradshaw, upon rising in the morning was in good health and ate a hearty breakfast. A few minutes afterwards, however, he was seized with faintness and died without any warning.

Deceased was 68 years of age, and was born at Wigton, Scotland, from whence he came to Canada 24 years ago with his wife and five children. He was first employed by The T. Eaton Company, at a small salary, but by his industry rapidly advanced, until he became traveller for a dry goods house. Eight years after he reached Toronto, he established the wholesale house of Bradshaw & Son, in which firm he was an active partner until his death.

Mr. Bradshaw was a Presbyterian and a Liberal. He was one of the oldest members of the Commercial Travellers' Association, a member of the Board of Trade, and a prominent business man. This week he was intending to take a trip to England.

PERSONAL MENTION.

Mr. P. P. Martin, a well-known Montreal wholesale merchant, died recently.

Mr. Howard N. Evely, dry goods merchant, Strathroy, was married at Sarnia recently to Miss Mattie Mathewson.

On April 22 Mr. Montagu Shaw, of the firm of Shaw & McKerracher, dry goods merchants, Perth, was married to Miss Anna Fitzpatrick, daughter of Mr. Dennis Fitzpatrick, of Ops. Archdeacon Casey performed the ceremony in the presence of a few friends.

THE TARIFF ON COTTONS

An Interview with Mr. Stevenson.

THERE is some surprise and not a little disappointment among the cotton manufacturers at the failure of their efforts to induce the Government to revise the tariff in their interests.

In regard to the cotton industry and the tariff question, R. R. Stevenson, of Stevenson, Blackader & Co., representing the Dominion Cotton Mills Co., and himself one of the best authorities in Canada, had the following to say to a DRY GOODS REVIEW representative:

"None of the industries that asked for a more adequate protection were more deserving of it than the cotton industry, the wages paid out in it forming such a large part of the cost, and we feel somewhat disappointed that the Government has seen fit to ignore our representations in the matter. Since 1896 about $25,000,000 worth of cottons have been imported into this country, being an increase of about 64 per cent.; and it is not speaking wide of the mark to say that at least two-thirds of this amount of cotton should have been manufactured in Canada. Last year from $15,000,000 to $16,000,000 worth of cotton was produced here, and in the production of this a great many hands were employed. These workmen are well paid, receive their money regularly every fortnight, and are among the best customers of the farmers, who do not appear to recognize the fact.

"If the cotton men had asked for any unreasonable increase in the duties there would be no surprise if they were refused, but all that was asked for was an advance of 3⅓ per cent. on the class of goods which requires the least labor, and 6⅔ per cent. on the class of goods on which the greatest amount of labor is expended; then the ratio under the present preference would be 5 and 10 per cent.

"There is a lot of talk about the cotton industry being in the best of condition and requiring no further tariff aid by people who do not watch the stock market. It is the surest indication of how these large corporations are progressing financially, and if it is studied anyone can see that the industry is in need of a more favorable tariff. There seems to be no promise of help for the industry at present; though, judging by the budget, perhaps something may be done for it if England refuses us reciprocity."

WOOL PRODUCTION IN AUSTRALASIA.

U. S. Consul-General J. P. Bray, of Melbourne, reports that, owing to the drought prevailing in Australia, there is a large decrease in this season's supply of wool—estimated at over 200,000 bales. At recent sales prices of both merino and crossbred wools advanced from 20 to 30 per cent. The total Australasian wool clip of the past two seasons was:

STATE.	1900-1901. Bales.	1901-1902. Bales.
Victoria	220,000	227,000
New South Wales	708,000	763,000
Queensland	157,000	143,000
South Australia	110,000	103,000
Tasmania	26,000	26,000
Western Australia	29,000	32,000
Total	1,250,000	1,294,000
New Zealand	396,000	406,000
Total for Australasia	1,646,000	1,700,000

The estimated clip for 1902-3 is placed at 1,500,000 bales—a decrease of 200,000 bales.

This decrease, adds Mr. Bray, has not materially affected the exports to the United States from Victoria, as the number of bales invoiced at the consulate-general is well up to that of last season—viz., 20,000 bales—and should reach 25,000 or 26,000 bales.

THE CREED OF THE NORTH.

The following poem is that which was recited by Robert C. Wilkins, of "Rooster Brand" fame, at the manufacturers' banquet in Montreal:

"MADE IN CANADA."

What is the creed and the calling that we of the North uphold?
It is never the cry for power, it is never the greed of gold.
Let the east and south and west contend like wolves for a maverick's bone,
But Canada for the Canadians is the creed that we call our own

Good wines are at Kaiser Wilhelm's, good cakes are at Uncle Sam's,
And in dear old Britain's larders are the best of plums and jams
But beef and bread and a blanket, a pipe, a mug and a fire,
Are the things that we have in Canada—what more can a man desire?

We don't need the marts of Europe, nor the trade of the Eastern isles,
We don't need the Yankee's corn and wine, nor the Asiatic's smiles.
For what so good as our home-made cloth, and under the wide blue dome,
Will you tell me where you have tasted bread like the bread that is baked at home?

And we are the young and strong, and who so fit for the fight as we?
With our hands of steel and our iron heel and our hearts like the oaken tree.
For we are home-made, home-fed, the pride of a princely land,
And the things that are made in Canada are the things that her sons demand.

So this is the creed and the calling that we of the North upho'd
It is never the cry for power, it is never the greed of gold.
Let the east and south and west contend like wolves for a maverick's bone,
But Canada for the Canadians is the creed that we call our own

—Miss Pauline Johnson.

AN AUTUMN ISSUE.

WHAT appears an anomaly to us is the February issue of The Draper, of Australia. This number is a special for that trade paper, and, instead of being called the Spring issue, carries the name of "Autumn Issue." One is apt to forget that the season in Australasia is six months' different from ours, and that January is their hottest month. To read of forest fires in Australia caused by the sun's rays, while we are wearing furs and consuming coal at $15 a ton, seems almost "a message from Mars." This number is considerably larger than usual, and contains full news and illustrations of the trend of fashion and demand. Three interesting pages contain cuts of the soft goods men of Melbourne, with short descriptions of their business career. The cover design is a neat combination of ribbon and flowers.

PERSONAL MENTION.

Mr. R. D. Fairbairn, the manager of The W. R. Brock Co., hosiery and smallwares, is paying visits to New York, Boston and Philadelphia to pick up novelties for these departments. Purchasers can be assured that everything bought from this firm is the very latest and best obtainable, the firm not sparing either trouble or expense to procure all the latest American and European novelties.

Mr. Taylor, of The Ontario Neckwear Co., 36 Wellington street west, returned a few days ago from a buying trip to New York. This firm reports that they will have samples ready in a few days of an exceedingly attractive line of ladies' neckwear for Summer in all the latest styles. They are advising their customers that it will be to their advantage to await the arrival of their samples before stocking up.

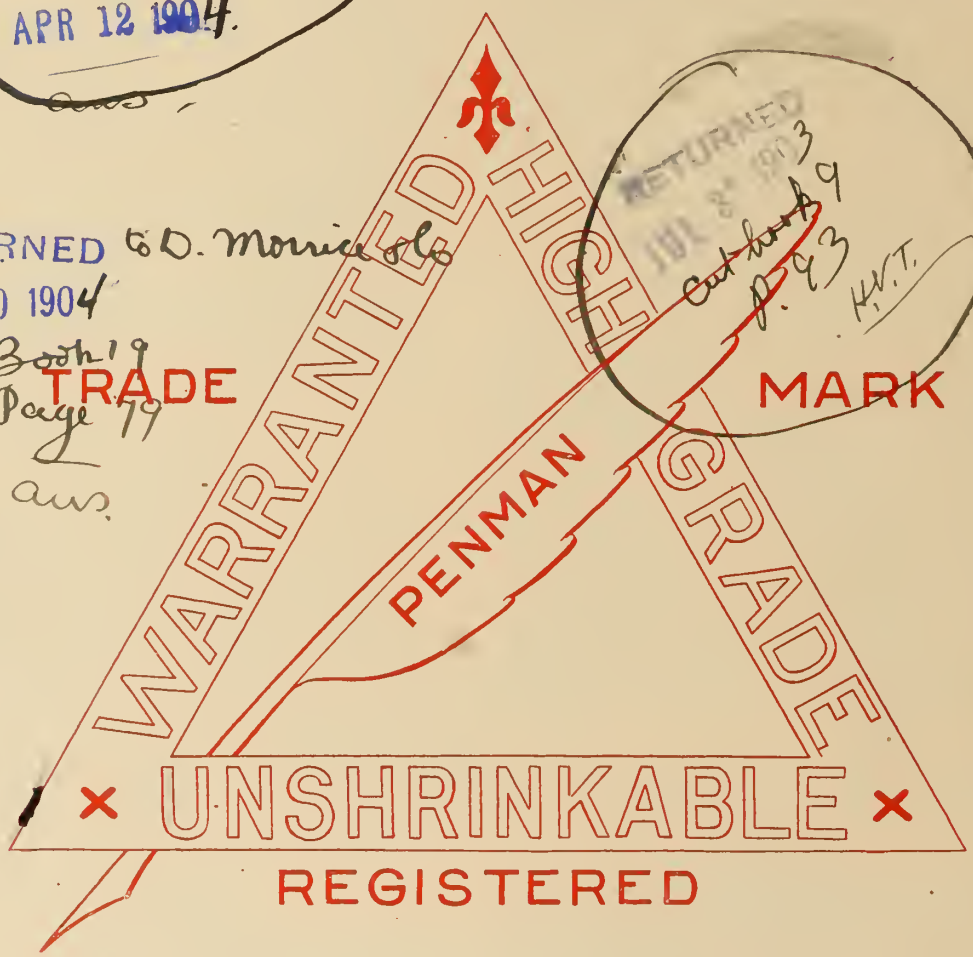
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RAIMENTS, NOT RAGS.

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK.

HOW would you like to wear corsets? Well, much as you would dislike it and loudly as you laugh at the preposterousness of the idea, you may yet have to breathe through the upper eighth of your lungs and bend from the hips when you stoop. Englishmen, of a certain class, are now trying to make the manufacture of "gentlemen's corsets" a staple. When the custom was first started a great laugh of derision was heard. An English journal remarks that a walk around the West End will soon convince the most skeptical that the "ha-ha" was only an explosion. It is said that the Order of the War Office for the removal of the sash from the shoulder to the waist has attracted so much attention to that part of the body, that an instinctive desire arose to lessen its dimensions. A case is quoted of a subaltern being forced by his superiors to don the corset.

Twenty-six inches has already become a record for one of the "swells" of the regiment, but the earnest efforts of the old majors and captains of vast proportions, as yet require a special make and string. Possibly before many years the waist measurement will be a necessity for admission to the army, as well as the height.

Even now English journals on men's furnishings contain regular advertisements of manufactures of "gentlemen's corsets," and there is little doubt but that "straight fronts" and "low busts" will form one of the demands of style as important as the same names in the ladies' article.

* * *

They say the natives of the Nicobar Island (wherever that may be) are progressing very rapidly in civilization. As a proof of this the latest despatches confirm the report that the Nicobarbarians have become dissatisfied with restricting their wearing apparel to a smile only. They are now wearing high hats and the more they can get of them and the older they are, the better the natives are pleased. On fine mornings the sea around the islands is dotted with canoes on parade, in each of which is a savage with as many old high hats of the year '85 or thereabouts, as he can crush on his head. And yet some people assert that missionary societies are a waste of money.

* * *

A Belfast paper publishes the startling statement that "a special all-linen shirt is being got up, and that it will be immediately, if it is not already, on the market."

This really is a piece of information for which every man will feel grateful, especially as it comes from such an authority on linens as a Belfast paper should be. I am personally acquainted with men who have for quite a number of years been paying $2 or $2.50 for what they thought was an all-linen shirt. I suppose, some day, a really conscientious manufacturer will produce a shoe made of leather, or a hat of felt, or gloves of real kid.

* * *

Since the wing collar has come into some degree of prominence and promises soon to be the collar of fashion, the old worry of the laundries comes home with greater force to the man who dons a clean collar every day, and often is forced to change more frequently. The laundries of the present time appear to be exerting themselves to assist the men's furnisher. It is a fact that two out of three collars return from the laundry after the first washing showing cracks. Reference is made here more to the high band turn-down, which has come to be the daily collar of the average man. Three washings usually see the end of such a collar, which means that a man who soils a collar a day is spending more than six cents a day on his collars alone. Some relief heretofore has been secured in the use of the straight-up collar, as there being no bends, the laundry could not crack them with such ease. But with the wing collar it will be different. The abrupt bend necessary in that style will afford ample opportunity to the men who wreck while they clean our whitewear, for their propensities for increasing our furnishings bill. It will be necessary for a gentleman who is anxious about his appearance to have some dozens of collars on hand, and with the proposed increase in laundry rates, it will almost pay to wear a new collar every time. Most men are praying for the revocal of the ultimatum of fashion, so that they can be reasonably secure in trusting to one collar coming out of the wash in fit shape to wear. Speed in business and the affairs of life is, to some extent, a commendable outcome of the times, but when it gets into the laundries so badly that our whitewear seldom sees water, but can be returned to us in a fairly presentable state of whiteness and cleanliness, we are losers through the rush of the times. It has been said that the least requisite commodity in a laundry is water and there is more truth in it than an outsider believes. With acids and kiln-drying water is little needed and our linen can be rushed through in six hours, whereas our mothers found it necessary to spend two days on the operation. However, we pay for it all; speed is money to the laundries and furnishers, but not exactly a modern improvement to us. I wonder if it is really true that laundries get a commission on the business of the men's furnisher

CURRENT STYLES IN NEW YORK.

Office of "The Dry Goods Review,"
New York Life Building, April 25, 1903.

POPULAR fancy has this Spring run towards waistcoats of a different material from the coat. So unanimous has this inclination been that several different styles of make are to be seen. In general, it may be said that the single-breasted styles are most in vogue and the other ornaments of the waistcoat are a matter, for the most part, of personal taste. The majority are without lapels, but many possess this feature, while the matter of flaps or slit pockets and the shape of the bottom corners is evenly divided as to popularity. Flannel is the material for morning dress.

SHIRTINGS.

There is not much to add to my last month's letter in this respect. The styles then given are the most worn. Madras and flannel shirts are shown in pleasing variety of pattern, often with stripes running up and down, and tan,



Latest Style in Fishing Coat.

as a popular color, in many of the Madras. Much white, of course, is seen in all styles and materials. Delicate shades of pink, lavender, blue and tan, with spot designs in self tones, appear in the best windows in such materials as Madras, percale, and such stuffs. These broken designs are smarter than the stripes. That senseless fad of different pattern and material in the body to what is in the front, is favored by many of the best makers. What possible use such a combination is, is beyond me. This style exists only in stiff fronts.

THE NEEDS OF SPORTSMEN.

Now that the Spring sporting season is with us all the stores that handle such goods are making rubber boots, leggings, coats, caps, etc., a prominent feature of their exhibits. Such articles of wear are chosen almost entirely for comfort and service rather than for style, and yet there is a style to some extent, and anything new always receives a fair trial. Both the long rubber boot and the short walking boot are selling well for sporting purposes. The long boot has its advocates and is certainly of use for the cold waters of Spring, but its weight and awkwardness are decidedly against it. Many sportsmen use only an ordinary shoe in the water with a slit above the sole to allow the water to run out. A good boot for both fishing and hunting is on the market, made of oiled tan leather, with a rawhide sole, blucher opening in front and a laced opening in the side of the top. This boot will stand any amount of rough usage in water or amongst underbrush and stones, and is water-proof.

In fishing coats a great variety appears in different weights, materials and colors. Some are of light canvas and others of corduroy, but the best one I have seen is illustrated with this article. It is made of a tan waterproof, khaki cloth of medium weight and great durability. The lower pockets have two compartments each, providing receptacles for the different materials needed by the sportsman. Besides this, there are two upper pockets and a slit side-opening pocket at the back. The sleeves can be buttoned tight around the wrist, and the collar is made of grey corduroy. The collar can be buttoned up around the neck, if desired. In caps, various models are used, usually possessing flaps for screening the eyes from the sun or rain. Knee breeches of khaki are commonly worn in almost any shape.

CRAVATS.

The broad four-in-hand still maintains its position at the top and promises continued popularity. Bow ties, however, are coming out a little with the approach of Summer. Ascots are worn to quite an extent and are appearing in good, neat patterns of black and white, or grey.

COLLARS.

A collar that has not as yet been seen much on the street, but which has a prominent position in many of the best windows, is a new style of high-band turn-down which, when buttoned, is wider in the opening at the top than near the bottom. The wing collar, as yet, appears oftener with the morning dress than any other kind, although for evening wear only a few have discarded the straight stander. There appears to be a tendency to increase the height.

THE SACK SUIT.

The short military coat has gone out and the straight or rounded front, single-breasted garment of medium length and fit is the season's fancy. The cut at the corners varies considerably from the sharp corner to the sharply-rounded corner. The shoulders are full and broad, but without padding, and the bottom hangs tight to the hips.

The trousers are made to come just above the hips, where the band fits tightly. There is some fullness over the hips and upper thighs without any deviation from a straight line down the back of the leg. At the bottom, it narrows a little, but only very little, and no spring or curve appears at any part of the leg.

Our new warehouse at 196 McGill Street will be one of the largest and the most modern **Woollen** Houses in Canada.



May 16/03 See Telegram D. 16. also cut Book 8 page 86.

Owing to our largely increasing business, we have taken possession of this building. Here we will continue to carry in stock a full range of Imported and Canadian **Tweeds**, **Serges**, **Suitings**, **Overcoatings**, **etc.**

We will make a specialty of our Tailors' Furnishing Department, and you will always find what you want in this line at the above address.

Canvas, Italians, Assorted Silks, Hair Cloths, Sleeve Linings, Hollands Pocketings, etc., in all qualities and prices.

Our travellers are now on the road with a full range of samples for Fall and immediate delivery; it will pay you to inspect them before placing any orders. We solicit your mail orders; special attention is given to this department and no doubt accounts for its great growth.

Samples sent on application.

A. McDOUGALL & CO.,

196 McGill Street, MONTREAL.

Sole Proprietors of the celebrated "TYKE" and "BLENHEIM" Serges.

EFFECTIVE WINDOW CARDS.

IN the modern window, show cards have proven themselves a business-bringer and a necessity. There are few merchants who have not arrived at a full appreciation of this fact, but one fact they do not often seem to realize is that neatness in the make-up is as necessary a feature of the cards as the cards are of the window.

If a merchant is not a fairly good artist, or has not at least a good eye and hand, he should never attempt to print show cards. Some of the daubs shown in otherwise well dressed windows are a detriment to business, rather than a help. To exhibit a good display as a background to very crude showcards, gives the spectator the impression that the display was lucky while the cards showed the true taste of the merchant. Everyone knows that it is a feature of human perversity and injustice that judgment is formed from the worst traits and the good ones are almost invariably ignored. It is just the same in show cards as in the more important events of human life.

If a dealer has not, as I said, a good eye and hand, he should avoid touching cards; but there is no village—and very few staffs of clerks—where there is not one who has some slight talent for printing or drawing. If there is a clerk at all suited to this work make it one of his principal duties and pay him for it. If there is no clerk, either get one or hire the services of some one in town who can print a fair letter. It pays to pay for such work.

ALL THAT MAKES A PERFECT SHOE AND PERFECT FIT.

THIS DISPLAY CONCERNS EVERY WOMAN.

THE DELIGHT OF MOTHER AND CHILD.

THE BEAUTY OF THIS NEW STYLE IS THE FIT.

Not the Highest Priced Shoes you can buy, but the Best at the Price.

CORRECT IN STYLE;
HIGH IN QUALITY;
FAIR IN PRICE.

In Hours of Sunshine Prepare for Rain.

Our Clothing has that "Made-for-me" look at ready-to-wear prices.

THE CRITERION OF CLEVER CRAVATTINGS.

SPRIGHTLY SUITS,
Full of Youth and Energy.

LOTS OF ART AND BEAUTY FOR LITTLE MONEY.

Straws show which way the wind blows;
BUY ONE AND SEE.

ITEMS OF IMMEDIATE INTEREST.

These Gloves were left on our hands.
Wouldn't you like to have them on yours?

WOULD YOU GIVE 85c FOR THIS SHIRT?

Summer Clothing that looks well, not only when new, but also keeps its shape.

It would be useless

to say that underwear **cannot** be made as good. Certain it is that no underwear is being offered which has the merits of

Plain Knit, Elastic Ribbed, Fleece Lined. All sizes.



TIGER BRAND

Eiderdowns in a variety of Shades.

The Galt Knitting Co.

Limited,

GALT, ONTARIO.

Pure Wool, "Gold Medal" Oxford Tweeds

We will SHOW in our SPRING SAMPLES the LATEST and BEST in

Canadian Woolen Fabrics

See in particular our

Patterns of Suitings, Overcoatings, and Ladies' Costume Cloths.

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Wholesale Men's Furnishings.

SPECIALISTS IN UNDERWEAR

WE STOCK

ENGLISH FULL DRESS SHIRTS,

Cuffs or Bands, - $ 9 00 per doz
Cuffs only, - - - 12 00 per doz

Agents for "Magic" Clasp Garters and Hose Suspenders.

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLLEN UNDERWEAR, FLEECE SLIPPERS, Etc

Dominion Agents for

Young & Rochester

Manufacturers,

LONDON, ENGLAND.

We are still booking orders for WHITE PIQUE and FANCY DRILL SUMMER VESTS. The Y. & R. vest is unequalled for fit. We shall try and stock leading lines, but in view of unprecedented demand would advise orders placed at once.

Full range for **Fall Dressing Gowns, Smoking Jackets, Travelling Rugs, Latest Neckwear,** now being shown by our travellers.

50 doz. Pyjama Suits, American Zephyr, English Oxfords, etc., assorted patterns. Regular $20.00 to $30.00 doz. Special Price. $15.00 doz. Send for sample ½ dozen.

Tress & Co.

High-class **LONDON** Manufacturers

HATS and CAPS

Our cork-lined silk hats are "ACME" of comfort and style.
NEW FALL STYLES READY APRIL 1st.

If not in Toronto write and arrange for our travellers to call.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

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THE GLOVERS OF CANADA.

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CEETEE

PURE WOOL.

Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new features in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO., 30 Wellington St. East, TORONTO.

JOS. W. WEY, 7 Bastion Square VICTORIA, B.C.

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Austrian Collars

Our Prices and Qualities always the same.

On May 1st we will have a full stock of all the

Popular Shapes

including our famous

SHAMROCK III

in 1¾-in., 2-in., 2¼-in., 2½-in., 2¾-in., 3-in.

The Canadian Underwear Co.

10 ST. HELEN STREET, MONTREAL.



Returned to Montreal Office 11 June 1903 see Book 9 page 47

AS SEEN ON LONDON STREETS.

Office of "The Dry Goods Review,"
109 Fleet Street E. C., London, April 21, 1903.

I EXPECTED to be able to devote this letter wholly to the new Summer styles and to tell of much I have noticed during the few days of agreeable weather we have yet had. But the past week of Winter weather and snow has interrupted the trend of fashion towards the demands of the warmer season. Nevertheless, the low thermometer has provided me with opportunity for observing the Spring overcoats that are being worn on our streets.

SPRING OVERCOATS.

The Chesterfield is the most generally worn, but of late the leaders have adopted a frock overcoat that presents many new and interesting characteristics. They are worn very long, almost reaching to the heel in some cases, and in every case inches below the knee. The inconvenience of such a length for the approach of warm weather is greatly lessened by its being worn, in many cases, without the undercoat. The wearer is then measured with his undercoat off and the overcoat is made to fit the upper part of the body quite closely, but hangs loosely below the waist, presenting in its extreme lengths much the appearance of a skirt or cassock. Without a second coat it is considerably warmer than the undercoat alone, on account of the weight of the material, but it is not uncomfortably hot. It has a low rolling lapel with silk facing and a pointed lapel end. It is made to button three with a fourth button just appearing below the lapel. A loose cuff sometimes adorns the sleeve and silk lining is commonly used. Some leaders of fashion are using velvet collars with seams overlapped and a clean side appearance, caused by the lack of pockets. A dark blue cloth is the material used by some.

In the early Summer or late Spring styles a fair idea of the coming things can now be obtained, but the hot weather is rather too far away to state positively what will be worn.

RIDING SUIT.

The riding coat which is in considerable demand among country gentlemen for a morning gallop or a run with the hounds is a garment like a morning coat, of very heavy tweed. The seams are double-stitched and all the pockets —hips and breast—have flaps. Four buttons appear, making the coat button high in the neck. The waist is rather short and the skirt is shorter and slightly rounder in the front. The vest is double-breasted, with one button appearing below the beginning of the opening of the coat. The breeches are white leather or moleskin or kersey, and strapped with the ordinary buckskin strappings. A riding suit for more ordinary wear around the farm or kennels is made of heavy riding tweed, with cap to match. The coat is of the lounge style, made to button four, and slightly rounded at the corners. The breeches are made like knickers, with bands and strappings of buckskin.

FANCY VESTS.

This Spring the fancy vest appears to have taken hold more than ever, and the opportunity it provides to a man for brightening up his apparel is being taken advantage of as never before. The favorite is double-breasted with a wide lap. Three pockets only are used on account of this lap and six buttons are mostly used. Both lapels and plain fronts are worn, with the majority possessing the lapels. The double-breasted always buttons high, while the single-breasted has lapels and buttons considerably lower, but not showing very much front. Grey linen is a favorite shade.

THE WING COLLAR.

As I remarked in my last letter the wing collar has become the dress collar. At night very few collars of any other shape are to be seen where well dressed men congregate. The corners are not sharp, but bluntly rounded, that is, the straight edges run out to within ¼ in. of the corner and then curve off around to the other side, giving the appearance of the sharp corner only having been cut off. It is taking somewhat more time for this collar to come in for day wear, although the ordinary square corner is commonly seen. The double high band collar is still being worn to a large extent in spite of the popularity accorded the wing shape. Rounded corners in these is proper, and the height varies from 2 to 2½ in., with 2¼ in. as the favorite. Of course, the height depends upon the length of neck of the wearer, but 2¼ in. is the average. Speaking of rounded corners calls to my attention the fact that square corners are discarded in almost every piece of men's wear. In linen, the wing and double collars and cuffs all have rounded corners, and the corners of the coats, single or double breasted, instead of possessing the square corner that turns up when a man seats himself, have a circular shape. This roundness in every case is abrupt and not gradual, presenting the plain neatness of the sharp corners, combined with the advantages of a curve.

CRAVATS.

There is a gradually growing predominance of Spital fields as a material for cravats. A somewhat new weave has been introduced which provides a lighter material and increases the neatness of its appearance. With the double collar the wide-ended knot is usually worn. No lining is in this tie, so that when tied it appears looser and more rumpled. A tie called the "Imperial" is a wide-ended Ascot, worn with a large, gold safety pin. The Roman tie is a novelty in the stores. I cannot say I am attracted by it, as it has a very effeminate appearance in addition to the impossibility of tieing it as neatly as most men wish. It is simply a long strip of ribbon with fringed ends and made mostly in red or a deep blue, with stripes across it every 1 in. or thereabouts, of very bright colors. Its merits (or demerits) are seen, for the most part, with the double collar.

AUTOMOBILE OUTFITS.

The leather suit worn so comfortably by the motorist during the Winter will have to be discarded, and as automobiling promises to be so common, new outfits are being considered. Lighter material will no doubt be worn during the approaching season and indications seem to point to waterproof dustcoats as the accepted fashion. The leather coat has been useful, but its greatest admirers cannot expatiate on its beauty. The new material will not be an artistic article, but it has the advantage of the leather in both appearance and facility of designing. There is a decided need for a cloth that will look well at the same time that it resists wind and does not spot easily. A coat sometimes seen on a motorist who is out for quiet runs is a double-breasted lounge coat made of a medium weight cheviot and fitting the figure quite closely. The pockets slant, and at times a breast pocket for holding the handkerchief is worn. The lapel can be buttoned around the throat with pulling up the collar. A soft peak cap tops this outfit.



Eaton and Gould

TORONTO

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A & C BRITISH, FOREIGN and DOMESTIC WOOLLEN, WORSTED and COTTON FABRICS, for all classes of men's wearing apparel.

D BETTER GRADES DRESS, COSTUME and MANTLE FABRICS

54-INCH DRESS GOODS, all makes, plain and fancy, Domestic and Foreign. VOILES, ETAMINES, EOLIENNES, GRENADINES, CASHMERES, ALBATROSS, SERGES, SATIN CLOTHS, MOHAIRS, ZIBELINES, etc., and a large range of NEW CLOAKINGS in fur effects.

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TAILORING SILKS
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Complete assortment.
Lowest to highest grades.

A SPLENDID RANGE, Blacks and Colors. Special values. : : : : :

SCOTCH, IRISH, and CONTINENTAL. Fine Matched Napery—a specialty, plain and hemstitched.

INVERONA SERGES

FALL 1903

BLAIR ATHOLE SUITINGS

CATERING to the Trade on the better class of goods.

Largest assortment in the Dominion in our several Departments.

Travellers covering all parts of Canada with complete lines of Fall Samples.

No retailer can afford to place any advance orders for Dress Fabrics, Household Linens, Tailoring Goods, Linings, etc., before seeing our range.

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50 Colorings

NISBET & AULD

TORONTO

FRIEZE SUITINGS

All Prices

RETURNS

Per. order D. S. C.



OUR 061 BOW
JUNE 1902 STITCHED EDGES
SHOWN IN MARCH/03
NUMBER OF THE N.Y. HABERDASHER
BY A PHILADELPHIA HOUSE.



OUR 045 PIPED
JULY 1901



OUR 048 CORDED BOW
JAN. 1903



OUR 657 JAN 1902
TWISTED KNOT BAND & SHIELD
SHOWN IN MARCH/03 –
NUMBER OF THE N.Y. CLOTHIER
& FURNISHER BY A CHICAGO HOUSE



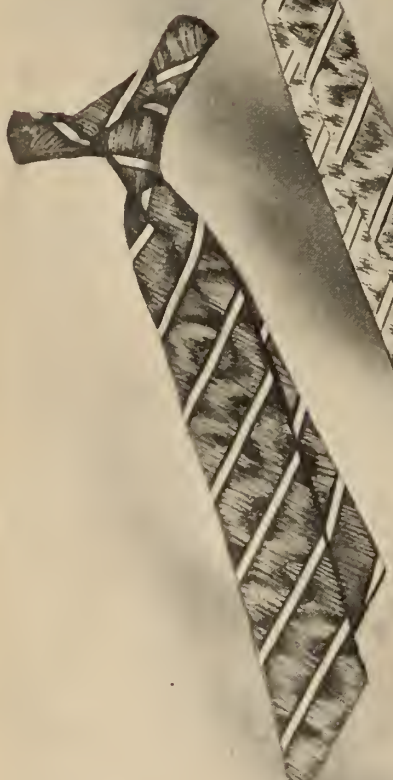
OUR "ARTISTIC"
SEPT 1901
ON THE MARKET
NOW IN THE U.S
UNDER NAME OF
"PANELS"



OUR 680 "MIDGET"
TIED BY HAND KNOT
JAN 1/03 SHOWN IN THE
MARCH/03 NUMBER OF
THE N.Y. CLOTHIER AND
FURNISHER BY A N.Y. HOUSE



OUR 671
CORDED ENDS IN KNOT
& 4IN H JAN 1/03



OUR 670 "REGULAR"
TIED BY HAND KNOT
SAME STYLE AS 680
JAN 1/03



OUR "SIR WILFRID
MAY 1901 ONE OF THE FIRST
CRAVATS OUT FOR HIGH BAND
COLLARS AFTERWARDS CAME
THE MANHATTAN CORONATION
& OTHER FREAKS



"A FEW OF OUR PAST IDEAS"



SHIRTS AND COLLARS

DISPLAYS of Summer negligees now occupy all the retail windows, and stripes, dots and figures go side by side. Black and blue are the colors most in evidence, though now and then a pink stripe or red spot appears. The pink in these negligees, at least, is not objectionable, the stripes being narrow and the color rather faint. In the broad stripes, pink has for some time been tabooed and shows no sign of coming back to popularity at present. But there is not sufficient of the color in the new shirts to attract attention.

* * *

Black or blue stripes, or more properly lines, on white grounds, are by far the most prominent in all well chosen stocks of negligees, and in the stiff-bosom shirts they are also much in evidence. In these designs the intervals at which the stripes are placed vary considerabfy, though even in the closest arrangement of them there is still a good deal of white ground shown.

* * *

Spots and figures continue along the small neat order. Red, black, and blue dots are shown on white grounds in the soft-front shirts; the figures in the same colors are chiefly square or diamond shaped, the centres being open.

* * *

Sales of negligees, from the retail point of view, have not been brisk as yet, the season having no more than commenced, and the demand for stiff-front shirts has not been great either. As a consequence, business in the shirt line is not active, though a week or so of warm weather will be enough to convince customers that the Summer is here and start the ball rolling.

* * *

Predictions have been frequently made as to the return of strong colors and pronounced striped patterns in shirts, and these may crystalize into facts in the Fall. At present, however, there is little evidence of anything but the neatest, mildest patterns in negligee or other shirts being in demand.

* * *

Some striking shirts are shown in the windows of the higher-class furnishers. A new color and pattern that is being seen quite frequently in displays consists of a light grey background with black stripes about 3-16 in. wide, edged with white, and between these stripes occur red or blue stripes, ¼-in. wide, edged with white. Another is a light grey background with stripes of blue, red, or black, ¼-in. wide, edged with white or white edged with black. The stripes are ⅜ to 1¼ in. apart. Some pleated shirts are shown in small scattered conventional designs, the pleats being ½ to 1 in. wide. Very little black appears. A white background with a fine blue thread is more akin to the older style and a tan background with blue stripes is a shirt that is being pushed, but with as yet little demand.

* * *

Many of the newest New York styles are shown, and, as a rule, are meeting with great favor, and deservedly so. Some of these consist of narrow, wavy black or blue lines outlined with dots on a white background. Almost all the stripes are in blue or black on a white background.

* * *

In our last issue we referred to two novelties in the fold collar. Another one, the product of a foremost American manufacturer, is referred to as "a patented invisible tie hold opening, to keep the tie in place, which with this device cannot slip up or down or from side to side, yet, when the tie is adjusted, the opening is invisible." The fold collar is not the only one on which manufacturers are trying experiments with the object of devising something new. In the straight-standing collar a new poke effect is out, the corners of which are rounded. The latter collar should be welcomed by wearers of the high poke collar, who have been trying to get used to the points of it embedded in their lower jaw.

* * *

Wings and standing collars, however, are commencing to retire before the advance of the low fold collar for Summer wear. The demand for wing collars has been as good as could have been expected throughout the Winter and Spring seasons, but it did not reach that height of popularity or volume of sales which usually characterizes "the latest thing." True, it did not receive the pushing that is given to new styles, but retailers are not to be blamed for keeping their fold collars well to the front when it is fold collars the public wants and not wings. No doubt, a large part of the sales of the wing collar were due to the fact that the "popular" trade did not take it up; it then became a collar dear to the heart of the "swagger" trade, who had something different from the rest of the world.

* * *

Two of the leading Montreal haberdashers have recently been showing a straight-standing collar overlapping in front, which for a time sold well. The old lapping point collar was a great favorite at one time, and has been selling moderately well during the past season or two. The standing collar, just meeting in front, however, is selling now fairly well. It is doubtful if it was not as much worn last Winter as the wing collar.

* * *

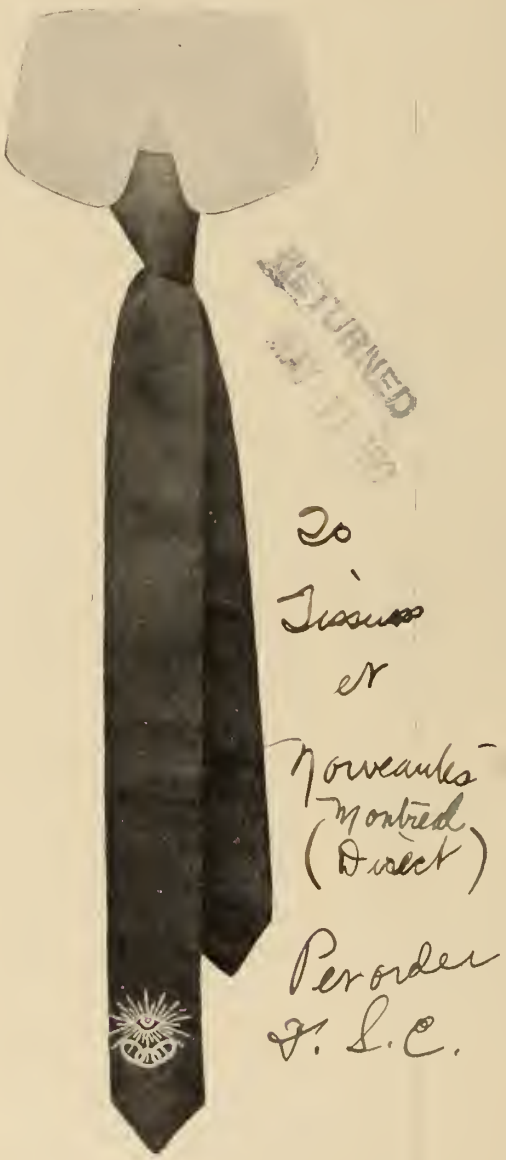
The high fold collars may now take a rest till another cold season arrives. Some very low-fold collars are being shown, the spacing in front being quite wide enough to admit of any sort of tie being worn with it. The average collar for the season, however, will be almost 2 in., high enough and low enough for any wearer.

* * *

The fold collar mentioned last month called "The Tyfold," manufactured by a Yankee firm, is being shown by a few more firms. As explained before, the novelty of it consists in the opening in the front which holds a bow tie in place and yet is not apparent when the tie is in position. Its future cannot with certainty be predicted, as it is of too recent origin, and the demand for bow ties has not as yet commenced to any extent.

CRAVATDOM.

ALTHOUGH the wide four-in hand of 2½ in. is a prominent cravat in the highest class stores and is worn by the really best dressed and up-to-date men, it has not as yet attained to an important position among the general trade. There are three or four causes for this, the principal of which are, the price, which is kept higher than many wish to go to for a tie, and also its lack of neatness, as compared with the flowing-end or graduated four-in-hand. We have become accustomed to the neat little knot of the latter ties, and find it very difficult to change it.



When the wide tie gets cheaper, however, there is very little doubt but it will become more popular, as it is about time for a change in neckwear.

* * *

The approach of warm weather brings a renewal of the Summer ties. Bows are becoming a greater factor in the market. The latest is the "King Dodo," a small silk bow on a shield, which is meeting with great success through the country. It is a very small bow, measuring only about 3½ in. from end to end. The centre knot is small and tight, and the bows puff out from this to a width of 1¼ in., and are rounding at the ends. This tie was designed by the same designer as the old Coronation tie, which had such a tremendous rush some time ago. The colors are plain black and fancy. For the Summer the cotton ties promise great popularity. In tubular cotton in blue and white, and black and white combinations, a heavy demand is reported.

* * *

Stock ascots are selling fairly well as a rule, but reports vary. With some the sales are fair, but with others, not so good. In ladies' wear, this style is particularly strong. The English square tie is meeting with good success among the more expensive class of goods. A novelty that is being shown here, and which has "caught on" in England, is a large gold safety pin in this style of cravat. The pin is over 2½ in. long and is inserted at right angles to the outside fold of the cravat.

* * *

The bordered four-in-hands introduced last year are again on the market with new designs. This tie was exceedingly popular last year, particularly with the fleur-de-lis worked on the ends. This year a great variety of patterns is shown, and, judging from recent orders, it will have another successful year. It has a very neat appearance when tied, and is as pretty a tie with a belt as can be worn. The length this season may be a trifle shorter than last year.

* * *

A new thing in cravats for Summer wear is here illustrated. "Are you It?" is embroidered in white in the following designs:—The Iceman, The Horseman, The Oddfellow, The Mason, The Yachtsman and the Automobilist. The tie is reversible, 50-in. long, 1⅝-in. wide and sells at $1.50 per dozen. It is made by the Niagara Neckwear Company.

* * *

Some of the cravats seen in the best windows are very tasty in pattern and color, and embrace a large choice. Black, white and blue are the prevailing combinations. A black ascot shown has a narrow strip of pattern 1-in. in width, consisting of fine dots in blue or red, close together. A tie that can be used either as four-in-hand or ascot is made of twilled black silk with narrow threads of purple, blue or white from ¼ to ¾ in. apart running up and down. The twill between each pair of stripes runs at right angles to the adjoining row, and diagonally to the colored thread. The effect is very neat and unusual. Last month I drew attention to some "noisy" silk handkerchiefs shown for men. This month I notice ties to match. The handkerchief didn't seem to be enough, so these ties were put on the market. The colors and pattern are simply unbearable, consisting of deep blue or red backgrounds, with clusters of dots in various colors spattered over the surface; red, yellow, blue and purple are the favorites. Some all-over patterns are also shown in certain windows in vivid colors, as also are Paisley and Turkish effects.

* * *

Now that the season for blue and white polka dot foulard ties is at hand, retailers are making good use of them in their displays to show off the new shirts and collars. New neglige and foulard are a combination frequently seen in the most tastefully dressed windows, and never was there a shirt the design of which was more in harmony with these blue and white ties.

Dr. Deimel Underwear
(LINEN-MESH)

is the father of the entire LINEN-MESH family. It's a large and growing family and there are several "Black Sheep" in it.

None of the sons have attained the size and dignity of their sire. Wise merchants do business with the head of the house.

Write for Descriptive Booklet and our Terms.

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RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

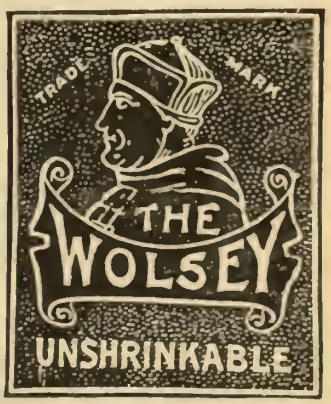
SOLE SELLING AGENTS

The Richard L. Baker Co.

28 Wellington St. West, TORONTO, ONT.

"WOLSEY"

The Best Unshrinkable Underwear In the World



FOR MEN, WOMEN AND CHILDREN.

BEST IN EVERY WAY

Make, Fit, Style and Price.

Every garment bears this trade Mark, without which none are genuine.

Every Single Garment Guaranteed Positively Unshrinkable.

May be had from Leading Wholesale Houses.

HOSIERY AND UNDERWEAR.

IT required only a few days of Summer weather to bring to the front in retail stores the various lines of light underclothing. Summer shirts, collars, ties and all other articles of men's apparel with which retailers have so well prepared themselves this year. Heavy underclothing has been relegated to the upper shelves and storerooms, and in many cases even the medium-weight garments have been placed away till Fall. In towns or cities where there is any tourist trade, however, it has been found advisable to show the medium-weight goods throughout the Summer season, as visitors, chiefly Americans, call for this class of underclothing as a rule, when travelling in Canada, no matter what the weather. There seems to be no good reason for this, as they admit the heat of the Canadian Summer to be equal to their own, but it is nevertheless a fact.

* * *

At present retail windows are a mass of Summer garments, and trade has opened up well. There should be an extra good demand for light Summer underwear this season, as last year the sales were anything but satisfactory in many parts of the country.

* * *

Buying has already commenced on the mesh garments. Linen mesh has the preference, being more desirable from all points of view than the silk or cotton goods. Of course, the latter are in good demand, their price making a strong argument in their favor. Balbriggans have sold well to the trade and will doubtless go as usual during the Summer. Silk undergarments have been pushed a little more than usual this year, and dealers are taking full advantage of their attractive appearance in making window displays. The colors run along the same shades in solids, being white, pink, salmon and blue.

The fancy striped goods bid fair to become more popular than ever this year. In the newest styles the stripes are wider and placed at intervals of about 5 in. on some lines, with narrower stripes in black between. The wide stripes are shown in a variety of colors, chief among them being light blue, green, pink and lilac.

* * *

Mercerized goods are receiving a fair share of attention, and their silky appearance makes them ready sellers. In underwear, as in dress goods, these mercerized articles are frequently sold as "American silk," under which name they may sell a little better once or twice, but the result is likely to be a very poor opinion of what the Americans make for silk.

* * *

Retailers who have any stock of heavy woollen underwear left over are fortunate. The coming Fall and Winter is likely to see high prices on all woollen goods, including natural wool garments, fleece lined, and all the rest.

* * *

As to hosiery it is the same story over and over again. Arrivals of new designs keep up, and anything more attractive or novel than the ordinary is quickly taken up. The retail trade in fancy hosiery has commenced fairly well, and indications point to a most satisfactory trade this Summer. Several of the leading retailers are making specials of fancy cotton hosiery, five pair for $1, many of the patterns being of last year's styles, but as good as the newest in the eyes of a customer looking for a bargain.

* * *

While there are several styles showing colored grounds, blue mostly, the great majority of the fancy hosiery is in black. There is practically no leading style of design, stripes, spots, figures, floral and scroll effects, and now and then a plaid, appearing in well-assorted stocks. Some of the newest embroidered designs are well liked. In many of them the design consists simply of a scroll down the sides, the rest of the hose being entirely plain. Gauze and mesh hosiery is offered for sale, and retailers report only an indifferent demand for them. The openwork idea has been carried out too far.

HATS AND GLOVES.

THE same license is allowed in the shape of the hat worn as has been in force for months. In derbies, medium height and low crowns are worn, with the greater demand for the medium height. Brims are rather wide, as a rule, but very few careful dressers are wearing the flat, wide brim seen on some. The word that best describes the average hat is "inconspicuous." This allows latitude in the style, as the hat that is inconspicuous on one man is decidedly conspicuous on another. Some few dealers have attempted to bring in the narrow brim again, but after they have allowed a few customers to leave their stores with such a style on, they have found it wise to let a man choose rather than to choose for him. More derbies than ever are being worn and the fedora does not retain the prominence among any class that it did a few months ago.

* * *

Although some authorities report great success in the sale of the brown hat in the United States, there has been little demand for it in this country. The New York Hat Review says: "Leading fashionable hatters who have shown brown stiff hats have met with a fair demand; sales to date have justified their alertness in noting that consumers of commanding means desired a change, and that it could be expressed in color better than in a mere variation in proportions. The indications are that brown hats will increase in favor as the season advances, or as real buying for consumption gets into full swing; the unfavorable weather, the weather so decidedly unlike Spring, prevailing ever since the Winter was declared past, has prevented very large or general buying for the new season, but when the mild days do come, making a change in headwear desirable and necessary, the black hat will be untimely and colors will be 'it,' without doubt."

* * *

The New York Haberdasher, in commenting on brown hats, says: "The hats sold very well; in fact, it is not exaggeration to say that they more than met the expectations of their introducers. The largest order placed was by a leading retail house, and this order was duplicated. The hat has not taken the market by storm, and it is but honest to say that it was not expected to. It has been treated with more or less neglect by the leading hatters, who have refrained thus far from giving it a prominent place in the windows. The style has taken well so far as

it has gone, but at no time was it a craze, and we do not think that it will show any increase in sales next Autumn over those of this Spring."

There is no doubt that it has met with success over there, but I do not think it will be seen much here this year, at least. It is not a dressy hat and is not as serviceable as a black. The derby is preferable to the fedora, as it comes in seal brown, whereas the latter appears in a light, dirty brown shade that keeps it from the head of any neat man.

* * *

There is not very great success in the handling of pearl hats, but it is too early as yet to judge fairly. About the middle of this month is the very earliest that such hats are worn and next month I may have more to say of them.

* * *

In the straw hats the Panama will no doubt hold the centre of the stage for the coming season, but they will be worn, for the most part, in the better grades. Straw fedoras promise well, and as they can be made in so many different shapes, they are sure to fulfil the highest expectations. Many split and sennet sailors will be worn, but the inclination bids fair to avoid rough straws.

* * *

Straw hats in the United States will take the form of splits of fine quality. Colored ribbons will not be used, except among college or club men. The hat guard will still be worn on account of its usefulness. Colored straws are being pushed by some. In Canada this fad will not be accepted, at least until next year, subject to its demand in the United States this year. Crowns of the small boys' sailors hats will be high and the band will have nautical designs. A button covered with the same silk as the ribbon will appear sometimes in the centre of the crown. Some will be banded with bright colored velvet ribbons, finished with a narrow bow and ends at the back.

* * *

In gloves the demand differs in different parts. In Montreal, grey suedes have gone very well this Spring and at present seem to be preferred to tans, but in Toronto tans are decidedly in the lead. Many delicate, beautiful shades are shown in the undressed for formal afternoon wear and it is true the greys are worn to quite an extent, but Toronto and vicinity are favoring the tan and a fairly bright tan at that.

* * *

Dome fasteners are used on all the gloves and only one pair on each. One enterprising furnisher has had his fasteners covered with pearl, so that it presents the appearance of a pearl button.

* * *

For outdoor sports chamois and buff gloves are being taken by the trade, and they promise to do fairly well for this purpose. Besides great endurance, they can be washed without destroying their softness and elasticity.

BATH ROBES AND DRESSING GOWNS.

SOME new designs in bath robes are on the market suitable for a nice class of trade. The robes have wide red or blue stripes, with narrower stripes in the intervening spaces. In others a scroll pattern, covering the entire front, produces an attractive effect. These, combined with bath towels in similar colors, and bath slippers, can be used to make up a very good window display.

* * *

The tourist season is commencing, so travelling rugs are in order. They can be used to advantage in a window display. In connection with them leather goods go well; valises, shawl straps, hat boxes, dress suit cases, and such lines are good property at this time of year.

* * *

Light dressing gowns for Summer are being shown now. Made from undressed cheviot or mat, and trimmed as a rule with cord, they sell easily. The outside is frequently plain, in olive, dark red, navy, or some such color, the inside being a plaid, as are the collars, lapels and cuffs.

WOOLLENS AND CLOTHING.

WHITE waistcoats, plain and fancy, are now to the fore, and have sold in moderate quantities already. In Montreal, the double breasted varieties are preferred. The fancy white waistcoats show the usual very small spots and figures, in black or blue generally. A silk and linen waistcoat is shown in which a touch of red and very pale green can be seen in the cloth, so faint, however, as to be almost invisible to a cursory glance. Pearl greys and fawns are still good, and a few linen colored waistcoats are shown.

* * *

In Toronto, too, white waistcoats are selling very well. The only difficulty that may interfere with their popularity among the best dressed men, is the eagerness with which a certain class of young men has adopted them. When youths of 17 to 20 commence to wear a certain style, it is run to death within a month, and the more settled class of men, who might otherwise have worn it, are careful to avoid it. These vests are really very natty, but, as usual, the young men have leaned to such conspicuous patterns and colors, that they may die a more sudden death than the merits of the better styles deserve. The plain white pique is the choice, but, perhaps, more of the dotted pattern are sold. Unlike the Montreal style, the single breasted, without collar, is the more popular, and has the advantage of appearing cooler and neater. There is really no absolute demand of fashion, as almost any cut or style is permitted.

* * *

In the silk and linen combinations there are some very pretty effects, and greater substantial popularity is assured for this than for the white. The reason for this is the higher price, and the fact that its proper place is with the frock coat. Some pretty dots and almost invisible checks are shown, but the plain linen shade is the tastier. It is said to be washable.

One of the most important and noticeable changes this year in the cut of men's suits occurs in the trousers. Gradually we have been working our way from the tight to the loose, and the climax was perhaps reached last Fall, or during the Winter. Now the size has decreased a trifle, but still a large leg is worn and is an agreeable change from the old-time tight fit. The leg is almost a perfectly straight cut from the bottom to the top, with a slight curve in at the heel, but no shaping for the calf or back of the knee. At the bottom it is cut straight from front to back with a slope of about an inch and a half, but no curve. The waistband fits in tight just above the hip, and from that the trousers open out fairly loose over the hips. The result of the style is that trousers hang better, bag less at the knees and creases appear just above the boot.

* * *

The sales in rainproof overcoating this Spring have been many times greater than ever before. The result is to some extent unpalatable to the clothier, as the man with the modern rainproof seldom bothers with a Spring overcoat, so that very little has been done in that class of apparel. There is very little doubt but that rainproofs have reached the height of their popularity, and dealers can now look for a decline in the demand, although, of course, its very usefulness and economy will recommend it to many people. The possibilities of neatness in its make-up are also favorable factors in its sale. Many new weaves have come out during the Spring on the other side of the border, and reports show that dealers are now fearing that the market will be very much overdone, and a weakness in trade result.

CLOTHING AND FURNISHING NOTES.

The suspender factory at Sarnia is now in operation with a staff of 30 hands.

The Oak Hall has opened up a splendid store on Colborne street, Brantford.

Burglars entered the store of Steeler & Seibert, tailors, Berlin, and stole some finished suits.

E. Hall, tailor and men's furnisher, Rat Portage, Ont., has opened up in his new premises.

Cameron & Jennings, tailors, Winnipeg, have moved from Main street to 219 Alexander avenue.

John Walker, of Kaslo, has purchased the clothing and gents' furnishing business of Donaldson & Mathews.

J. Frank Colwell, of the firm of Colwell Bros., gents' furnishers, Halifax, has been west to Toronto on a business trip.

J. Walshaw's woollen mills, at Bolton, Ont., have been completely destroyed by fire. The loss was $50,000, partially covered by insurance.

The T. Eaton Co., Limited, Toronto, have issued a neat little booklet illustrating their stock of ready-made clothing and men's furnishings.

Thorold & Bawden, tailors and men's furnishers, Ridgetown, Ont., have dissolved partnership and have been succeeded by Bawden & Eastlake.

Neil Clarke, merchant tailor, Cannington, was in Toronto recently, and reported to "The Dry Goods Review" an exceptionally good Spring business.

Whalley & Co., tailors, Welland, Ont., have decided to open up a tailoring establishment in Bridgeburg. Temporarily they will be in the Barnea House sample room.

J. S. Laughton has purchased the Zink premises on Rosser avenue, in Brandon, and has had them repaired for Gooden & Rae, who have moved their tailor shop there.

Chris. Robinson, late instructor of the tailoring department in the Kingston Penitentiary, has opened business in Kingston on his own account with his son as partner.

J. W. Bridgett, tailor and gents' furnisher, Meaford, Ont., has moved into his fine new store. The fittings are of the first class and the store is a model of architectural design.

M. J. Kehoe, merchant tailor and men's furnisher, Brockville, Ont., has opened in his new stand. The building has been refitted and remodelled and presents a very handsome appearance.

E. C. Cole & Co.'s tailoring establishment at Moncton, N.B., have secured R. E. Moore, of Boston, as cutter. The former cutter, John McGinnis, has taken a position with Neil Ferguson, tailor, of Sydney.

The Crown Tailoring Company, who secured the contract for the firemen's clothing from the Toronto City Council and afterwards had it taken from them because they did not happen to use the union label approved of by the council, have entered suit for damages.

The continued increase in their business during the past few years has made it impossible for A. McDougall & Co., woollens and tailors' trimmings, 168 McGill street, Montreal, to carry it on any longer in the present premises. Accordingly they will be found after May 1 a few doors further up the street in the five-storey building vacated by Thos. May & Co. In the new place they will have more than double their present floor space, and intend to increase all lines of their stock for the Fall trade. They will be then in a position second to none in Canada in point of filling the demands of the trade. They have now 11 travellers on the road taking orders for Fall, and all report successful trips.

AMONG THE MANUFACTURERS AND JOBBERS.

Suggestions to Buyers Contributed by Sellers.

A PIGMY DRESS SUIT.

A dress suit, the coat of which is but 18-in. long, is one of the latest products of the "Rooster" brand factory. It is complete in every detail, buttons, linings, and all, and is, of course, intended for advertising purposes. Customers can obtain one of these for window advertising.

PATENT OVERALS.

R. C. Wilkins has succeeded in placing his patent rail road working suits with nearly every business house in the country that they have been shown to. All the railroads have taken it up and there is now no doubt as to its success. For an order of 50 dozen or over it will be produced for any railway or big corporation.

UNION MADE SHIRTS.

Mr. Silver, representing R. C. Wilkins, spent a couple of weeks in Toronto introducing the "Rooster" brand suits, and was more successful than he had any expectations of being. These union made suits are being shown all over

WHITTEMORE'S POLISHES.

THE WORLD'S STANDARD.

THE OLDEST AND LARGEST MANUFACTURERS OF SHOE POLISHES IN THE WORLD.



Polishes without brushing, thereby saving time, labor and brushes.

"GILT EDGE"

The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful finish. Once tried always used.

LARGEST QUANTITY. FINEST QUALITY.

For Sale by all Wholesale Grocers.



TAKING OFF BUTTON

THUMB AND FINGER "AUTOMATIC"

BACHELOR BUTTONS



EASY TO PUT ON
EASY TO TAKE OFF

THUMB AND FINGER ONLY TOOLS NEEDED

UNIQUE DISPLAY CABINETS

Order sample gross from your Jobber or from the makers.

GLASSFORD BROS. & POLLOCK, SELLING AGENTS FOR CANADA.

J. V. PILCHER MFG. CO. LOUISVILLE, KY.

3 W Haberdasher page 29

STANFIELD'S

UNSHRINKABLE UNDERWEAR.

One person has told another of **Stanfield's.** This is the reason it has forged ahead so fast. Merit does count for something after all.



NOVA SCOTIA WOOL – HEALTH – COMFORT – DURABILITY.

The Truro Knitting Mills Co., Limited, (Sole Manufacturers), Truro, Nova Scotia.

Canada, and their splendid fit and good appearance make them easy sellers. Merchants who have not seen these garments can obtain a set of swatches and a sample suit on application.

NIAGARA NECKWEAR CO.

The Niagara Neckwear Company are producing a splendid line of Summer neckwear in stocks, strings, bats and Ascots. Our designer has designed a new and original stock combining all the good features of both collar and stock, looking as neat and sitting as well as a collar and as cool and as comfortable as the old-style stock. It is the only stock in the market giving the collar and cravat effect when on the neck.

The Niagara Neckwear Company have a beautiful line of louisines, Vienna silks in all the light Summer shades, fashioned into their own original shapes.

"Velvo" has lost none of its prestige or selling qualities. As far as we know it's the very best material on the market to-day, or ever has been, for gentlemen's cravats. The Niagara Neckwear Company are sole makers.

The Dominion Suspender Company, Niagara Falls, Ont., are the sole makers under license from the patentees of the "President World's Beauty Princely Suspenders." The sales on these are marvellous and should be constantly kept in stock by all leading retail merchants.

SUMMER SHIRTS.

The Salem Co., Limited, Montreal, are working day and night getting out their orders. They have had a highly satisfactory Spring season and are now showing for the Summer trade a large range of pleated front shirts, in tans, pearls and black and white effects. They are bound to be popular for the hot weather and are already in great demand. There is a strong feeling for greens, tans, blues and black and white effects for the Summer trade. The Salem Co. have been made the representatives in Canada of the "Linco" and "Spinning Wheel" brands of collars, to retail at two for 25c. and three for 50c. These collars are made in Troy, N.Y., by one of the leading manufacturers of the United States. A full stock is carried in the Salem warehouse, in all shapes and sizes, and immediate deliveries can now be made.

INSTRUCTIONS REGARDING GERMAN GOODS

The following instructions have been sent out by the Canadian Customs Department to the collectors at the different ports of entry:

You will note that every invoice is now to be further certified, as prescribed on page 3 of this memo.

Observe also that the tariff resolutions contain the following proviso regarding the surtax, viz.:

"Such surtax shall not apply to any goods actually purchased on or before the 16th day of April, 1903, by any corporation, firm or person in Canada for immediate transportation to Canada."

Goods claiming exemption from surtax under the above proviso should be imported or taken out of warehouse and *entered for duty* on or before 30th June, 1903.

In regard to all goods on which exemption from surtax is claimed under the above proviso, collectors shall require importers to produce satisfactory evidence that the order from the importer in Canada for the goods was received and accepted by the exporter on or before 16th April, 1903. Such evidence must be produced in all cases before such exemption is allowed.

For a temporary period, from 1st May until 30th June, 1903, *Declarations* made before the collector by the importer or his agent and subscribed to on the entry, may be accepted by the collector instead of the "further certificates" from the exporter hereinafter prescribed; provided that the collector may require such further proof regarding the origin of the goods as he deems necessary in any case.

Such declarations may be in the following forms:

FORM No. 1.

I declare that none of the articles included in the invoices annexed to this entry are the produce or manufacture of Germany, and that the chief value of none of said articles was produced in Germany—save and except all articles opposite which the word Germany is written on such invoices.

FORM No. 2.

The following words are to be written, printed or stamped on the face of entries of goods exempt from surtax on account of having been purchased before April 17th, 1903, and entered for duty on or before June 30th, 1903:

"The German goods on the invoices hereto annexed, otherwise subject to surtax, were purchased prior to April 17th, 1903."

Form No. 1 will not be necessary when *all* the goods on the entry were purchased prior to April 17th, 1903, and entered for duty on or before June 30th, 1903.

In making customs entries the surtax may be shown by itself in the "net duty" column of the entry, on the line below the article subject to surtax or on the line below continuous numbers of articles subject to surtax.

Note.—Certificates or declarations in connection with the surtax are not necessary on invoices containing free goods only.

Invoices of goods purchased on or before April 16th, 1903, but otherwise subject to surtax, may be certified by exporters for entry in Canada for duty on or before June 30th, 1903, as follows:—

"The order for the goods on this invoice was received from the Canadian Importer and accepted by me on or before 16th April, 1903."

In view of the provisions for surtax in Canada on articles the produce or manufacture of Germany and on articles the chief value of which was produced in Germany, although the articles be subsequently improved or advanced in value by the labor of another country, it is ordered that invoices of goods imported into Canada shall be further certified and signed by exporters, *in all countries* in *one* of the following forms, as hereinafter prescribed, viz.:

Further certificate from exporters, prescribed to be written, printed or stamped on all Invoices of goods for entry under the British Preferential Tariff in Canada, and to be subscribed by the persons heretofore authorized to make and sign "Preferential" Certificates.

(K.)

Whereas, German goods are subject to a surtax in Canada, I certify that the chief value of none of the articles included in this invoice was produced in Germany.

(Signature).....(Exporter.)

NOTE.—The above certificate may be added as the last clause in the certificates heretofore authorized for the British Preferential Tariff in Canada or may be certified to *separately* on the invoice.

Further certificates from exporters (in all countries) prescribed to be written, printed or stamped and subscribed on invoices of goods exported to Canada, except such goods, as are admitted under the British Preferental Tariff in Canada.

(L.)

Whereas, German goods are subject to surtax in Canada, I certify that none of the articles included in this invoice are the produce or manufacture of Germany, and that the chief value of none of said articles was produced in Germany—save and except all articles opposite which the word "Germany" is written on this invoice.

(Signature).....(Exporter.)

NOTE.—The above certificate may be added as the last clause in the certificate heretofore authorized, or may be certified to *separately* on the invoice

JOHN McDOUGALD, *Commissioner of Customs.*



High-Grade Illustrations Such as This

Sell

The Goods

THE TORONTO ENGRAVING CO.

92-94 Bay St., Toronto, Canada

Make Them.



The Draper of Australasia,

The Organ of the Drapery and Kindred Trades of the Antipodes.

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Specimen Copies free on application.

Your Customers Hang Trousers On 'Em !

TRADE BERLIN MARK. "We fear nae foe."

The BERLIN SUSPENDER.

Made IN ALL Gredes.
Protect Home Industry!

The Berlin Suspender and Button Co.

C. K. HAGEDORN, Meneger.

BERLIN, ONT., - - CANADA.

To Manufacturers or Finishers of Woollen Woven or Knitted Goods.

The advertiser, who has had a long and practical experience in known unshrinkable processes, has discovered an improved formula by which woollen goods are rendered absolutely and permanently unshrinkable. This method in no way interferes with the hygienic properties of the wool fibre, but is warranted to produce unshrinkable goods of a superior velvity finish, non-irritating to the most sensitive skin.

The improved formula is secret, and is for sale for use (exclusively if desired) in any country, other than Great Britain.

For further particulars apply,

BOULT, WADE & KILBURN,

Chartered Patent Agents,

111 Hatton Garden, - - LONDON, E.C.

DOMINION SUSPENDER CO.
NIAGARA FALLS
MAKERS OF
Trade D Mark
SUSPENDERS
GUARANTEED

Wholesale Millinery

Lines in Demand

Ribbons—Liberty Satin, Taffetas, for Millinery and Neckwear. All widths and colors. **Big stock. Best Value.**

Laces—We can supply your requirements in **all the Season's Novelties.**

Flowers—Fruits, Foliage, etc., etc. Latest Mounts arriving daily.

Hats—Everything wanted in Ready-to-Wear. Turbans, Cuba Body Flops, Leghorns.

WE HAVE THEM IN PLENTY.

Carefulness and promptness exercised in the filling of all orders.

The **D. McCALL CO.,** Limited

Debenham, Caldecott & Co.

MILLINERY

KEEP YOUR STOCK WELL FILLED. SORT UP.

ORDER BY MAIL

HATS, -	Straw, English, American and Canadian
FEATHERS,	Very fine goods. Best value in the trade
FRUITS, -	Are quite "the thing." Complete line.
RIBBONS,	In all Qualities, Colors and Prices.
SILKS, -	All kinds. All colors. Extra value.

Broches, Taffetas, Japanese, Pongee.

PROMPT ATTENTION GIVEN TO LETTER ORDERS.

DEBENHAM, CALDECOTT & CO.,

18 ST. HELEN ST., MONTREAL.

The Canadian Millinery Review

Features of the Trade.

THE millinery trade is just now at the height of a splendid season. Many of the principal millinery houses are making, from time to time, small extra shows of mid season novelties. This is rather a tax on their energies, as it entails a great deal of extra work at an extra busy time; but it is a benefit that ought to be greatly appreciated by the retail trade, as it gives to them the freshest and newest ideas just at the time when they are most wanted in the retail trade. The millinery trade is one of those on which the surtax will fall, and velvets, velveteens, flowers, etc., that are of German make will have to be advanced in price in the near future to the extent of the tax.

STYLES AND TRIMMINGS.

HATS have reached a hand-made perfection beyond description. Their shapes in general either turn up more decidedly than formerly on one side or produce a dozen variations of the circle outline, while toques are broad and low in the crown and fit the head well. Crowns have dwindled to almost nothing, while the disc hats, having none at all, are bent and folded into becoming lines. A charming feature of the wide-brimmed hat is the attention given to under-brim trimmings. This is carried to perfection this season. The top of the hat may be as simply trimmed as you please, but the under brim may be a small garden of flowers, or they may be banked like a flower bed. As, for instance, lilies of the valley, flanked by short green leaves in sprays line the brim, while a bouquet and bow are the top garniture.

Though hat trimmings generally this season are beautifully blended and in extremely good taste, some very queer as well as pretty things are sometimes seen in the way of hat trimmings. A hat that had folds of blue silk for an under trimming, was tufted on over the crown with bunches of coryopsis, not only in the natural yellow, but in every shade imaginable, making a perfect little harlequin hat. Another of these bizarre hats was trimmed with red, green, white and blue cherries to match the straw, which was sewn together in different bands of color, the edge of the hat being white. Inside this were alternate bands of colored straw in deep shades of blue, red and green.

As the season develops, the difference between this and last season's hat becomes more marked. The chief point of divergence is that though the hats worn now are very flat and flaring, they all lift off the face. The styles seem to be a kind of a see-saw between the high crowned models and the perfectly flat or disc hat. But it seems moderately certain that the flat hat will find most popular favor this season, while the hat with the high crown will be prominent amongst Fall styles. Some of the milliners that make a specialty of exclusive styles, are making an extensive showing of high-crowned hats at the present time.

In the ultra fashionable trade flat hats, with a tendency towards the poke shape, are shown. These hats are very picturesque, and a decided novelty. They are elaborately trimmed with ribbons and flowers, and some of the most ultra have broad ribbon ties knotted at the left side, or under the chin.

There is talk of the revival of the bonnet, but as yet it is only talk, and the young woman who would wear a bonnet on the street would indeed be a noticeable figure.

Lace plaques in ivory, white, ecru, champagne and black are used in the make up of disc hats backed with soft ruches and folds of maline or chiffon.

This style of hat generally has a long feather laid across the crown with the quill thrust through the brim and the end of the feather curling softly over the hair. A hat in this style has handsome ornaments of dull gold rhinestones, pearls, and mock jewels.

Picture hats this season are extra attractive. They are very transparent, often consisting of a wire frame covered with lace and finished with a plisse of lace or chiffon. These hats are often trimmed with a scarf of lace and very handsome plumes.

As in other years, the black picture hat occupies an important place in popular favor, as a black hat is always good style. The vogue of red is likely to last the Summer out, as an all-red hat will make a white costume becoming to those who otherwise could not wear the fashionable white dress.

As the bright sunny days of early Summer come on it becomes more and more apparent that white has no rival. White hats, white plumes, laces, white ribbons and flowers are all in increasing demand. Next in favor are the burnt shades and burnt straw, black and white, forms one of the smartest of millinery combinations, both in ready-to-wear and in the dressy hats. Red is also much used as a trimming for burnt straw, particularly for street hats. Lightly trimmed hats of finely gathered or pleated maline are among the most fashionable hats shown. Trailing flower sprays with just a touch of velvet or rosettes of shaded, or two or three pale colors of ribbon, are used for their trimmings. Ruched effects are very strong, and both crowns and brims are made of them.

Crowns and ruchings can be bought ready done, which saves the milliner a deal of labor.

Lovely toques of pleated white taffeta, the edges machine stitched and trimmed with a large white gull, are among the mid seasons smartest novelties.

Wings and malines are a fashionable combination on flower hats and moss hats trimmed with roses and velvet in fuchsia shades are the latest.

BACKGROUNDS.

THIS is the time when millinery windows are the problem that confronts most decorators, and they are, of all, the ones that require the nicest taste to harmonize the many different colors used in trimming hats.

The background for a millinery window is hard to plan, as to be effectual and to show off the hats, it must be in

simple lines. Vertical ones are the best to contrast with the contour of the hats and in color, white, or some neutral tint to throw out the delicate hues or the rich coloring of the trimmings used. During the recent shows of millinery there have been some very good examples of backgrounds that were all they ought to be, and of others, that were very ambitious, but were complete failures, owing to not showing sufficient contrast in color and in line.

A good decorator must have a keen eye both for color and form. One of these windows that failed to come up to the standard was intended for a harmony in pale blue, and evidently had been carefully planned, yet, because the laws of contrast had been broken, this window was very ineffective. The background in itself was pretty, being beautifully puffed and fluted, but there were too many opposing lines in it for a millinery display, and as the hats chosen were all in white, or white and pale blue, there was nothing to relieve, nothing to contrast, and the result was that it looked pale, washed out, and confused; in short, it was a complete example of a carefully planned and executed window that was not a success.



Another store showed a window on a much less ambitious plan. It was in strong contrast to the one I have been speaking about, and I question if half the time had been spent on it that it took to dress the other window. The background was a drapery of white sateen hung in long, straight folds, showing up to perfection both the shape and coloring of the hats displayed. To break the monotony, above the drapery was a bold scroll, which we illustrate. The woodwork was covered flat with pink sateen, and a small patterned curtain net was stretched tightly across the back. Trails of convolvuli flowers and leaves were latticed across the scroll, and festoons of roses, leaves and buds broke the straight line where the curtains and scroll met. This background has since been used with equally good effect with a display of French printed organdies.

STRAWS.

THE use of straw braids has been beyond anything noted for some seasons past, almost every hat, either dress or ready-to-wear, being made of straw braid over a wire frame. The choice in these plaits are Yedda, Cuba, Tuscan, Manilla, and the finest Italian chips.

For the season that is now coming white and burnt straws are having a large call. In untrimmed hats fine Milan straws in white, burnt shades, black and navy are being well sold.

FLOWERS.

FLOWER hats are lovely, but hats with only the brim or crown in flowers or foliage are newer. Brims and crowns of rose petals are among the novelties. Rosettes are leading novelties and flower rosettes are most in vogue. Sometimes these are of small flowers, centred with a rose, or there will be a quilling of velvet with flower centres. This style of rosette was smartly used on a moss hat, the velvet and flowers being in the fuchsia shades. Fuchsias, by the way, are the latest flowers to arrive, but are hardly a success. At present the feeling is for small goods and drop flowers, with any quantity of very delicate foliage. It is a great fancy of the moment to arrange light sprays of ferns or foliage upon chiffon or tulle toques, the effect being very artistic. They are, as it were, applied to the light folds or ruched material with transparent effect.

The flowers of the moment are poppies, and they are wanted in various shades of red.

Lilies of the valley are prominent amongst the many white flowers in use. Roses will be the great leader later in all sizes, colors and shades, but at the present moment berries and fruits are the vogue.

LATEST MODELS.

MOST milliners are glad of a few suggestions for novel styles, and the following are short descriptions of some of the latest imported novelties. A box turban of grey malines had the entire shape covered with inch-wide pleatings of the maline, and the only trimming was a black osprey laid flat on the crown, pointing to the front and fastened by a handsome ornament of cut jet.

A shepherdess hat, in black chantilly, had a small dome crown of rose foliage. A wreath of small, pink roses encircled the bandeaux and the same comes between the upper and the lower brim. These brims are cut away

S. F. McKINNON & CO., Limited

Wholesale Millinery

and

Manufacturers of Cloaks and Skirts

MAY 15 1903
RETURNED

see cut Book 8 page 78

OUR DEPARTMENTS

are complete in the following lines :

Silks,
Ribbons,
Laces,
Chiffons,
Nets,
Braids,
Ornaments,
Flowers,
Feathers,
and
Millinery Novelties.



Toronto Warehouse.

Hat Department

Our buyer has just returned from the New York market, and we have passed into stock the latest creations in Straw Hats.

Letter Orders receive our prompt and careful attention.

S. F. McKINNON & CO., Limited

Toronto and Montreal

Summer Millinery

We want Letter Orders.

A special feature of our Business is the **MAIL ORDER DEPT.**

Send for samples or order anything you require. If it is a good line, we have it.

The John D. Ivey Co., Limited,

Toronto Montreal Winnipeg Quebec

MILLINERY

Special Sorting Lines.

Leading shapes of ready-to-wear and Novelties in American Straws.

Fruits, foliage and flowers, including Poppies, Forget-Me-Nots, Roses, Lilies-of-the-Valley, etc.

Staple lines of Silks and Ribbons, black and colors.

Christening goods: Cloaks, Robes, Shawls, Bonnets, Veils, Gloves and Wreaths.

Chiffons, Tulles and Gauze Veilings.

CAVERHILL & KISSOCK

91 St. Peter Street,

BRANCHES: 72 St. Joseph St., Quebec. 19 Elgin St., - Ottawa.

Montreal.

sharply to the crown at the back and the space filled in with hanging wreaths of roses. A shepherdess hat with pronounced jam pot crown of white maline had little knots of black velvet ribbon placed at intervals around the crown. The brim is covered with wreaths of small white flowers, tied every few inches with the same velvet knots.

A large flat hat is made of rolls of maline twisted round the wires of the frame and interlaced. This hat rolls lightly to the left side, and the under brim is trimmed with one graceful white plume, fastened with a handsome steel and pearl buckle.

A flat hat of heliotrope flowers and foliage has rolls upon each side and dips slightly at the back. The under brim is of folds of pale violet chiffon and has a white osprey fastened to the folds.

A box turban was in green and ivory, two toned straw, with novel crown of straw petals. It was draped around the brim with ivory lace and scarf tied at the back and mingled with this a wreath of shaded berries, shading from mauve through green to ivory.

A large tailored hat is in burnt straw, moderately high bell crown, brim of interlaced bands of rose-colored silk edged with three rows of straw 1½ in. wide, band of black velvet ribbon, fastened at the side with black bow and small steel buckle. Five of these small bows and buckles are arranged on the outer brim, where the high roll to the left comes, and the ends are carried over the edge and fastened over the bunch of shaded pink roses that trim the under brim.

Some of the latest hats show a high crown cut off in a slanting direction. These are in fancy straws and are very simply trimmed. Some are also of fine white straw. A new feature is the flat hat with a very high roll to the left, termed the Glengarry Roll.

RIBBONS.

RIBBONS in all forms are used extensively in all kinds of rosettes and bows, but in whatever form they are used they have a crushed, close-folded effect.

Not much of the talked of ombre ribbons are seen, but combinations of pale shades of different ribbons are much liked and such colors as mauve, pale blue and reseda are used together in the Frenchy style that is a harmony that is daringly near a discord. Just a touch of velvet is given to the airiest of tulle and lace hats, and either piece or ribbon may be used.

There is, by the way, shown as a prominent color in velvets on Summer styles, a curious tint of pink or blotting-paper red, that tones beautifully in with the roses and burnt straws that are so much seen in Summer millinery.

CAVERHILL & KISSOCK.

CAVERHILL & KISSOCK'S travellers will be out about June 1 with millinery samples for Fall trade, and the firm promise an assortment of goods remarkable for their beauty and stylishness. For the present sorting trade they are showing a full line of white umbrella shawls, in all grades, from the cheap all wool to the silk and wool mixtures. The staple straw shapes are kept in stock throughout the Summer, and all novelties in ready-to wears. All the staple trimmings are shown, including, especially, ribbons and silks.

THE S. F. M'KINNON CO.

This company at their mid season's display had a beautiful collection of the latest novelties and colors in Summer styles. Roses, not only of the smaller sorts, that we have become so accustomed to, but in the natural size and most beautifully true to nature in make and coloring, are in use. Trails of small buds and foliage are used with these roses. Of course, white was much used, and a particularly notable hat, designed for matrons' wear, was in black and white; the brim raised high on each side of the medium crown, covered in soft folds of white chiffon with a large Alsatian bow of black velvet ribbon in front, fastened with a jet ornament and two smartly and elegantly arranged feathers, the one on the outer and the other on the inner edge of the brim that gave the effect of a shaded plume, and added a distinctive touch to this handsome hat. Burnt straws with scarlet were shown, but newer still, and in beautiful contrast to these fashionable straws, were the velvets in a new shade of pink or blotting paper red, known on the shade card as Paul Neron. This color is lovely with the burnt shades. Cool and summerlike was a hat in a combination of green and white; combinations of tulle and white wings are the latest. Their stock is in excellent condition for the sorting trade.

Fruits at present lead in popular favor. Foliages in natural greens and tinted, are very desirable and effective. Foliage from present indications will last in popular favor all during the season. Geraniums and poppies, especially in trail form, are very good and suit the large soft hats exceedingly well.

While the ever popular rose creations are in full supply warmer weather conditions must prevail before they are a



Hat with High Crown.

decided feature. We predict that roses, American Beauties particularly, will be the strong favorite for Summer millinery.

G. GOULDING & CO.

This firm were perhaps the first to discover the value of minor displays. The word "small" must not be used in this case, as the beautiful showroom was set out with a very handome and numerous collection of hats. Most noticeable were the new disc hats that are the latest note from Paris. Lovely examples had the lace plateaux over soft pleatings of tulle or chiffon, with a sweeping feather. Miss Alden has a perfect gemms for rosettes and many novelties in flower, and flower and velvet ribbons and straw are seen in the hats she shows. Hats of simple rose petals are new, and one of a peculiar shade in bluish green was very handsome. The toques in machine-stitched white taffeta with a white gull and touched with jet attracted a large amount of attention.

J. D. IVEY & CO.

For the benefit of the trade The J. D. Ivey Co. propose making small shows from time to time of seasonable novelties until the end of the season of the "much-in-little" description, and the millinery trade generally will be only too glad to avail themselves of this means of obtaining new ideas. This firm's high reputation and standing in the trade was well maintained by the quietly and artistically elegant hats shown, and from every model some little touch or novelty in arrangement of trimming could be gleaned. Amongst a collection of such beauty it was indeed hard to choose which for description, but, perhaps the palm might be given to a picture hat in applique lace and maline in champagne with a wreath of pansys in their natural colorings on the under brim veiled by frills of the



isc Hat.

lace and the bandeaux craped with moss green velvet and a large chou at the left of pale pansy purple velvet, centred with just a touch of jet. In a totally different style was a walking hat, the shape covered with dyed ribbon grass in navy and white, and both on the outer and under brim. At the left side were placed stiff loops of the grass. On the wide, turned up brim was a wreath of mosses and small hairy gooseberries. Most of the hats showed a moderately high crown, but there were some lovely toques and turbans. A new idea was to cover a hat with the stalks of the small, bronze green gold centred daisies, while the flowers themselves formed a finish round the brim. The maline and ribbons that made up the rest of this hat's trimmings were in blue. Many novel ways of using maline were shown, and altogether a most elegant and instructive display was the result of this firm's efforts.

THE READY-TO-WEAR HAT.

THE ready-to-wear, or, as many call it, the tailored hat, is the useful hat, and is the one that can be worn with better taste on more occasions than any other style. This style of hat though only a recent introduction, has proved a great success, and has evidently come to stay. Makers of this kind of hat have had a splendid Spring season, and prospects in this branch of the trade are rosy for Fall. A great deal of time and thought is expended on this style of hat, and it is shown this Spring in very striking effects.

Ready-to-wear hats were first shown only in cheap lines, and though there are many of these cheap hats sold today, as a class, they are taking on more attractive features each season. Much better ideas are being put into them, and the standard of quality is being improved. Hats of raffia grass are the latest thing in the ready-to-wear lines, the color of this grass being the fashionable burnt shades, and the trimmings are the same as for other burnt straws.

Almost every sort of hat is now included among these models. The designs have been greatly improved at the same time that the materials have. Tailored effects are gaining in favor each season and are popular with both the milliner in that they save labor and with the patron in that they do long service and cost little money.

Different kinds of braids are used in the construction of many of the best models. The round or Spanish turban is very smart when made of one of these new fine braids and trimmed in ribbon or quills. In all instances the trimming conforms to the shape. If the shape is broad, trimmed with a low crown, the quills are laid flat on the top of the model or are curled to fit around the crown. Ribbon loops are laid on flat, as are rosettes. Brush egrets fall over the crown from the back. Some wings are sewn on closely to the brim. Rosettes are put on flat under brims. Quills are stuck through the top of the crown.

AN OTTAWA FIRM.

T. S. Beilby & Co., manufacturers and importers of millinery goods, who began business in Ottawa at 36 O'Connor street, last September, are building up a nice trade, and the outlook for their success is bright. Mr. Beilby, the head of the firm, was formerly with Thomas May & Co., Montreal, Que.

FINANCE AND INSURANCE

DETERMINED and praiseworthy efforts are being made in several cities to drive the bucket shops out of existence. In Halifax true bills have been found against the proprietors, and the New Orleans Cotton Exchange is about to take drastic measures for the suppression of the evil in that city. Colonel Hester, the secretary of the Exchange, says :

> The difficulty is always to prove absence of bona fide intention of delivery when it comes to prosecution of bucket shops, but with New York and New Orleans in control of the quotations, we can command the situation. The other cotton exchanges of the country do not handle future quotations, so New York and New Orleans control the figures. It has been established in the matter of grain and provision quotations that they are the property of the exchanges, not of the telegraph companies, and, with both the New Orleans and the New York cotton exchanges withholding future quotations from all except those of whom we are sure, it is certain that a severe blow will be struck at bucket shops and a long step taken towards their extermination.

This is a move in the right direction. In Canada we think the evil strongly calls for Government interference.

* * *

Time money in Toronto has recently reached the lowest price for a long while, six months' loans having been negotiated at the end of April at 4½ per cent. Referring to this, Emilius Jarvis & Co., stock brokers, say that hitherto financial commitments extending to next Fall have not been thought of by banking institutions, and no six months' money has been going at anything like a reasonable rate for many months. How much greater must be the feeling of confidence when banks will tie their funds up at such a rate for a period, carrying them right on past the harvest season to that time which was a year ago a veritable Waterloo to many unfortunate speculators, owing to the extreme tightness of the money market. The situation on its face has a better look than for the past few weeks, and it is well known that the bank statements do not do anything like justice to the money situation at present.

* * *

The manager of a prominent financial institution doing business in Toronto was recently importuned for an advertisement by the representative of a certain Canadian newspaper. The solicitor was courteously informed that the company were not desirous of increasing their advertising at the moment. It has since been intimated to the company that by their refusal to advertise they have incurred the severe displeasure of the journal in question, and following this intimation came a marked copy of a paper to the manager indicating the style of adverse criticism which his company might expect in the future. Methods of this description are simply disgraceful, and in calling attention to the matter it is gratifying to know that instances of this nature in Canadian journalism are not common, and when they do occur are generally estimated by the public at the value they deserve.

* * *

The now famous Morgan syndicate, which underwrote the United States Steel Corporation, having completed its duties, has been dissolved. Mr. Morgan and his fellow-members of the syndicate no doubt regret that their duties have been finished, for they have been most remunerative. During the eight months of the syndicate's existence no less than $46,000,000 was divided among them.

The weekly letter of Emilius Jarvis & Co., Toronto, has the following: "Steel has taken a few spurts, chiefly, we understand, on the basis that some plan will be submitted by Mr. Ross at the meetings of the Dominion Coal and Steel Companies, shortly to be held, which will have a beneficial effect upon the securities of the Steel Company. We feel satisfied that no plan will be seriously considered which will not commend itself to the minority shareholders of both companies. Too much public attention has been directed to these concerns to allow controlling interests to dictate a policy unreasonable or unjust for the minority. Mr. Ross has just returned from England.

* * *

The operation of the law of action and reaction cannot always be measured in figures at the Stock Exchange, says a contemporary. It is, in fact, often modified by the actual conditions of monetary affairs or speculative exigencies. Nevertheless, in travelling over a long period of time, the market generally reacts from any extreme or rapid advance and rallies after prices have been carried considerably below the previously prevailing level. A great shrinkage in quotations carries with it important liquidation that tends to benefit the speculative position and put speculators who have sold out at a higher level in financial condition to better undertake operations for a rise or a rally at least. Low prices also work to bring into closer conjunction the return in dividends on the investment and the yield of money loaned on securities or invested in mercantile business.

ANNUAL MEETING OF MANITOBA MORTGAGE AND INVESTMENT COMPANY.

THE 22nd annual general meeting of The Manitoba Mortgage and Investment Company, Limited, was recently held in London, England.

The shareholders are to be congratulated on the very much improved condition of the company, whose affairs are in a much better shape than they have been for years. The chairman, in moving the adoption of the report, stated that previous reports had showed a large debit on the profit and loss account, and things, generally, looked very black. There was always before them, however, the hope of ultimate success; and they were buoyed with the belief—the unchanging belief—that the country was a great and good one and that at last it might come to their rescue. They were able now to state that their confident predictions were beginning to be realized; that a change was coming over the scene, and that they had in sight a revenue which would pay all current expenses, thus increasing the assets year by year, instead of letting them be depleted by having to pay more interest and expenses than they had received as income.

The balance sheet submitted showed that they had at last practically the whole of their property brought back into a revenue-producing position and earning an income which exceeded the interest on their debentures and the expenses of managing the company. It was a very gratifying feature that land in Manitoba was now being purchased for settlement instead of speculation. Comment was made upon the low figure at which the directors' fees stood in the accounts, and the chairman having stated in reply to a question, that whereas the board were only receiving £200 per annum, the articles of association allowed them a maximum of £1,000, a resolution was passed unanimously requesting the directors now to take fees at the rate of £500 per annum.

COMPANY UNDERWRITING IN ENGLAND.

THE annual return of the Registrar of Joint Stock Companies, under the new act in Great Britain, contains much that is interesting. The total number of companies registered was 3,365, with a nominal capital of £144,760,333 and a paid-up capital of £21,247,327. The total number of companies registered without nominal capital, including those limited by guarantee, was 68. But possibly the most interesting feature of the report was the information in regard to the amount received for underwriting the companies. The diversity of the consideration paid for those underwriting was almost as wide as the poles are asunder, being from practically nil to 100 per cent., although in the latter, of course, the consideration consisted to some extent in the shape of shares. The following may be taken as an example of the amounts paid for the underwriting of some of the principal companies :

Company.	Mode of Payment for Underwriting.
Bristol District Super-Aeration Company	10 per cent.
Capillitas Copper Company, Limited	40 per cent. in ord. shares and 60 per cent. in def. shares.
Chindras Gold Mines, Limited	25 per cent. in shares.
Drake and Gorham, Limited	10 per cent.
Klerksdorp Gold and Diamond Co., Limited	£5,000 and to the allottees 3s. 9d. per share for each share allotted.
Lagos Proprietary Syndicate, Limited	50 per cent. of amount subscribed.
New Berca Petroleum Company, Limited	£2,875 and a commission to each subscriber of 3s. 6d. per share.
Peek, Frean & Co., Limited	£9,700, which includes commission on £200,000 debenture stock.
Subil Gold Mines, Limited	25 per cent. in fully-paid shares.
Yorkshire Iron and Coal Company, Limited	11 per cent. on pref. shares ; 12 per cent. on ord. shares.

A CANADA PERMANENT ACQUISITION.

THE most important local financial deal of recent years has just been closed. By it the business of the Metropolitan Loan and Savings Company of Ottawa is taken over by the Canada Permanent and Western Canada Mortgage Corporation Company of Toronto, better known as the Canada Permanent Company. The financial consideration is in the neighborhood of $300,000. According to the terms of the deal the local office of the Metropolitan Company will be kept open for business until July 1. After that date the affairs of the Metropolitan Company will be managed from the head office of the Canada Permanent Company in Toronto. The Metropolitan Loan and Savings Company was established 32 years ago. Its field of operation is Ottawa and the immediate vicinity.

THE LATE WM. M'CABE.

The death of Wm. McCabe, managing director of the North American Life Insurance Company, took place at his residence, Toronto, on April 23. The late Mr. McCabe was born in Picton in 1841, and graduated from Trinity in 1863. Prior to his connection with the North American Life he was for some years general manager of the Confederation Life Association.

A NEW INSURANCE COMPANY.

The Mount Royal Assurance Company, incorporated with a capital of a million dollars, recently commenced business in Montreal. The directorate is a most responsible one, and the institution will undoubtedly receive a large amount of local support.

FINANCIAL NOTES.

The Sovereign Bank is opening a branch at Harrow.

The Bank of London is applying for incorporation at Ottawa.

The Bank of Ottawa has decided to open branches at Carp and Finch.

The annual meeting of the Sovereign Bank will be held at their head office in Toronto on June 9.

T. G. Brough, general manager of the Dominion Bank, states that the bank has no intention of increasing its capital at present.

Another bank is seeking incorporation at Ottawa. It will be located at Toronto and known as the Pacific Bank of Canada.

The Union Bank will shortly open a branch in Barrie, under the management of Walter D. Morton, formerly with the Bank of Toronto.

The many friends of Æmilius Jarvis will be glad to learn that he has greatly improved in health, and everything points to his complete and speedy recovery.

It is generally understood that Geo. D. O'Grady, of the Bank of Commerce, London, will accept the appointment of general manager of the Crown Bank, Toronto.

The handsome premises now in course of erection by the Royal Bank of Canada in the city of Havana, Cuba, are nearing completion, and will be ready for occupancy during the coming Summer.

Mr. Harry Symonds, vice-president of the Union Life Assurance Company, has given notice at Ottawa of an application for a new trust company to be established with its headquarters at Toronto.

Hamilton Cassels, Angus MacMurchy and C. E. Clarke, of Toronto, recently visited Ottawa and interviewed the Finance Department in regard to a bill to be introduced this session to incorporate penny banks.

A new bank to be known as the Crown is to be established in Toronto. The capital is placed at $2,000,000. It is understood that Edward Gurney will be president, and R. Y. Ellis, vice-president of the new institution.

Application will be made at the next session of the Canadian Parliament for an act to incorporate a bank to be called the Mount Royal Savings Bank of Canada. Montreal is named as the head office of the new bank.

The present capital and reserve of the Royal Bank of Canada now amounts to $5,841,000, and it is applying for the right to increase its capital by yet another million dollars. The bank has now 43 branches in Canada, the United States and Cuba.

The Bank of Commerce recently established a branch at Sydney, where the works of the Dominion Iron and Steel and Dominion Coal Companies are situated, and purpose opening several additional branches at important points in the Maritime Provinces.

In accordance with the terms of their letter to the shareholders of April 1, the Bank of Toronto allotted to their shareholders 5,000 shares of new stock ($500,000) at a premium of 200 per cent. At the market rates for the stock this allotment netted a handsome bonus to the stockholders

The west end branch of the Bank of Toronto have moved into their new quarters, corner of King and Bathurst streets. In connection with their office, which is handsomely finished in mahogany and equipped with every convenience, they have a writing room specially devoted to the use of the lady customers of the bank.

BONDS

PROTECTION We protect you and also save the employer from being under obligation to anyone.

PROGRESS Because we always lead and never follow

PROSPERITY On account of fair dealings with its patrons, so as to secure a continuance of their business.

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MORTGAGE CORPORATION
Toronto Street, . . TORONTO.

Paid up Capital, - $6,000,000
Reserve Fund, - 1,600,000
Invested Funds, - 23,600,000

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2nd Vice-Pres.: W. H. BEATTY

"CANADA'S PREMIER COMPANY"

The Bank of Toronto.
(Incorporated 1855)
Head Office: - TORONTO, ONTARIO.

Paid-up Capital, $ 2,500,000.
Reserve Fund, $ 2,600,000.
Total Assets, $24,000,000.

Business Accounts opened on favorable terms.
Savings Accounts { for your spare money. Interest paid on these compounded twice a year.
Drafts Sold for use anywhere in North America or Europe.
Letters of Credit Issued { Cash Credits for convenience of Travellers in Europe. Time Credits for Importer

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At any of our Offices you will receive courteous treatment and our best services.

The accounts of Merchants and Manufacturers are cordially invited.

INVESTMENT SECURITIES, GOVERNMENT, MUNICIPAL AND CORPORATION BONDS
Yielding from 3½ to 6½ per cent.
Four per cent interest allowed on funds awaiting investment.
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MEMBERS OF THE TORONTO STOCK EXCHANGE.
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The Selection of an Executor

of proven integrity, ability and experience is the paramount duty of every man possessing property of any description.

To choose an executor on grounds of personal friendship only is to jeopardize the estate and the welfare of those dependant thereon. Such a person may have no capacity for the duties of the office, may not live to perform them or may become a defaulter.

A corporate trustee offers ability, security and experience in the discharge of these important duties at a minimum cost.

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While you are WELL, STRONG and INSURABLE.
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WESTERN ASSURANCE . . . COMPANY. Incorporated 1851
FIRE AND MARINE
Head Office *Toronto, Ont.*
Capital - $2,000,000.00
Assets, over - - 3,333,000.00
Annual Income - 3,536,000.00
HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
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how much the success of your business and the comfort of your household depend on communication with others you will appreciate the fact that telephone service is worth a great deal more than it costs.
Metallic Circuit Service—efficient, rapid, constant.
The Bell Telephone Co. of Canada

THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

THE QUESTION OF CREDITS.

By H. A. Leak.

THERE are three classes of manufacturers; one that sells direct to the retail trade; one that gives the retailer the option of buying direct or through the jobber, and those that do their business through the jobber exclusively. The last-named class, no doubt, ship to the retailer when the jobber has refused the business, if they consider that the account is fairly good.

To what extent the manufacturer can sell to the small store with a poor rating on a profitable basis is worthy of some consideration. Presuming the average order that the manufacturer delivers to the retailer, either direct or for the account of the jobber, amounts to the sum of $30, there would be a margin perhaps of

8 per cent. to the jobbers.....	$2 40
20 per cent. manufacturer's profit.....	5 52
	$7 92

These estimates do not allow for selling expense, which should be permissible in these figures inasmuch as it might be considered additional business and not regular, that should bear its proportion of travellers' salaries and expense. On this basis of figuring five orders would show a profit of $39.60, or the manufacturer could afford to lose in full one account in five and yet have a profit of $31.68. My experience has taught me, however, that of these losses, we collect on an average about 45 per cent., which would leave the manufacturer a profit of $35.25, or over 89 per cent. I have kept a record for some time past of business of this character, and I have found that we lose only part of one account in twelve, although in addition to the orders that are turned down I include any business we accept, whether the merchant has no rating, or $500 and less.

The value of the introduction of the goods should be considered in the proper extension of credit. When merchants without good ratings buy a small assortment, they are forced to take an interest in the goods because they cannot buy competitors' products, which results in them establishing a trade in their community, and in the event of their prospering and becoming more successful, it would often be difficult for similar products to displace the ones that they originally introduced with their trade. Furthermore, a great many merchants who are without capital, highly appreciate an opportunity to get goods. They are men that are honorable in their intentions, and would be appreciative of any kindnesses shown them when they became more successful.

A STARTLING FACT.

A STATEMENT made by the Canadian Correspondence College of Toronto in their advertisement in this issue regarding the percentage of business failures has been repeatedly corroborated by the commercial agencies. Thoroughness of preparation is nowadays the chief essential in any business undertaking or career. Some of the foremost insurance companies in Canada have offered great inducements to such of their clerks as will take the insurance course given by the above college. As "The Dry Goods Review" sees it, many of the large manufacturers and merchants throughout the country would make a most profitable investment if they would encourage their clerks to equip themselves more thoroughly by completing some one or the other of the practical courses offered by The Canadian Correspondence College.

ENTIRELY TOO SKILLFUL.

"WE had a very clever bookkeeper last year. He used to be an athlete in a circus."

"Indeed?"

"Yes. You ought to have seen him balancing the books. He could keep the day book in the air while he juggled the ledger on his nose and totalled up the journal with either the right or left hand. Oh, he was fine, but we had to let him go."

"How was that?"

"He was too much an adept at the horizontal bar."

PRIVATE CODES.

ARE you scanning your ideas for one that, put into active operation, will bring you into closer touch with your customers; bind them to you more firmly?

Have you, Mr. Ponderer, ever considered the advantages of a private code? Do you know that many firms have accomplished by this means, and permanently, too, an intimacy with their trade, closer, surer, more rapid, and with as much of the element of secrecy as is desired? It is a fact, testified to by hundreds of live firms, and you should not turn down the idea without sifting it thoroughly.

It is not possible in this short article to set forth any of the further advantages of this matter, but this one great benefit should be enough to arouse the interest of wide-awake business men, and, no doubt, all the information desired could be obtained of the American Code Company, of New York City, who are specialists in this line.

OFFICE SPECIALTIES.

A VERY neat catalogue is issued by The Samuel C. Tatum Company, Cincinnati, who handle office specialties and stationers' hardware. The back is of a dark color, almost black, and is relieved by a design in green and gold. The paper and ink used are good, and consequently the illustrations show up well. What makes it very attractive is the illustrating of all quotations.

The office specialties handled are copying presses and stands, loose sheet holders and binders, paper punches, ink stands, copying pads, baths and tanks, stick files, paper weights, letter boxes, etc. There is a large range of inkstands quoted, some of them being exceptionally fine. Particular attention is also paid to copy presses and copy press stands.

97 %

of the men engaged in business fail. Incompetency more than lack of capital; more, too, than any other cause, is the reason.

A thorough and practical Commercial Course **BY MAIL.** Doesn't interfere with present engagements. Earnest, ambitious young men should register. Learn while you earn Inquiries cheerfully answered.

Commercial Department

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good wrapping paper in your store? If so, our brown and manilla wrapping papers will suit you. Strong, durable and of good weight, they invariably give satisfaction.

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ESTABLISHED 1855

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Great fires often cause ruination. Protect against what may come by buying a

CARY Fireproof Safe.

We are the only Importers and Dealers in Canada of the celebrated world-famous **Cary** Safes. The only safe sold in Canada where the filling is warranted not to depreciate; being a dry filling, will last a life time. No refilling required when you buy a **Cary** safe. See our seven-flanged, double underlocking, tongue and grooved door with asbestos packing, making them water and air tight. See our latest improved up-to-date Safes before buying. Catalogues and prices sent on application. Money saved by consulting

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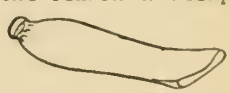
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Annealing is the most costly step of mantle making—consequently a cheap mantle cannot be properly annealed—That is the reason a cheap mantle caves in like this if you lay it on its side, after burning off the coating—Try one—They injure your trade.



Mantles branded A are thoroughly annealed over pressure gas—They fit the burner—They don't shrink—They stand up this way—They are reliable—They help your trade.



—We are the sole manufacturers of A mantles.
—Write us if you are interested.

Lowest prices on Mantles, Shades, Chimneys, Globes and Sundries.

AUER LIGHT CO., MONTREAL.

BUSINESS CORRESPONDENCE.

THE model business letter—how shall it be described? As it must vary according to the purpose for which it is intended, shall we not define it as that which best accomplishes its purpose, with the least loss of time to writer and reader? asks an exchange.

This definition would at once bar out the theory that the model business letter is as brief as possible; because there are conditions under which a letter may be too short to be entirely clear. It must be long enough to be perfectly intelligible to the recipient; it is only in telegrams that each word becomes an additional expense; and time is frequently saved by writing a somewhat longer letter than the writer at first intended to send out.

Of course, if the purpose of the letter be simply to inform a customer that certain goods have been shipped on a certain day by certain lines, no further words are necessary; perhaps a duplicate bill of lading would be all that would be really required. Custom, however, calls for some slight degree of courtesy.

Each sentence should be so framed that it will convey but one meaning to the reader, and that meaning the one which the writer intended. If you would acquire a perspicuous style, study the sentences in the newpaper, and see for yourself what other interpretations could be placed upon the collocations of words. If the sentence admits of two constructions being placed upon it, it is a bad one; how could it be made better?

A little practice at the careful reading of what others have written will train the mind so that the sentences framed will be clearer, and therefore better, than before this study was given. Practice careful dictation, and it will soon become easy to express your meaning so that he that runneth may read.

WHAT TO DO WITH A NEW IDEA.

IF an original idea comes to you, do not measure it by your estimate of the efforts of your competitors, to test its worth. Don't be afraid of it because it is unlike all the other ideas being carried out in your line of business. Its very newness is a big argument in its favor because new things attract attention. If it has real merit, launch it. You will soon be convinced of its effectiveness, probably, by its being copied by all the others.—Business Problems.

SYSTEM IN MANAGEMENT.

IN an article on the above named subject one of our readers, J. C. Mace, accountant for The Milwaukee Sentinel, asks: "Why put up with the loss of effort and time involved in 'keeping' the oldtime forms of account books?"

Sure enough, why? The progressive business man advances by a process of elimination. He constantly discards just as the woodpecker throws aside the sawdust which results from his advance into the heart of his achievement.

Advocates of the loose-leaf systems offer logical reasons for ridding the ledger of dead wood in the form of leaves for which there is no further use, except by way of reference. The card system has many advantages, too. The progressive see the advantages of the newer ways. There may be men who continue to walk upstairs after an elevator has been installed in their building—but such men are not "reaching the top" very rapidly.—Exchange.

A TRUST COMPANY'S EXPANSION.

THE Toronto General Trusts Corporation have acquired the business of the Ottawa Trust and Deposit Company. The shareholders of the Ottawa company will, it is said, receive a premium of between $50 and $60 on their shares, so that the selling price will be $150 to $160. The capital stock of the Ottawa company was $500,000. The new capitalization will be $1,000,000. An advisory board of Ottawa gentlemen will be appointed in connection with local matters and a branch office will be opened in that city.

NECESSARY PROTECTION.

PROTECTION is everywhere one of the live topics of the day. Merchants and manufacturers unite in asking for legislation to protect them against the competition of the cheaper products of foreign countries. They carry large insurance as a protection against fire, and, as good business men, endeavor to secure protection against possible loss of any description. Many, however, do not avail themselves of the excellent facilities now at their command to guard against the possible dishonesty of their employees.

In 1902 the known defalcations of this class amounted to over $7,000,000, and in nearly every case the culprit was a trusted employee. Many an employer has been financially embarrassed and ruined by the dishonesty of one or more in his employ, and many of our readers have good reason to think that protection against dishonesty is equally as necessary as protection against fire. No employee occupying a position of responsibility should object to being put under bonds. Indeed, many large corporations insist on being secured in this direction. Some companies pay the full amount of the bond fee, others deduct the amount from the salary of the employee. The guarantee companies doing business in Canada are in every way reliable, and imperilling one's friends by getting their personal warranty is happily becoming a thing of the past.

A PRETTY BANK CALENDAR.

THE calendar issued by the Savings Bank Department of the Canadian Bank of Commerce, Toronto, for the year beginning April, 1903, is quite pretty, although very simple in design. It is five by six inches, and is made to represent split leather. The name of the bank is neatly impressed in gilt letters at the top, and shows up very well against the dark red of the imitation leather.



Mr. Merchant

Don't you think it would pay you to have your printing and advertising done by a specialist in an up-to-date city office? Style and finish, that's it.

1,000 Envelopes, $1.00; 1,000 Billheads or Statements, $1.50.

WEESE & CO., 54 Yonge Street, TORONTO.

"All kinds of ideas for any kind of printing."

Their Cost is so Trifling

and their convenience so great that the wonder is that merchants do without Rubber Stamps.

Tell us what you would like and we'll tell you the cost.

C. G. YOUNG CO., - 1 Adelaide St. East, TORONTO.

ELDER, DEMPSTER & CO. ROYAL MAIL STEAMER LINES.

BEAVER LINE

PROPOSED WINTER SAILINGS. (SUBJECT TO CHANGE.)

From St. John, N.B., to Liverpool

LAKE MANITOBA ..... Apl. 18
LAKE SIMCOE ..... Apl. 25

From St. John, N.B, to Bristol.

LAKE MEGANTIC ..... Apl. 4

FIRST CABIN—Single, $45.00 and upwards. Round Trip, $85.50 and upwards.
SECOND CABIN—Single, $35 and upwards. Round Trip $68.88 and upwards.
According to steamer, location and number of persons in room.
STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, $24.50 and upwards, according to steamer.

Summer Sailings will soon be published.

ELDER, DEMPSTER & CO., 6 St. Sacrament St., Montreal.



LEARN

Rapid and Ornamental Lettering for Signs, Show Cards Price Tickets, etc. A new field for Clerks, Merchants Window Trimmers and others to increase their earning capacity. My book of instruction at $1 00 tells all, and is illustrated with 34 Signwriters' model Alphabets and Figures. It will teach you the art during leisure hours AT HOME Reliable. Students everywhere. Write to-day Address.

W. Edwards, Carleton Place, Ont.

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—$5 per hundred clippings; $10 per thousand, payable in advance but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL. 10 Front St. East, TORONTO

DRY GOODS NOVELTY.



THE *Ingersoll* American Watches.

RETAIL PRICES, $1.25 to $2.50

ARGUMENT.

We now offer a practical time piece for the Dry Goods Trade of Canada, and base our statement upon the following:

First—It is absolutely guaranteed to keep accurate time.

Second—It stands rough usage and does not get out of order easily, making it the only watch for dealers outside of the jewelery trade to handle, and also making it a practical one for sportsmen, boys and all men who give a watch hard usage.

Third—Its low price and high quality insure a tremendous sale, which we further augment by furnishing many handsome advertising devices for your store.

Fourth—Last but not least, these watches offer a handsome profit. Price cutters are not supplied.

Sold by several leading Dry Goods Jobbers of Canada. We will tell you who they are upon request.

Trial Offer—To any Dry Goods Merchant who will write to us upon his business letter head and inclose 75c. we will send a sample watch (duty not paid) and our catalogue, so that he can test its accuracy and durability.

INFORMATION ON REQUEST.

ROBT. H. INGERSOLL & BRO.

51-53 Maiden Lane, - - - NEW YORK, U.S.A.



FOR SPRING GOODS

Do you not require some Wax Figures and Millinery Stands for Spring displays?

We are able to offer our many customers better goods than ever before, at very low prices.

We invite Merchants and Milliners to call and see our goods.

Fine Line Wax Figures at $12.00.

Millinery Stands— largest range to select from.

We also carry a full line of Ribbon and Glove Cabinets, Glass Counters and Show Cases, Triplicate and Single Mirrors, and everything in Display Fixtures.

Write for large Catalogue, to

Clatworthy & Co., 48 Richmond St. West Toronto.

FRENCH STAG WARE

The very latest in Fine Fancy Goods.

Fifty New Lines Just Out.

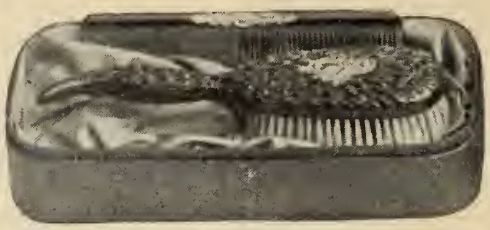
Most Graceful Designs. Popular Prices.

Toilet Sets, Manicure Sets, Smoking Sets, Shaving Sets, with French Stag Fittings, etc.

Holiday Display Now Ready.



GENTS' BRUSH SET.



COMB AND BRUSH SET.



MILITARY BRUSHES.

NEW IDEAS in Clocks, Mirrors, Ink Stands, Tea Bells, Pipe Racks, Cork Screws, Razor Strops Whisk Brooms, Etc., Etc.

WRITE FOR CATALOGUE

Sporting Goods,
Paper Lanterns, Flags,
Summer Notions,
Etc.

Our travellers are now on the road with complete lines of

FANCY GOODS,
NOVELTIES, DOLLS, etc.,

for Fall delivery.

Nerlich & Co.,

146-148 Front St. West,
(Opposite Union Station)
TORONTO.

MONTREAL—301 St. James St., (cor. Victoria Square).

FANCY GOODS AND SMALLWARES

THE "made in Canada" agitation has entered the fancy goods trade, and promises to make things as interesting for the Yankee productions as the same cry in other lines has done. Heretofore, a great part of our fancy goods was manufactured across the line, and the home article was not a very successful competitor. At present, however, things have changed, and in leather fancy goods, at least, the Canadian article has driven out a great part of the United States trade.

In conversation with a Canadian wholesaler and manufacturer specific instances were quoted that prove this statement. The other day a United States traveller entered this establishment, and, with the old-time assurance and sangfroid, produced a wrist bag, which he offered as a special line to sell to the wholesaler at $30 a dozen, less 5 per cent. Upon looking at it the prospective buyer saw that it was the very same bag he himself was manufacturing and selling to the trade for $28.50, just the same as he was asked for it. Another traveller a few days after offered another article at the same price for which it was being sold to the trade.

This meeting of United States prices by our local manufacturers has been observed more and more, until now their price is often beaten, even though the tariff is not as prohibitive as it should be in the opinion of many. As soon as the demand reaches figures that enable goods to be sold and made at the smallest prices, there will be no competition from across the border.

• • •



Alligator Music Portfolio, Brown Bros.

• • •

The season for Japanese and Chinese paper lanterns, flags, etc., is at hand and dealers handling these goods should look to their stock.

• • •

There seems to be little diminution in the sales of the Netsuki bag although its future is vague on the other side. The sales there have fallen off a little, but the popularity of the bag is still as great. The explanation of this decline in sales is that the price of the bag being rather high, the poorer classes must wait for the holiday season to trade in it, while the rich are already pretty well supplied. Hand bags in all the new leathers are still reported in Canada to be as much in demand as ever, and with the new catches and leathers that are appearing the market is getting all the stimulus necessary.

The principal novelties in the new bags consist of changes in the snaps or catches. These come in a great variety of designs, such as rosebuds, a cartridge, snake heads, dragon heads, dogs, leaves and flowers, set with stones and balls faced with large stones. Fancy alligator, lizard and sea bear are some striking new leathers. A prominent feature is the solidity of the frame both on the outer and on the inner compartment. Celluloid buttons or knobs are appearing on the Netsuki, and Japanese seal takes well in this bag as it is a Japanese idea. The finishes embrace all the old favorites, such as rose gold, golden copper, oxidized copper, nickel, oxidized silver, gun metal, etc.

• • •



Latest Parisian Hand Purse, Brown Bros.

• • •

Some very pretty music cases or folios are just being manufactured by one firm. The leathers that are taking the best and present the finest appearance are the alligator skins in bright fancy, dull fancy and bright natural and sea bear skins. The latter is a particularly durable and artistic appearing case. A cut of it is here presented.

• • •

In talking with a manufacturer, the subject of the soiling of leathers was touched on. The beautiful white lizard skins, which have sold so well in hand bags, look as if they would soil too easily to make them a serviceable article. They are, however, very easily cleaned by using gasoline, as it is used for cleaning gloves. For the ordinary leathers, clear water is the best cleanser. It should be applied with a clean sponge with as little rubbing as possible.

• • •

In the United States the demand for wrist bags is undiminished. The latest style is in the form of what is called the automobile bag. The old-fashioned Boston bag, made in the best leathers, such as seal and sea lion, is among the revivals. There is a great sale reported of paper baskets made of calfskin, with art nouveau decorations and hand-laced tops. A new game which has appeared on the market is called "Bolo." It is a combination of croquet, golf and tennis, and can be played on a small piece of ground, requiring only 15 ft. square. The outfit consists of four cotton twine nets, 15 ft. long and 12 in. high, four hand-turned maple mallets, eight hand-turned hard maple balls and 12 stakes, 20 in. long.

• • •

"French Stag" is the name given to a new creation in fancy goods that has just been placed on the market

The range of articles shown so far comprises fancy hand mirrors, hair brushes, military brushes, cloth and hat brushes, manicure articles, in case sets and separately. Other articles are also shown, such as cigar and match holders, ink wells, nut sets, cork screws, whisk holders, table bells, letter openers, and many smaller novelties.

"French Stag" is so entirely different to anything else on the market, that its popularity is assured, and dealers should be careful in ordering celluloid and metal goods, as the popular price of the new line is sure to make it a substitute for these older favorites.

* * *

B. C. Prowse and Oliver Rattenbury recently purchased the entire stock of George Carter & Co., dealers in wholesale and retail stationery and fancy goods, Charlottetown, P.E.I. Immediately afterwards Mr. Prowse bought out Mr. Rattenbury's purchases, and has reopened Carter & Co.'s store, with the former clerks. It is intended to form a joint stock company. Isaac Carter, junior partner of the former company, will manage the new one, retaining the accountant and Benjamin Bremner as traveller.

* * *

SOMETHING NEW.

Something new is the constant demand nowadays, and to meet the ever-present cry The Brown Brothers, Limited, are continually turning out "something new." This month there is almost a complete new range shown in wrist bags. The club shape is the latest and very popular. It has certain advantages over the ordinary style, with gusset all round, in that the bag is made with one piece with side gusset only. The Brown Brothers, Limited, are showing a full range of this shape all their own make, retailing from 25c. upwards. Another new line this enterprising firm are showing is the very latest Paris idea—a ladies' "Grip" purse. As will be readily seen from illustration, this purse is an adaptation of the regular combination purse, with the sides lengthened and an opening cut through to permit carrying, as in an ordinary grip. In every other respect the purse is a regular combination purse. It is made in all the fancy leathers, and as a novelty should sell well.



Ladies' "Grip" Purse, Open.

Another new idea shown by The Brown Brothers, Limited, is the Waverley adjustable book rack, as shown in cut.

These racks are made of mahogany or solid quarter-cut oak and are furnished in two sizes. For use in a library or office, they make a very handsome and useful article of furniture.



Book Rack.

AN OTTAWA FIRM'S REMOVAL.

Watson & Co., wholesale smallwares, notions, etc., Ottawa, have removed from Sparks street to 40 O'Connor street. In their new premises they occupy two flats, and are in a much better position, on account of the increased facilities and larger space, to cater to the wants of their customers. The Dry Goods Review wishes Watson & Co. every success in their new premises.

REVIVAL OF CROQUET.

MANY people think croquet is a modern game, yet, all though in some respects it is new, it is little more than an old one revived. It used to be played by the ancient Gauls so universally that the greater portion of the promenades adjoining large towns consisted each of a long alley, the mail—the name of the game being "jeu de mail." The later French received it from their ancestors, the Gauls, and it was introduced into England under Charles II. at the time of the restoration, after his sojourn in France. The long avenue in front of Buckingham Palace, called the "Mall," or "Mail," derived its name from this game, which was played there. The residents of Boston a century ago gave the same name to the side avenues of their famous common. Very few of the present residents are aware that Beacon street and Park street malls derive their title from the game of croquet.

One prime feature of croquet is that it is an outdoor sport, in which ladies and gentlemen, boys and girls may alike engage. Hitherto, while men and boys have had their healthful means of recreation in the open air, the women and girls have been restricted to the less exhilarating sports of indoor life; or, if they ventured out, all the participation in the healthful outdoor amusement and exercise they could indulge in was the tame and unsatisfactory position of mere lookers-on.

In Canada the revival of croquet has been warmly received by all classes, and offering, as it does, an amusement admirably adapted to Canadian home life and climatic conditions, it will undoubtedly remain as our greatest family pastime in the "outdoor" season.



The
LIGHTNING TAPERED NEEDLE
is
Needle Perfection.
Sews
with half the effort of other needles.
A Favorite With all needle workers.
Sold By
Sig. Blumenthal,
591 Broadway, - NEW YORK CITY.

A. R. BURROWS & CO.

—Manufacturers of—

Rug Fringes,
Carriage Fringes and
Carriage Dusters

—GUELPH, ONT.

Write us for Samples and Prices.

JUNE--The Month of Brides.

It is certain to be a profitable investment to have on hand a few

Gilt Clocks, Silverware, Silver Novelties, Photo Frames, Mirrors, etc.

for Wedding Gifts. You'll sell them if you have them, and your competitor will sell them if you haven't them,—a loss of profit and prestige.

Write—In asking us for Specific Suggestions you can be sure we'll do the right thing.

E. W. GILMORE & BRO., 86 Bay St., Toronto

KEEP YOUR STORE CLEAN.



"NO MORE DUST"

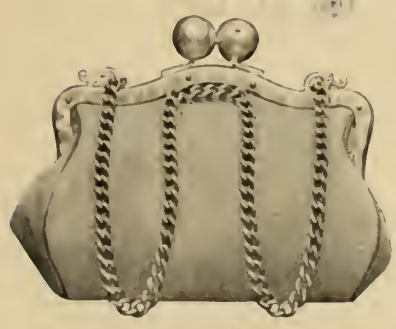
How often have you been annoyed by dust, caused by sweeping your store, settling on shelves and goods and doing no end of damage? Sawdust, water sprinkling, and all kindred remedies have faded into insignificance. **The "World's Only Dustless Floor Brush"** will positively lay 98 per cent. of the dust and sweep cleaner than any other article for the purpose on the market.

The Brush is made with a metal head, nickel-plated, with a Reservoir for coal oil in the head of the brush, which supplies sufficient moisture to lay all the dust. **Write for Price List and All Particulars.**

TORONTO SPECIALTY CO.
29 Colborne St., TORONTO, ONT.

FINE LEATHER GOODS.

PARTIAL LIST OF GOODS MADE BY US:



WRIST BAGS.

Netsukis
Wrist Bags,
Chatelaine Bags,
Wallets, Purses,
Letter and Card Cases,
Pocket Books, Diaries,
Portfolios, Photo Cases,
Music Rolls and Cases,
Dressing Cases, Brush Sets,
Bankers' Cases, Memo. Books,
Collar and Cuff Cases,
Cigar and Card Cases,
Car Ticket Cases, etc., etc.



WRIST BAGS.

We Guarantee Superiority of Goods. Finest Material Used. Best Workmanship. Newest Designs and Styles, and Unexcelled Value. Established Half a Century.

The **BROWN BROS.,** Limited

Manufacturers of Leather Goods, Account Books, Stationery, Etc.

51-53 Wellington St., West, TORONTO.

HINTS TO BUYERS

From information supplied by Sellers, but which the Editors of THE REVIEW do not hold themselves responsible.

W. R. BROCK CO., LIMITED, TORONTO.

In the woollen department at Brock's, Toronto, a new line of Scotch tweed trouserings has been received. This includes the latest novelties in stripes, suitable for suitings or trouserings.

They show a range of fine qualities and all the leading shades in waterproof cloths for the Spring overcoating, which is so extremely popular this season.

An immense range of three-quarter worsted trouserings, in light and dark shades, provide great choice for a buyer in this line.

In the carpet department of Brock's, Toronto, a great rush of business is reported. Some extra good hemps are in stock in 4-4 goods to retail at 12½, 15, 20 and 25c., and hemp stairs in 2-4 width to retail at 10, 12½, 18 and 25c.

A full range of tapestry carpets for sorting are carried, to retail at 35, 50, 65 and 75c. per yard. A special line of velvets can be retailed for $1 and some lines of Brussels, in attractive patterns, for $1 and $1.25.

The stock of linoleums and floor oilcloths is complete and well selected. There is extra good value in the Chinese and Japanese straw mattings, to retail at 15, 18, 25 and 35c. Great variety and choice is shown in the stock of art muslins, cretonnes and lace curtains.

The Brock Co., Toronto, have opened up a new department for ready-to-wear goods which promises to acquire great importance in their large business. A new room on the fourth floor has been beautifully decorated with metallic ceiling and walls, and an attractive carpet, and has been put in charge of a capable man who will devote himself entirely hereafter to waists, skirts, whitewear, underskirts and the other branches of such a department. For next month this department will be in full swing and a more detailed announcement will be made. At present a few clearing lots of white waists that can be had below market value are worthy of attention.

In the staple and smallwear department, Brock's, Toronto, have opened out a very choice and scarce line of goods in drop ornaments, black, white or jasper; medallions in various sizes in black and white; new dress trimmings in Mexican, Dresden, Persian and other fashionable makes.

They are showing ball pearl buttons, large size pearls, for shirtwaist sets, with all sizes, 12 to 18, in small trimming buttons, velvet, satin, bombazine or taffeta covered.

One of the scarcest lines on the market and one that is much sought after for ladies' shirtwaists and Summer costumes, is white mercerized mats or matting. Brock's, Toronto, have been fortunate in securing full lines of all these goods in plain mats, satin, stripe and other fancy effects. These are the correct goods at popular prices.

In the notion section, Brock's, Toronto, are showing a large line of celluloid and shell goods embracing fancy horn hairpins put up in cartons of a dozen which makes them a convenient article for selling over the counter. They are carrying sanitary puff combs and new pearl shirt buttons, put up in fancy packing in two sizes, convenient for selling; sensible safety pins in ordinary or carton lots; and one of the hits of the season, the "Nottahook" garment fastener, which is said to be the most perfect fastener on the market, as it combines simplicity, strength and thinness.

In the fancy goods branch a great assortment of neck ribbons is shown from the looms of Switzerland, Berlin and Coventry. These are in various widths of plain taffeta, liberty satin, fancy spots or stripes, and other designs, and were bought before the recent advance in ribbons.

The W. R. Brock Co., Toronto, have just passed into stock a large purchase of silk ribbons in widths Nos. 5, 9, 16, 22 and 40, in all the leading colors. These are to be cleared at low prices, made possible by the bargain secured in their purchase.

The have in stock a large selection of lace and turnover collars, all the novelties just in from New York in white, cream, linen or fancy colorings. The demand for colors has been very large and Brock's, Toronto, keep a judiciously selected variety.

There is extraordinary good value in their sunshades and parasols at popular prices, and the style and finish are all that could be desired. Some new fancies in ladies' and children's parasols are shown at popular prices.

The demand for waterproof garments has encouraged Brock's, Toronto, to handle a larger variety than ever, and they now show all that can be desired in ladies', men's and children's wear in fashionable shades of grey, fawn, navy blue or black, made up in the latest designs and popular styles.

Brock's, Toronto, find their sales increasing very rapidly in the Nazareth waist for children, for which article they are sole agents for the Dominion. They have all sizes and styles on hand.

Among the new arrivals are novelties in veilings, of which Brock's, Toronto, have received a case at popular prices in black, white, magpie, jackdaw, etc.

In the hosiery branch all that the most fickle can desire is in stock, including desirable lines in lace hosiery, which is so popular, to retail at 25 and 50c. per pair; boys' 1-1 reinforced knees, in black cashmere, to retail at 25c.; New Cairo, which is as popular as ever, can be had in all sizes.

In the glove branch, Brock's, Toronto, are showing, together with the staple lines, taffeta, pure silk and lisle. Lace gloves and mitts this season promise to be in great demand.

In the men's furnishing department there are special values in balbriggan underwear, to retail at 25c. and lightweight natural wool, to retail at 75c. to $1. Their Grizzly brand of white and regatta shirts are appreciated by the trade. They are offering the "King" collar button in fancy cabinets and some new links and buttons which every men's furnisher should handle.

In muslins Brock's, Toronto, are carrying a large line in black and white and plain and fancy patterns which are much asked for. Write for samples and see for yourselves.

Special mention should be made of three lines of Victoria lawns, which can be retailed if purchased in 5 or 10-piece lots at 9, 10 and 12½c.

A large range is to hand of baby ribbons in satin, velvet, faille and fancy black and white silk and white silk galloons for dress trimmings.

In the linen, wash fabrics and flannelette department Brock's have some very special lines to which they desire to attract particular attention. In linens No. 30 is a mill stock lot which their buyer has cleaned out to the extent of 2,186 pieces of 27½ in. domestic cloths. These retail regularly at 12½c., but they are able to offer them to be retailed at 10c. They come in the following colors: white, cream, dark cream, biscuit, canary, buttercup, pink, rose pink, cerise, scarlet, cardinal, garnet, burgundy, maroon, sky, turquoise, royal, peacock, navy, nile, grass, emerald,

myrtle, light slate, fawn, tan, seal, helio, mauve, purple, reseda, and old rose. This is one of the best values in this cloth that has been shown for a long time and as they are in great demand they should be handled by every merchant.

PDX is a light-weight taffetine lining with bright mercerized finish, perfectly unstretchable, and retailed usually at 25c. Brock's have a small lot that can be retailed at 17½c.

In the linen branch No. 1 is a bleached honeycomb cotton towel of which Brock's have just passed into stock 4,500 dozen, bought just before the mill was taking stock. They are retailed regularly at 15c. per pair, but this lot can be retailed at 10c. with a good, fat profit, and will make an excellent leader for bargain day. The goods are heavy, fine and soft, and are 11 x 30 in. in size.

In wash goods 15 is a 28 in. white matting which is the very latest fabric for ladies' waists and costumes. Brock's, Toronto, have had it made by a domestic mill in exact imitation of a high-priced imported article and they are able to offer it so it can be retailed for 15c. It is a good, firm bright fabric.

112 is a 32 in. imported print in blouse stripes running from the narrowest to 1 in. stripes in pink, blue, navy, cadet, cardinal, helio, linen and green stripes on white ground. It is one of the latest British printings and can be retailed at 12½c.

No. 9 is a 30-in. chambray and zephyr gingham, in plain chambrays, chambray stripes and small and medium checks. Brock's have done a very large business in this all season and report another large shipment to hand. They can be retailed at 12½c.

Business for the present month in the dress goods department has been extremely active. People are buying freely and with a good deal of confidence and there is every prospect of six weeks of good trade.

Suitings are most in demand, chiefly in all makes of canvas weaves, twine cloths, and basket patterns; navys come first, and greens and browns follow. These are the leading colors in snowflake effects.

The W. R. Brock Co. have been fortunate in securing a few good lots in navy flaked with white, both in canvas and in zibeline effects, to retail from 50c. to $2. The lower qualities come also in greens, browns, castors and greys. Light-weight, close-finished cheviots are still holding firm; Donegal tweeds are next in favor, and there is a steady demand for plain broadcloths in blues, browns and greens.

In light weight materials, etamines and crepe de chine are the leaders, in cream, reseda, navy, pearl, castors and black, to retail from 50c. to $1.50. This firm has also received a shipment of silk warp poplins and colines in champagne shades and reseda. Brock's stock is now complete with new ranges in line and heavy serges, broadcloths, plain and fancy lustres, and plain and striped voiles. This firm has just placed into stock a line of 40 in. all-wool coating serges, to retail at 25c. in cream, two cardinals, two navys and black. This cloth is extra good value considering the heavy advance on all fine yarns, and could not be repeated at anything like the money.

The muslin trade has opened up very strongly, and Brock's are showing a wide range in all styles and designs, to retail from 7 to 50c.; also a popular line of silk and linen tussore, in 12 in., to retail at 35 and 50c.

In silks this firm is showing a large range of cream and white, including lace stripes, striped taffetas, striped louisines, and in small figures. These are very handsome goods for Summer waists.

WYLD-DARLING CO., LIMITED.

In the staple department at Wyld Darling's they are showing a good range of cretonnes in Canadian and imported manufactures, and special attention is drawn to the line of United States drapery cretonnes in the newest patterns.

They have also just passed into stock a range of moire lonisine waistings to retail at 15c. These are goods from the other side and appear in the newest patterns, amongst which black and white stripes appear.

Another new thing is a line of princess batiste muslins in light stripes for the waists of the present season. They can be retailed at 15c.

The stock of colored table felts is complete in all the leading and special shades.

All shades of colored cotton cashmeres are shown to retail at 12½c. These are exact imitations of the woollen cashmeres, and are suitable for Summer dresses.

A recent shipment has been received of chintz quilting prints in turkey reds. These are new designs and the goods are 30 or 36 in. wide and retail at 12½ and 15c.

All patterns are carried in navy and black ducks, drills and heavy twills. MOO black sateen, a special mercerized line, is now in stock. This is well known to all their customers and is appreciated as extra good value.

A point is made of keeping complete their line of linings in silesias, surahs, percalines and linenettes.

In the woollen department special attention has been paid to the Scotch tweed suitings that are so popular. The demand for rainproof cloths in plain and fancy weaves is well catered to, and many lines of rough cheviot, rain proofed, are shown.

In the linen department great sales have been made of the household linens, such as tablecloths and towellings. Large sales of dress linens and patistes are reported, and merchants are advised to hasten their buying, as prices are undoubtedly advancing. An extra fine range of handkerchiefs is in stock. The stocks of house linens are selling at the old prices as yet, since these were bought at the old prices, but any new stock will be higher. Immediate orders can be filled at the former figures.

In the men's furnishing department W. D. are showing extra good values in Spring colored shirts, negligé style, with cuffs attached or unattached, and separate collars. These are in new cloths, and retail at from 50c. to $1.25.

This firm has now in the hands of their travellers a new line of men's starched front colored shirts, to retail at from 75c. to $1.50, delivery about May 11. These goods are made from the latest productions in shirtings, in neat designs and quiet colors. In silk striped shirts W. D. have a special mill clearing line to retail at from 50 to 75c.

In men's black cashmere hosiery for Spring they have just received a large shipment, XXX quality, to retail at 25c., sizes from 9½ to 12.

A full range is in stock of Spring and Summer underwear in whites, balbriggan, fancy stripes and fish net, to retail at from 25c. to $1.25. Men's black cotton and lisle half hose are shown with balbriggan. Merino or natural wool feet, in fancy stripes running horizontally or vertically, to retail at from 15 to 35c.; these are a special number. W. D. are also showing a dressy line of mercerized white socks with fancy colored stripes, the very latest on the market, to retail at 50c.

In men's and boys' leather belts W. D. are carrying a larger assortment than ever in tans, russets, mouse color, and black pattern leather, with the very latest fittings, buckles and side rings, covered and plated. The boys' line retails from 15c. up, and the men's, from 25c. up. These are all neat and well finished in every respect.

Wyld Darling are well prepared to handle a large business in bathing suits and trunks. Trunks can be retailed from 5c. up; boys' suits from 25c., and men's, from 10c. up. They are also showing a dark navy cashmere bathing suit, which is now in great demand, made in four sizes, and can be retailed at $1.25.

In the smallwares and trimmings department, The Wyld Darling Co., Limited, report a strong demand for wide ribbons in taffeta and satin liberty. For sorting season they have just received further deliveries in all the selling shades of their now well-known brands, No. 925 taffeta, "Gloria" taffeta and "Royal" satin liberty ribbons. Velvet ribbons are also selling in quantities in both satin back and linen back, woven edges, in all widths, but especially in the narrower widths. The W.-D. Company have a complete assortment of both makes in all widths for immediate shipment.

They have just received repeats in laces—Valenciennes, torchons, plauen and silk chantilly goods, various widths, new designs. They show black or white silk applique trimmings, in all prices, to retail from 10 to 50c. per yard. New collarettes, or collar tops, are being shown, put up in dozens, assorted patterns, to retail from 5 to 35c. each.

In veilings, are shown fancy nets, gauze and chiffon, 18 in., plain or chenille, spots, black, white, magpie, navy or brown.

In ladies' linen collars, the double bands are the sellers, shown in three heights, and the greatest sale being on the lowest shape.

Wyld-Darling are showing some excellent values in ladies' cotton hose, plain goods. "Special," put up in 10-dozen bundles, retails at 10c., being a great leader. In "Hermsdorf Dye," stainless black, they show an immense variety, to retail from 15 to 50c. each. Among the leaders are, No. 156, fine maco, to sell at 25c.; 159, black, with white polka dot; 160, black, with split natural wool soles; 155, black, with colored silk embroidery, all of these lines retail at 25c. per pair. Lace hosiery may be had to sell at 25, 35 and 50c. per pair.

In cashmere hosiery they are showing all of the well-known lines of ribbed goods: Nos. 35, 37, 39, 72, 77, 92 and 16, and plain goods, Nos. A.D. 22, 28 and 29 "Llama," for present shipment.

Fabric gloves, to retail from 25 to 50c., in two domes or Jersey style; black, white, grey, lisle, taffeta or pure silk, also lace mitts and lace gloves are the latest novelty.

Their stock of ladies' and children's cotton vests is fully assorted, to retail from 10 to 50c. each. Bleached sleeveless, half sleeves and long sleeves, in great variety of trimmings.

They report a new range of embroideries received in medallions, beadings and muslin insertions for hot weather trade.

In the dress goods department they report great activity. Their stock is now well assorted in seasonable lines. They have repeats to hand in G70, 41-5 French cashmeres, G11, snowflake mixtures, to sell at 50c. per yard, in black and white, blue and white, green and white, brown and white, black venetians and broadcloths, Ripleys and pirle finish, to sell at 50, 75c., $1, $1.25 and $2. Their special dust-proof cheviots are still favorites with the trade; Nos. D70 to D25 inclusive, in blacks, blues, browns, etc., are the sellers. W.-D. Company claim that these cheviots are superior to any in the trade, and sell them from Halifax to Vancouver. Other lines of seasonable goods that this company have in stock are white broadcloth, 18-in. wide, to retail at $1.25; fancy, figured and metallic spot cream lustre, all to retail at 50c. Plain cream lustres continue to be good sellers. This company is showing these goods in lines to retail at 35, 50 and 75c.

Wyld Darling show a good range of black goods in voiles, crepolines and grenadines. In grenadines they have an exceptionally large range in stripe and figure designs, to retail from 75c. to $1.25.

Wyld-Darling have received repeats of muslins in G9 and G 85, to retail at 10 and 12½c. These two lines have been very active, and customers desiring any of these should not leave ordering too late if they wish to secure a good assortment. They also have to hand a shipment of American muslins, to retail at 12½c., in polka dots on navy and black grounds. This company have a full stock of black mercerized sateen underskirts, to retail from $1 to $2, and a range of print wrappers, to retail from $1 to $2.

Wyld-Darling report their numbers in Swiss applique curtains now complete in all prices from $1.50 to $10.

In silks, this company report increased sales every day. Their range of taffetas is complete in soft and rustle finish, and all widths from 20 to 32 in., to retail from 50c. to $1.25.

JOHN MACDONALD & CO.

John Macdonald & Company's carpet department has several special lines purchased for May sales, and, included with these, are several broken lots, all to be cleared before June 1. Their curtain trade has grown to such a size that quantities are not taken into consideration to obtain a price and have a special. In Swiss goods they are showing a stock lot to sell from $2.50 per pair up to $5; also 1,000 pair of lace curtains 60-in. wide, 3½-yards long, to retail at $1, and 100 pairs of battenburg curtains from $3.25 to $15, which are 33 1-3 per cent. under regular prices.

A stock lot of 165 pieces of tapestry carpets is shown, to sell from 50 to 75c., and included with these, all odd lots from their regular stock. They have 47 pieces of 16-4 oil cloths (Scotch make), which will be cleared at reduced prices. All new goods contain only one or two pieces of a pattern. A special purchase has been made of 423 pieces of linoleum, perfect goods, in block or floral designs. The balance of their stock in Japan and China matting, about 1,000 pieces, for the assorting trade, can be retailed from 10 to 40c. per yard.

John Macdonald & Co. are showing the following special clearing lines in their woollen department: 27-in. all-wool tweed, 25c. per yard; 54-in. all-wool tweed, 75c. per yard; 54-in. fancy worsted suitings, $1; 54-in. fancy tweed suitings, $1; 28-in. fancy worsted trouserings, 50, 60 and 75c. per yard; 56-in. black and blue worsteds, 50, 75c. and $1 per yard, and a lot of short ends in suitings and trouserings at half-price. See their samples of woollens for Fall, 1903, before placing orders. Their assortment is the largest and the designs are up to date in every particular.

John Macdonald & Co. are showing in their men's furnishing department extra good value in black sateen shirts to sell at 50, 75c. and $1. These goods are the best value they have had for some time; buyers looking for black shirts should not fail to see these three lines. Also a special black cashmere sock to retail at 25c., bought before the advance in cashmere and selling at the old price. A special line in men's union underwear, regular price, $2.25, will clear at $1.80 per dozen. Two lines of men's umbrellas with Congo handles and patent runners, can be retailed at 75 and 85c. These goods are 20 per cent. below regular prices. When buying your Fall underwear do not forget that John Macdonald & Co. are handling "Britannia unshrinkable underwear." This brand of underwear is one of the cheapest guaranteed unshrinkable garments in the market. It is shown in shirts, drawers and combinations, and in several grades. It will pay every live merchant to

see Britannia underwear before placing his order for guaranteed unshrinkable goods.

John Macdonald & Co. are showing in their haberdashery department. Lace edge handkerchiefs, regular price, 82, clearing at $1.25. There is only a limited quantity, so order early. Scarce goods that are now in stock are white and black appliqué trimmings, to retail from 25 to 75c. per yard.

They are showing a very large range of ladies' belts, including silk, patent leather, jet, piqué, etc., to retail from 15c. to $1.50 each. Exceptional value in ball pearl buttons which, notwithstanding an advance of almost 50 per cent. in pearl buttons, are selling at old prices.

John Macdonald & Co. are showing in their silk department two special lines of neck ribbon, No. 279 taffeta, width 30, price 11½c; same number, width 40, price 15c; No. 280, duchesse, width 30, price 15c, and width 40, price 17½c; both lines in following shades, black, white, cream, sky, mexique, nile, turquoise, rose, cardinal and old rose.

New shipments in mercerized matt cloths and mercerized brilliants, the most up-to-date material for ladies' Summer blouses, are to hand. Their preparations for the Midsummer white goods trade are very extensive. You should see their stock of India linens, dimities, organdies, nainsooks, piques, victoria lawns, Swiss books, Swiss mulls, also various novelty fabrics for blouses and costumes. In dress goods there is special value in colored mohairs in sky, pink, cardinal, cream, grey and navy. All prices in black lustres; mohairs and linen batistes, 18 in. wide, to retail at 50c.

Novelties in ladies' lace hose, ranging in price from $2.25 to $6 per dozen in cotton and lisle thread, and ladies' embroidered hose are shown in great variety. In laces a complete range of valenciennes, torchon and insertions is kept, also Saxony guipure laces.

In ready-to-wear department there are white muslin waists, trimmed with white cotton, applique or embroidery, at $9; white lawn waists, trimmed with five rows open work embroidery and tucks, at $13.50; white fancy muslin waists, tucked back, duchesse front, at $18; job line of black sateen waists (20 dozen only), trimmed with clusters of tucks and straps, at $8.50; colored wrappers, from $8.50 to $18. All black and black and white wrappers at $12, $15 and $18. Ladies' dress skirts, No. 200, sell at $2.25 each; No. 1000, at $3; No. 112, at $2.25; No. 1004, at $2.50; No. 1200, at $2.50; No. 1008, at $2.50; No. 300, at $1.50; No. 743, at $1.50; No. 301, at $2.25; No. 303, at $3, and No. 304, at $3 each.

In staple department they show all the new lines of Crum's prints, indigoes, dark fancies, blouse stripes, shirtings, black and greys, blue greys, cardinal and navy, cherries, bright red and black and white, also dress muslins and dimities in all the latest novelties. Write for samples.

Dress sateens can be retailed at 15 and 20c., in black grounds, navy grounds and fancies. A special drive in linenette linings, 36 and 40-in., in all the staple colors, to retail at 10c. A special job in bag towelling, put up ten pieces in a bale, to retail at 5c. Write for sample bale. A clearing lot of Oxford shirtings—a well made cloth, good patterns and fast colors—to retail at 10c.

In staple department they are showing for Fall a very attractive line of comforters in cotton and sateen covers at prices that will make them sell.

"Trimmph" carpet warp. Now is the time to place your orders for this celebrated brand, acknowledged by the trade to be one of the best in the market.

Two specials are shown in French canvas; one black, one natural, to retail at 10c.

W. R. BROCK CO., LIMITED, MONTREAL.

Brock's ready to wear department is always in a prosperous condition, because every day they have something new to offer.

They are placing on the market this week some beautiful silk and satin capes, and a new mantle collarette at a price to suit all purses.

They would draw your attention to two new collarettes, all silk, at popular prices.

Their new blouses in white and colors are now in stock.

Their black satin blouse, S16 is always in great demand.

Whitewear for children is always popular. They have print and lawn dresses for children of all sizes from 2 to 14 years of age.

They have not many of their collarettes 115 and 115S left in stock, as they sell very rapidly.

Their whitewear is now complete and they have a corset cover which merits both your attention and your patronage.

The W. R. Brock Co., Montreal, who carry the largest range of ribbons in Canada, are now showing a magnificent range of all the newest shades, satin duchesse, liberty, silk faille and taffetas. Their 330 taffeta ribbon, which they keep in all widths, and their neck ribbon, 298 and 400, in taffeta and 400 in duchesse, are all extra value. They are also selling very largely their velvet and satin ribbons qualities 800 and 900 in all widths, and they also report that their cotton back velvet ribbons, qualities W.R.B. and J.J. Co., both splendid values, are immense sellers. They also have a stock of colored velvet and satin ribbons, and colored double face ribbons in all the qualities made.

In the gents' furnishing department the W. R. Brock Co. are showing some novelties, among others the President convertible suspender at $1.50. This suspender can be converted into a belt in a few seconds and should prove a rapid seller.

This firm's stock of balbriggan underwear is both large and complete. These goods, we understand, are becoming very scarce, and we would recommend merchants to see the assortment at Brock's at once. They have all grades of this popular underwear at prices that will suit the keenest buyers. In men's hose for the coming season, the values shown are surprising.

They have also received a new range of ties in all the latest styles to retail from 25 to 50c. each. Merchants who buy, we are sure, will be pleased with these lines.

The W. R. Brock Co's. stock of ladies' vests and hosiery is now complete for the sorting trade. They report large sales for their "Daisy" and "Pet" stainless black cotton hose to sell at 15c and 10c respectively. We are sure these two lines cannot be equalled at the prices.

In kid gloves they report their numbers "Perfection" and "Marquis" are still popular, and they also have a stock of the lower lines.

Brock's smallwares department reports that pearl buttons are advancing in price. They still have a few which they can sell at the old price, but they may be compelled to advance any day, so merchants should protect themselves by placing their orders now.

Toujours prosperant notre department de confections peut maintenant revaliser avec grand avantage car nous offrons tous les jours des nouveautes.

Nous mettons cette semaine sur le marche des joli manteaux en soie et en satin, aussi qu'une nouveau collerette en brillantine et a la porte de toutes les bourses.

Nous atterons l'attention sur deux nouvelles collerettes toutes soie a un prix populaires.

Nos voyageurs recevrons leur echantillons de jupes d'automne dans 15 jours. Une ligne toute speciale vous sera offerte il faudra placer votre commande a bonne heure car le demands sera grande.

Notre choix dans les matinees blanches et en couleurs maintenant en magasin. Nous offrons les plus belle lignes qui vous trouver.

Notre matinee en satin noir, ligne S16 est toujours en tres grande demande.

Les marchandises blanche pour enfants sont toujours populaires. Les robes en lawn et en calico pour enfants dans toutes les grandeurs de 2 a 14 ans.

Il nous reste tres peu de nos collerettes No. 115 et 1158 en magasin, elles se sont vendues rapidement.

Notre lingerie est au grande complete, un cache corset speciale merite toute votre attention aussi votre patronage.

Brock's staple department is showing a line of Albatross flannels. These are suitable for making up into blouses and can be retailed at from 20 to 25c. per yard.

They report enormous sales in their line of wrapperettes, to sell at 10 cents.

Brock's gents' furnishings department reports that the fleeced underwear market is advancing rapidly and would recommend their friends to order early and thus protect themselves against further advances.

Brock's carpet department reports that their stock of oil cloths and carpets is very complete. They are showing a very nice range of patterns and qualities at prices to suit all purses. They also have a large stock of mats of all kinds, chenille and tapestry curtains and table covers and a large stock of table oil cloths. Up-to-date merchants should see these. We are sure they will pick up some leaders.

Brock's lining department is carrying a large stock of all kinds and qualities of linings which can be retailed at popular prices and still leave a good margin of profit. In this department as well as throughout the whole house we are sure their orders will meet with prompt and careful attention, it being, we understand, the aim of the house to fill all orders the day they are received.

The W. R. Brock Co. have just received a large lot of all the newest Swiss tab collars in ecru and white, black and white, and white embroidered lawns and nets. Every merchant ought to carry these goods as they are very much in demand. The Brock Co. have four lines at $2.10 per dozen with the drop fronts. These are the newest patterns.

They have also a most complete range of umbrellas of all kinds and qualities. Their B5 ladies' umbrella with steel rod at $4.80 per dozen is a wonder and B10 at $6.75 is also one of the best values ever shown. In ladies' umbrellas they have sold immense quantities of them which is a proof of their popularity and excellence.

They report that they still have a few dozen of their 427 extra value ladies' umbrellas left at $5 per dozen, and the first orders will get these.

The W. R. Brock Co., Montreal, are showing a line of ladies' belts, among which all that is newest and best will be found, in patent leather, silk, elastic, etc. They have a great range of black sateen belts with attractive buckles selling for $2, $2.25 and $3.50 per dozen, and also better grades.

The W. R. Brock Co. have the greatest line of fancy trimmings ever shown, in all the newest medallion and applique designs, black, white, ecru, black and white and colored at all prices.

Brock's are showing a special English wigan twill bleached sheeting at 18½c. per yard. This is something very special.

In flannelettes they are showing a very nice line to retail at ten cents and also job lines to sell from 5 to 10c. Pillow cottons are also selling fro[illegible] t 11c. Merchants should see their lines.

BROPHY CAINS & CO.

Brophy, Cains & Co. report a full stock of plain and fancy black and white muslins for sorting. All their leading lines have been largely repeated and will be carried in stock right along till July. They have had exceptional success with their H50 and H52 mattings, which they claim are not equalled in the trade.

In ribbons they have received large shipments by the last boats, and have all colors and widths in stock in their taffeta, duchess satin and peau-de-soie numbers.

They are making a special drive in white and linen colored cambric, linen and batiste allovers in embroidered, tucked and hemstitched effects, all qualities running from 35c. to $3.50.

Fancy gilt and enamel blouse buttons are among the novelties they have just received, and these are "the whole thing" in buttons just now, together with all sizes in



Summer Suit (C) of New York Percale, made by The Eclipse Whitewear Co., Toronto.

"dome:" carved and turned pearls, of which they have full ranges.

In tucked and lace inserted black and white silk blousings they are offering some special lines to clear; these are bargains, ask to see the samples.

In fine Valenciennes edging and insertion they report a very large business. Beadings for baby ribbon seem to be as popular as ever, and the highest-priced lines are just as good sellers as the low goods. Some of their new designs in Calais vals. are exceedingly pretty.

They are showing a new range of Planen Oriental insertions, including some "hammered" grape patterns to retail from 15 to 75c. that are expected to catch on. They are the correct thing across the water. All lines are now in stock and can be delivered at once.

Brophy, Cains & Co. say they have made arrangements to have a full range of their best selling lines in ladies' cotton and mercerized vests in stock up till July, and expect to be in a position to fill all repeats in these goods. They report good success with their patent "No Sleeve Vest Gusseted," and this commonsense make will be an important feature next year.

They have received all their repeats in German cotton hose of all kinds and all orders can now be filled same day as received.

They have had all their sample parasol and umbrella handles of the past season made up into assorted lots and anyone ordering lines to sell at 75c., $1, $1.25 and $1.50 will get values that can never be offered by travellers in the ordinary way.

Their new lines of men's umbrellas are now coming forward and Brophy, Cains & Co. claim to be as much to the fore in these goods as ever.

In boys' sweaters they show a full line, which are all in stock—comprising plain goods, striped collar and cuff, and the new double collar and cuff in all colors.

In ladies' golfers, in addition to a full stock of the Penman lines, they have some novelties in plain and fancy-striped English goods at popular prices which are bound to be winners.

In silk and taffeta gloves they have all numbers again in stock. In 18, 21 and 24-in. lines they have made provision for a large business and can fill orders for any size by return.

Mercerized flannelettes, a new thing in blouse materials for Spring, have been selling well with Brophy, Cains & Co. Their assortment is large and includes the latest striped and figured designs on all the leading ground colors.

Some American silk novelties for dress goods are shown by Brophy, Cains & Co. Among others is a special at 7c in a variety of handsome patterns, including insertion patterns and lace effects, stripes and dots. Art denims and art silkolines in the latest effects can be had in any quantity and at a great range of prices.

Ginghams, linens, English cretonnes and Swiss muslins are shown in great variety in Brophy, Cains & Co.'s. In the linen assortment there are some good values in towels at 75c., and also bathrobes and bathmats, which the trade should look after. The silk and sateen linings are kept well up to the mark as usual.

Brophy, Cains & Co. have on view in their staples department a very large assortment of prints in all new patterns, and a line of English mercerized sateens in print effects which are attracting much favorable attention from visitors.

There has been such a demand for cream white, and, in fact, all shades, in colored lustres and mohairs, that we have not been able to fill the orders promptly, but repeats just received and to arrive within the next few days, will complete our lines in most cases. Just give the shade and price wanted and we shall give the value.

Flake tweed effects for ladies' suitings in black and white, green, brown, navy and mixtures, have been passed into stock. They are the right weight and styles for present demands. Kindly send your orders and quote the colorings and price wanted.

AR 478 nun's veiling, in white, cream and black and all shades. This is the low-priced line which we have been out of, but is now again in stock.

Thirty-inch heavy weight cream vestings in basket weave, checked, striped and figured designs are much in demand and hard to get. Goods will be in stock within a few days. Write for samples early.

Judging from the number of repeat orders we have had this season in our dress goods department for black voiles, grenadines, crepolines, basket cloths, hox cloths, wool sateens, etc., our goods in the above lines must have given satisfaction. We have several new designs just passed into stock for sorting season. Glad to send samples if you cannot see them with our travellers

JOHN M. GARLAND, SON & CO., OTTAWA.

The trade for the better class of rugs and art squares shows a decided improvement over last season

The Gibson Girl cushion top that is having such a run has improved the demand for pillow forms.

The call for black pean de soie, taffeta, moires, bengalines and gros grains is extremely good. It is quite evident the silk coat has come to stay.

The tailors of this Canada of ours need no longer worry over their customers complaining of the color coming off on their collars. SSS collar velvet is guaranteed to not crock. By an improved chemical process this very high standard of permanency is acquired The prices are not any higher than the ordinary goods.

The retailer who is looking for extra value in lawns should write Ottawa's leading wholesale house for sample lot No. 315, to retail at 10c.; No. 17, to retail at 12½c., and No. 18, to retail at 15c., without a doubt the best thing in lawn of the season.

John M. Garland, Son & Co. find their special offering in woman's cashmere hose, B.B and C.C. ribbed, re-enforced heels, to retail at 25c., a very desirable line; C. and B., plain, double soles, no welts, to retail at 25c., a line that the retailer appreciates.

ORDERS WILL BE FILLED.

Nerlich & Co., Toronto, are perhaps the largest importers of German fancy goods, chinaware and toys in Canada, and are therefore largely affected by the surtax on German goods. Just at this time a very large number of orders are booked for Fall delivery, and as the goods cannot arrive in time to escape the increased duty, the firm will sustain a considerable loss. We are, however, assured by Mr. Nerlich that all orders now in hand will be promptly filled according to contract with prices guaranted as quoted.

P. GARNEAU, FILS & CIE, QUEBEC.

P. Garneau, Fils & Cie report from Quebec that their travellers have been on the road for some time with full lines of Canadian staples for Fall, and judging from the orders already sent in, there is no doubt that dealers in general realize that the state of the market not only justifies, but enforces, early buying. It is more and more evident that no reaction in prices of woollens can be expected for some time, and that prices can only tend upwards for the remainder of the year. Besides, very few mills, if any, are in a position to accept repeats for early Fall delivery. The trade, therefore, will have to depend on the wholesale houses only who have placed large contracts, for the repeats. Moreover, many of the leading lines will have to be thrown out as soon as first contracts are exhausted.

P. Garneau, Fils & Cie, Quebec, call the attention of dealers to their large range of knitted goods for Fall, amongst which will be found some remarkable values in men's and boy's sizes. In plain Scotch makes and fancy stripes they are also up to the mark. Top shirts, both knitted and sewn, and a large assortment of men's and boys' sweaters in plain colors and fancies are shown. A double-knitted heavy storm sweater is one of the specialties.

Ladies' golf vests and blouses are good sellers, and should be in every retail stock Customers are reminded that they sell the "Wolseley" unshrinkable underwear in both Summer and Winter weights.

In the dress goods department they are showing some sellers in plain friezes for Fall walking skirts and costumes. From present indications these goods will again be in great demand and they would advise their customers to place orders in good time. In the new lines of dress goods, they can designate as being specially chic, lines of zibelines and knops with splashes of color, which give a most stylish appearance. Knickers and snowflakes are also the correct thing. In all these classes their travellers will show well selected lines.

Their woollen department is showing a variety of new overcoatings and friezes for men's wear. Black and white mixtures are sure to be popular, and they have provided some special values.

They draw attention to their lines of worsted twilled coatings, which they are selling below present market value.

Their "Stadacona" (stamped every second yard) double twilled serge, is in stock in two weights Write for samples, it is the best thing in the market.

In their staple department will be found all the best selling lines in linings, canvases, flannelettes, tickings, etc. Their smallware department will be found as well assorted as usual.

In their line of umbrellas will be seen the "Self Opener" and "Century Runner," which are in general demand.

They have not changed the prices of their standard lines of velveteens, and customers can repeat at will their 35c. line being exceptionally good value

JOHN NORTHWAY & SON.

Trade is very brisk with R. Northway & Son. Orders for Fall goods are so large that they will be kept busy for some time to come. Talking with a member of the firm, he expressed the opinion that the lack of experienced operators was of more importance than the surtax on German cloaks to the Canadian manufacturers of these goods, and that it was impossible for the Canadian trade to take care of more orders unless a larger supply of help was obtainable. "And then by the time we are able to handle the extra trade the surtax may be a thing of the past," he said

DEBENHAM, CALDECOTT & CO., TORONTO BRANCH.

The Toronto branch of Debenham & Co., London, Eng., is under the management of Mr. Stapleton Caldecott, than whom there are few better known dry goods men in the Dominion. This branch carries only a stock of high-class novelties in dress goods, and their showing includes a line of cotton voiles, snowflake effect, in ecru, blue, pink, etc., so much used for fashionable shirt-waist suits this Summer. French printed muslins, fancy linens, embroidered tussores, striped grenadines in black and white, dotted Swiss muslins in black on white and white on black and navy. In dress goods they are showing both plain and checked voiles in biscuit, wedgewood, reseda and mauve. They are making a lead of taffetine linings in 50 different shades, to take the place of the more expensive and less durable taffetas as linings for the sheer materials now in vogue. These linings are taking the place of American goods, and can be retailed at 25c. They also show a line of Roman satins in every wanted color for blouses, skirts, etc.

Plauen laces, which are very fashionable just now, will feel the effects of the surtax to the extent of 20 per cent.

A GREAT STOCK OF DRESS GOODS.

The travellers of Greenshields Limited are now calling on the trade with dress goods samples, and, in view of the great efforts this firm has put forth for the Fall season's trade, there are many lines of special value to the retailer in their warehouse. A look at the travellers' samples will reveal some of these. A new silk is being shown by Greenshields, Limited, called "Paillette," for blouses and whole suits. It is guaranteed to wear. At present is is being shown only in blacks. The famous cravenettes are still to the front and in great demand for Fall. The firm has made large purchases of velveteens, velvets, silks, zibelines, and all the popular cloths for Fall, and are in a position to fill orders at most advantageous prices.

A NOTICE TO THE TRADE.

The American Silk Waist Co., Montreal, have issued the following circular to the trade:

We beg to notify you that on May 1 we shall move our factory and offices, also our designing department, to the spacious building, 30 St. George street, where we shall occupy over three times the floor space that we have at present.

We beg your acceptance of our heartfelt thanks for all your past esteemed favors, and shall hereafter do much more to uphold our reputation as to our goods, etc. We accede that it is due to your kind patronage that we are forced to seek larger quarters, and your patronage is due, we believe, to our method of business dealing, quality and workmanship of our goods, correct prices, upon which principles we shall always continue.

For the coming season, Fall and Winter, 1903-4, we shall, without a doubt, eclipse anything ever attempted in the silk garment trade in Canada. "The best that have ever been shown" are now on the road for your inspection and criticism.

We again thank you for the success you have aided us to gain, trusting that our future transactions shall continue as favorable and satisfactory as heretofore.

GREENSHIELDS LIMITED.

Greenshields Limited are doing an immense trade in dome-fastener gloves, in lisle, taffeta and pure silk. Their range is said to be the largest and best value of the season. The trade should order now, as the range is already being broken. Prices range from $2.25 to $6.25 per dozen, and colors include black, white, slate, tan, black with white, and white with black.

Greenshields Limited are doing one of the largest trades in handkerchiefs in Canada, thanks, no doubt, to the values they have to offer. The quantities coming into the warehouse and going forward to all parts of the country are simply enormous. The range comprises plain lawn, hemstitched lawn, plain linen, hemstitched linen, and Swiss embroidered, at prices from 22½c. to $15 per dozen.

Greenshields Limited are showing specials in ladies' and children's elastic ribbed cotton, silk finished, all silk and silk and wool underwear. An immense assortment at all prices.

Greenshields, Limited, feel more than satisfied with the result of their laces and embroideries this season. The sales now exceed considerably the whole of last season's trade; but, notwithstanding the extra sales, the range is still complete, and they are prepared to fill promptly all repeats or regular orders placed now.

SOME HOSIERY SPECIALS.

Greenshields Limited are showing a range of cotton hosiery, comprising some exceptional values at popular prices. Sample dozens should be ordered. In plain goods their numbers D, to retail at 90c.; H A 40, at 15c., and A 1, at 25c.; and in ribbed hosiery, No. R 110, to retail at 10c.; H A 12, at 15c., and H A 21, at 25c., are admitted by everyone to be unsurpassed values. Plain and ribbed cashmere hosiery, bought before any advance, are offered at the old prices and are great values. They claim their lines at $2.25, $3, $3.60 and $4.25 are absolutely ahead of anything else on the market.

NOT MADE IN GERMANY.

Greenshields Limited were fortunate in placing the bulk of their orders for knitted goods in England instead of Germany. In many cases they had the regular German patterns made in England, and at a lower price; thus enabling them to buy such goods all through the coming season, under the English tariff, making them much cheaper to the Canadian retailer.

Greenshields Limited have experienced a most successful season in their staples department. In fact, the trade has been almost double that of any previous season, and repeat orders are arriving at a very lively rate. For the sorting season they have secured some special jobs, away below the regular prices, in prints, muslins and ducks, which are bound to interest the keenest buyers. In all these lines every pattern made by the mills is shown and the department is now in the best of shape for the Spring and Summer sorting trade.

NEW FEATURES IN LADIES' KIMONAS.

The New York Silk Waist Co. are out on the road with a new feature in ladies' kimonas. They have already shown these desirable garments to the trade and their reception was most encouraging. It was originally intended to show them for Fall only. These are made in the regular 27 in. lengths and also in full lengths. The company also intend to show a variety of styles in quilted, lined and unlined China silks, and in other heavy materials for the Winter trade. The kimona has become a very popular morning garment for ladies. The New York Silk Waist Co.'s designing room is at present running to its utmost capacity, and the company expect to show many successful lines for Fall.

"LIGHTNING NEEDLE."

After years of search for a perfect needle it has at last been found. The "Lightning Tapered Needle" has a long and sharp point, with a body a little larger than the eye. This makes it draw the thread through the goods easily, and without hitching. It lessens the labor of sewing, as the needle penetrates so easily owing to its peculiar construction that very little effort is required to sew heavy or light fabrics. Your lady customers are the best judges. They will appreciate the use of this very meritorious article. When once used a steady demand is created, for no sewer will ever return to an ordinary needle after once having used "The Lightning." The trade should stock these goods, for they have been a permanent success wherever introduced. S. Blumenthal, 591 Broadway, New York City, is sole selling agent for these celebrated needles.

A SUCCESSFUL SEASON.

The Dominion Cotton Co.'s Magog branch has been more successful this season than for many years. Their patterns seemed to be exactly suited to the taste of the country, and the finish of the goods has been much improved. They are showing some beautiful lines of imitation flannels for the Winter trade, and the shirt and blouse manufacturers are now busy on these goods. Considering the price of the raw material cottons are at present very cheap, and there is every possibility that a serious advance, which may be all the way from 2½ to 10 per cent., will take place before many weeks.

SALEM WAISTS.

The Salem waists in the heavier weights for Spring sold with remarkable rapidity, and with the arrival of warm weather they are experiencing a brisk demand for the sheer materials. Wash silks, in white and black and pure Irish linen with drawn work, the latest New York novelty, are now shown for immediate delivery.

WINDOW SHADES.

Geo. H. Hees, Son & Co., Limited, Toronto, make a specialty of special sizes and colors of window shades. At this time of the year there is a great demand for special shades, and Geo. H. Hees, Son & Co., Limited, are well prepared to fill orders promptly for these goods.

MIDSUMMER NOVELTIES.

The New York Silk Waist Co.'s representative in the Maritime Provinces, H. S. Arnold, is at present covering his territory with midsummer novelties in China silks, washing taffetas and other materials suitable for the hot weather.

CATALOGUES BOOKLETS, ETC.

MONTREAL WATERPROOF CO.

The Montreal Waterproof Clothing Company have just issued their annual catalogue for 1903. It is a booklet which should be in the hands of every dealer in men's and women's waterproof clothing in Canada. It illustrates a number of different styles in rainproof garments, gives numbers and descriptions, so that retailers may order by it. At the back is a page giving the various measurements for ordering the different sizes. The "Elite" rainproof clothing is now so well known all over Canada that no comment on its merits is necessary. The Winnipeg branch of this company is in as flourishing a condition as the factory in Montreal.

DRY GOODS TRADE DIRECTORY.

The Trade Directory Co., of Newark, N.Y., have ready for delivery the 1903 edition of the Dry Goods Trade Directory of the United States, and an examination of its pages shows at a glance that it is invaluable for travelling men, as well as for circularizing the trade. The size and form is uniform with the editions published since 1894. It contains upward of 18,000 names and addresses, together with ratings of all dry goods dealers, both large and small, in every city and town in the United States, and has also a separate list of department stores. It is gotten up in handy shape for the grip or pocket, bound in full leather, and sells at the low price of $5

A NEAT BOOKLET.

A neat little booklet was issued by McCurdy & Co., dry goods merchants, of Sydney, C.B., for the purpose of advertising their ladies' clothing and millinery of which they had a special display from April 15 to 18. A novelty in connection therewith was a return ticket from North Sydney by boat to Sydney, enclosed in each booklet, but good for ladies only.

GEO. H. HEES, SON & CO.

A new illustrated catalogue containing 126 pages has just been issued by Geo. H. Hees, Son & Co., Limited, Toronto, which shows window shades in all the different styles, including fringe, lace, and ornamented, etc.; also different styles of wood goods, curtain poles, art grille work, brass and metal goods, lace curtains, tapestry goods, portierres, rope curtains, lace door panels, couch covers, table covers, tassels, fringes, etc. If you have not obtained one of these interesting catalogues, you can get one by dropping a card to Geo. H. Hees, Son & Co., Limited. They advertise that they sell their goods at prices that afford the retailer large profits. They have factories in Toronto, warehouse at No. 20 St. Helen street, Montreal, Valleyfield, Detroit, Mich., and Jersey City, N.J. The headquarters of the firm is at No. 71 Bay street, Toronto, where a full line of their goods can be seen in their sample room.

NEWLY INCORPORATED COMPANIES.

A company has been incorporated under the style of The Featherbone and Novelty Manufacturing Company, Limited, Toronto, with a capital of $150,000, divided into 1,500 shares of $100 each to take over and carry on the business of A. T. Reid, Toronto. The provisional applicants for incorporation were A. T. Reid, manufacturer; H. I. White, manager; C. H. Hunter, accountant; J. T. Lindsay, shipper, and S. C. Wood, jr., barrister, all of Toronto. The company will deal in featherbone and manufacture featherbone and other novelties, and carry on the business of hemstitching and accordion plaiting.

The Pratt Manufacturing Co., Limited, with head office in Toronto, has been incorporated for the purpose of manufacturing and dealing in woollen and cotton goods and knitted goods and carpets. The applicants for incorporation were E. W. Pratt, warehouseman; J. C. Wilger, agent; H. P. L. Hillman, bookkeeper; R. H. Cuthbert, merchant, and Fred. A. Mulholland, gentleman, all of Toronto. The capital stock is $40,000, divided into 400 shares of $100 each.

The Guelph Carpet Co., Limited, has been authorized under the Ontario Companies' Act to increase its capital stock from $40,000 to $200,000 by the issue of 3,200 shares of new stock of $50 each.



TRUCKS

FOR WAREHOUSE AND FACTORY.



Save You Money.
Do Men's Work
Draw No Salary.

Our Trucks are guaranteed satisfactory. Turn in their own length.

MADE IN CANADA.

H. C. SLINGSBY FOR CANADA.

Factory, Ontario Street. Temple Building, **MONTREAL**

Arbuckle, Smith & Co.,

General Shipping, Forwarding and Insurance Agents, Carting Contractors and Storekeepers,

63a St. Vincent Street, Glasgow, Scotland.

Inward consignments or export shipments attended to on behalf of merchants upon most favorable terms. C.O.D. system.

WANTED

TRAVELLERS calling on the Millinery Trade in Quebec. Ontario and the Northwest to sell our Folding Millinary Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treeted as confidential.

THE D. F. BROWN PAPER BOX CO., Limited
ST. JOHN, N. B.

Leather Goods . . .

Our line of LADIES' and MEN'S BELTS is as completc as anything ever shown in Canada. Don't fail to see them.

We are showing this season a full line of Purses, Card Cases, Wallets, Music Cases, Chatelaine and Wrist Bags, and Staple Leathcr Goods.

You will find our product distinguished by a character and finlsh that pleascs.

Our prices are right and we will appreciate your patronage.

WESTERN LEATHER GOODS CO.

82 Adelaide St. East, - TORONTO.

OUR TRAVELLERS WILL CALL ON YOU.

Agent Wanted.

HENRY MATIER & CO., LTD., require an agent for Canada to represent them for the sale of their HANDKERCHIEFS, HOUSEKEEPING GOODS and EMBROIDERIES. Must have a good connection, and be able to influence a large business. Address applications, giving full particulars, to 1 May St., Belfast, Ireland.

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO

Dry Goods Commission Agents.

Representing
- STEAD, MILLER & Co., Philapelphia, Pa., Tapestry Curtains and Upholstery Coverings,
- CARTWRIGHT & WARNERS. Limited, Loughborough, Eng., Hosiery and Underwear,
- BENTLEY & TEMPEST, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths,
- HOOD, MORTON & Co., Newmilns, Scotland, Lace Curtains,

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GREENSHIELDS LIMITED

MONTREAL.

Our travellers have now with them samples for

FALL 1903.

These include many lines which we control, and which it will be to your advantage to look over.

We have still a few **snaps** left over from stocktaking, which should be picked up at once.

RYLANDS & SONS

LIMITED

MANCHESTER, ENG.

Cotton Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

Capital, $14,500,000. Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign
Fancy Dress Goods, British and Foreign
Silks and Velvets
Velveteens
Irish and Scotch Linens
Table Damasks, Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves

Are you prepared for the Rush, for Hot-Weather Goods? Buy Now.

NOW FOR HOT-WEATHER GOODS

No Better Time to sort up your Hosiery, Gloves, Lace Mitts and Cool Underwear Stocks.

Our Buyers have made preparation for the Warmer Season in gathering together a most comprehensive range of summer goods, lines that suggest coolness, and are recognized sellers throughout the Trade.

Bath Towels

A line much wanted for the Hotel and Summer Outing Trade, full size, and can be retailed at **15, 25, 35, 50, and 75c.**

Bathing Suits and Trunks

play an important part in the Summer Wardrobe. Sporting and athletic people must have them **HAVE YOU?** We have them for men and boys in the best colors, to retail at **10, 15, 50, 75c and $1 00.**

Shear Wool and Silk Materials

CREPE-DE-CHINES, - in Biscuit, Sage, Cream, Reseda, Green, Black, Sky, and Pearl Grey.
VOILE-DE-PARIS, - in Pale Blue, Pearl, Biscuit, Sage, Black, Cream, and Reseda.
ALBATROSS, - - in Reseda, Pink, Cream, Pale Blue, and Black, can be retailed at 50c.
TWINE CLOTH, - - in String or Twine Shade, Cream, Black, and Dark Sage.
FRENCH GRENADINES, in Black, and Black with White Brocaded Spot. The plain Blacks are most elaborate designs and are by far the richest Brocades now in vogue.

Neckwear

Advanced ideas in Neckwear, to retail at **25, 35, 50c.** and up.

Soft Shirts for Hot Days

We are showing a larger range than ever of this very popular Shirt—Lines that can be retailed at **50, 75, $1.00, $1.25**

Regalia Taffeta Lining

We claim that for Drop Skirts this Lining surpasses all Silk Taffeta. It's much cheaper and good wear is assured, 44-inch and Fast Black.

Chiffons

We bought Chiffons when they were very low, and now they are high. Are you needing any? A good time to order. Full range of colors. The Mousseline-de-soie Finish and can be retailed at **25, 35, 40, and 50c.**, all 44-inches wide.

Blouses

To the buyer of White and Colored Blouses we beg to present for your inspection our specially selected big **4** These were bought with the retailers' interests in view, to be retailed at **50, 75, $1.00, and $1.25.**

Flannel Suitings

In Blues, Blacks, Greys, Greens, with Chalkline Stripes, the weights just right for hot weather wear. Write us for samples.

Two Well-Known Facts

That our Mail Order Service is quick,
And that we make no charge for packing.

J. M. Garland, Son & Co.

Wholesale Dry Goods

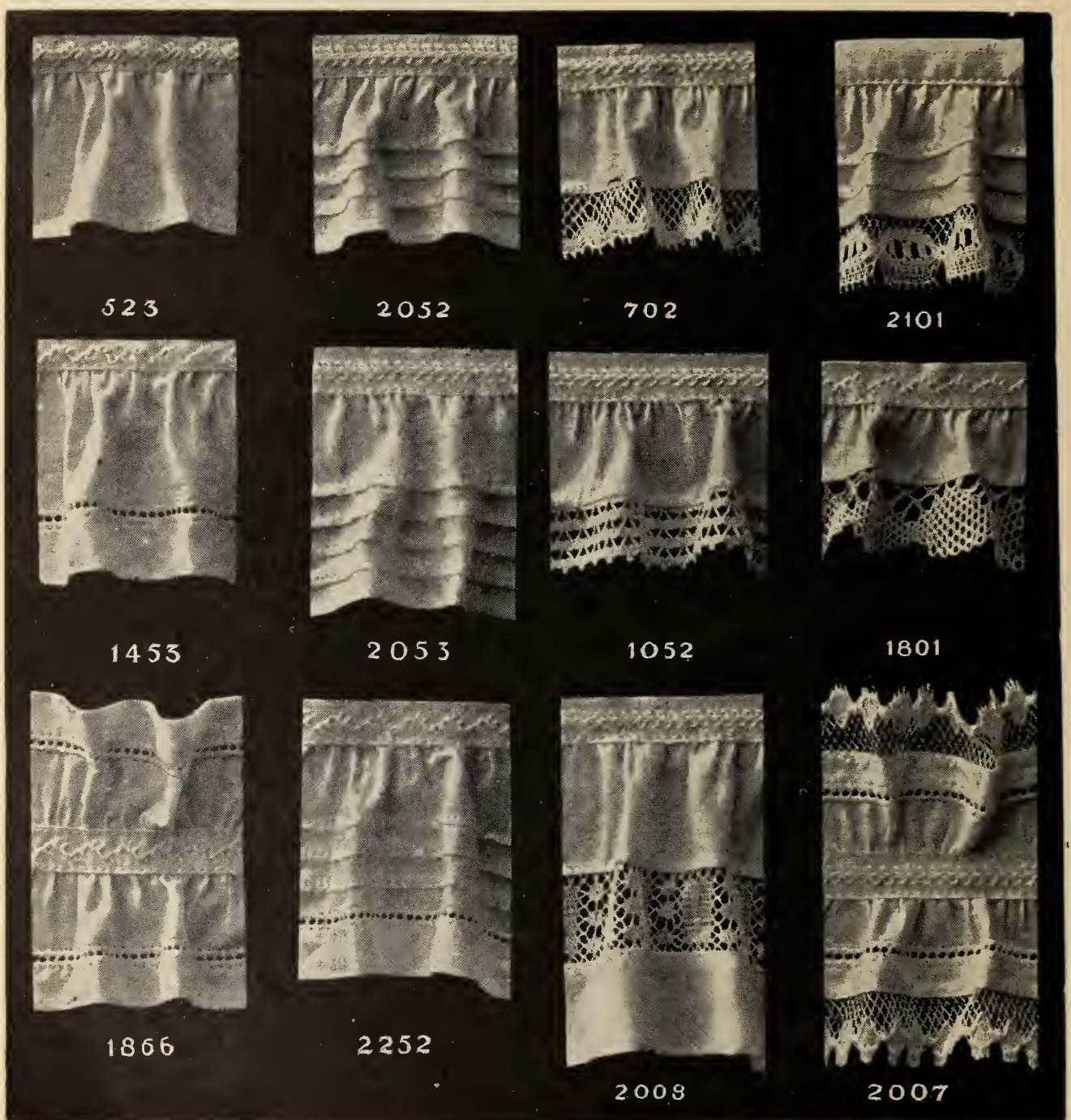
OTTAWA, - CANADA.

THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET."
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

Remember, "Queen's Gate"

is an absolutely fast Black Cashmere Hose. Our new and commodious warehouse at 93 St. Peter St, enables us to enlarge our Hosiery Department, and a full line of our Indelible Black "Queen's Gate" Cashmere Hose can now be always found in stock in all sizes.

SCARCE LINES JUST ARRIVED.

Black, Colored, and Chinchilla Drop Ornaments, and medium and low-priced Applique Trimmings.

The Lace Warehouse of Canada.

KYLE, CHEESBROUGH & CO., 93 St. Peter St., MONTREAL

Established 1785.

TRADE MARK



REGISTERED

BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Makers of

All Kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD.

Scotch Fingering	Berlin Fingering	Vest & Silk Vest Wools	Cocoon and Elder Wools
Wheeling	Balmoral Fingering	Lady Betty	Pyrenees
Petticoat Fingering	Merino Fingering	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden
			Mending

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering

Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

New Qualities: BEEHIVE Coooon and Elder Wools.

Wholesale Only. **Send for Samples.**

Agent . . .

Duncan Bell

MONTREAL and TORONTO.

CUT SERVICE DEPARTMENT.

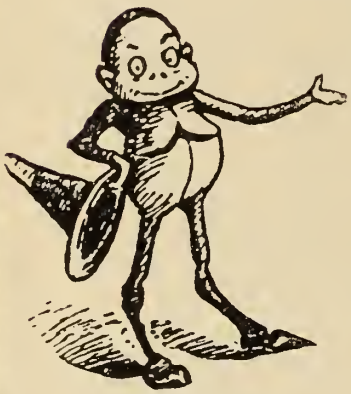
THE DRY GOODS REVIEW

MONTREAL and TORONTO.

NOTE—We do not open any accounts in this department, so would ask you to kindly forward cash with order. Mention number of cut wanted.



No. 424—50c.



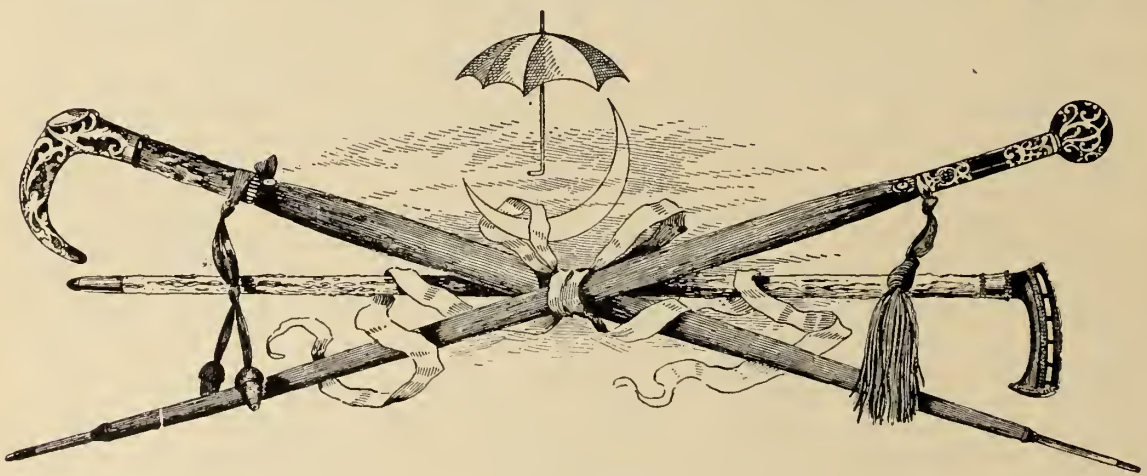
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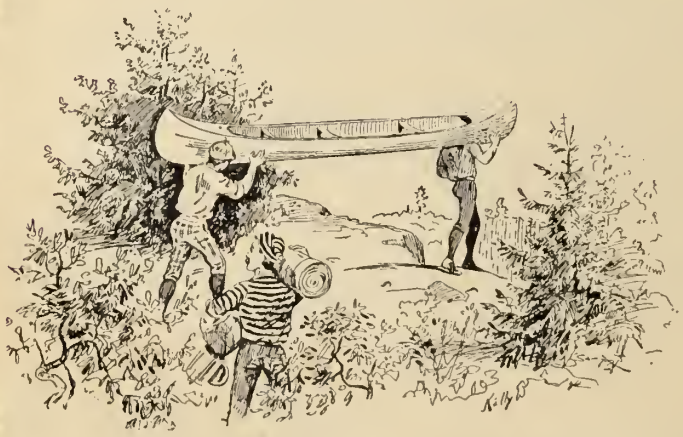
No. 572—50c.



No 142—50c.



No. 307—$1.50.



No. 472—75c.



No. 492—50c.

Hitchcock, Williams & Co.



SIR G. WILLIAMS
F. G. WILLIAMS
H. WILLIAMS
A. T. WILLIAMS

WAREHOUSES: 69, 70, 71, 72, 73, 74 St. Paul's Churchyard · 43, 44, 45, 46, 49, 50 Paternoster Row. 1, 2, 5, 6, 7, 8, London House Yard.

Manufactories, Warwick Lane and Paternoster Buildings.

ESTABLISHED NEARLY 70 YEARS.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application.

Our Mr. Cliffe visits Canada twice a year. He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

The W. R. Brock Company, (Limited)

TORONTO.

Exceptional Value, scarce goods, in great demand.

V26, JA21, JA22 and 500.

Colored Velour--Finished Cashmeres

each in a full range of shades, to retail from 25 to 50 cents per yard—20% below regular prices.

Cream Lustres

in Plain and Fancies, to retail from 35 to 50 cents, cannot be repeated except at a heavy advance.

Blouse Materials

consisting of **Satin-Striped Voiles, Satin-Striped Bedford Cords, Printed Satin Delaines,** in all the fashionable colors and latest designs, to retail at 50 cents, worth 65 and 75 cents.

Etamines, Eoliennes, Voiles and Crepe de Chines, in Black and Colors, to retail from 50 cents to $2.00, all under regular prices.

500 Pieces Printed Muslins

A Job Clearing Line, to retail at 12½ cents, regularly sold at 20 to 25 cents.

THE CANADIAN
DRY GOODS REVIEW

VOL. XIII. MONTREAL AND TORONTO, JUNE, 1903. NO. 6.

SOME DRY GOODS FABRICS.

Their Characteristics and Peculiarities.

ASBESTOS.

A MINERAL substance of fibrous texture of which several varieties, differing in color and substance, are found, all having the property of resisting the action of fire. It consists of fine crystalline elastic fibres, with a silky lustre varying in shade from white to grey or green. It is found in almost every country and varies considerably in form, sometimes occurring in thin cakes of closely interlaced fibres, in small, brittle, curved sticks, and in masses woven with cellular openings. A more delicate and pliable fibre was called amianthus, a name given to it by the Greeks because of its coming out cleansed and pure after being passed through fire. This is found most plentifully in Corsica. By the ancients asbestos cloth was used for enshrouding dead bodies during cremation in order to preserve the ashes.

Various applications have been made of asbestos. It has been manufactured into paper, thread, armour, ropes, nets and, mixed with clay, into pottery. The Brahmins of India used it for wicks for their perpetual lamps. The attempts to introduce it as a fireproof cloth have not met with great success as yet, but with new methods of manufacture and a greater appreciation of its merits, greater popularity is assured. The process of manufacture is to soak lumps of the fibre for a long time in water, and by repeated washings to separate the filaments from the earth which binds them together. The threads are then moistened with oil and, mixed with a small quantity of cotton, are then spun in the ordinary manner. Afterwards the cloth is burned to destroy the cotton and oil.

• • •

BLANKET.

A woollen cover, soft and loosely woven, spread commonly upon a bed over the linen sheets for the procurement of warmth.—Johnson. The name is generally supposed to have been derived from that of the first maker, Thomas Blacket or Blanket, of Bristol, although some think it a French word.

• • •

BANDANNA.

Handkerchiefs made of cotton and silk, in which spots and figures are left in white or some bright color upon a ground of red or blue. It was originally imported from India, where it has been customary to produce these patterns by tying up the parts to remain uncolored, and immerse the whole in the necessary dye. The great popularity of this handkerchief at one time led manufacturers to attempt to imitate it, but the clearly defined spots of the ancient Indian production were lacking until their method was discovered and practised. As made now, however, the effect is almost as good as in the ancient article. The whole handkerchief is first dyed red or blue, as required, and the coloring is then discharged by bleaching powder in the pattern required. This is done by having the pattern made on two metal plates the exact size of the handkerchief, and then placing a dozen or so handkerchiefs between these plates and subjecting them to enormous pressure, sometimes exceeding 500 tons. This is done to make a clear outline to the pattern as the bleaching fluid is allowed to penetrate only the desired spots, which are open and free from pressure.

• • •

BAIZE.

A coarse, woollen stuff now principally manufactured for linings and covers and made generally in scarlet and green. In former times it was a much finer and thinner material, and under the name of bays was used much for clothing. It is a soft, elastic cloth that offers limited resistance to pulling on account of the looseness of the weave and shortness of the thread, but as a cover, where the wear is only on the flat surface, it is a very serviceable material.

• • •

BASKET CLOTH.

A cloth that receives its name from the style of weaving rather than from the material used in its construction. It derives its name from the similarity of its weave to that of the plaited work in a basket, the overlapping of the warp and weft making this similarity without any regard to the coloring. The three principal varieties are linen basket cloth, woollen basket cloth and basket flannel.

• • •

BOX CLOTH.

A material of the beaver variety; an expensive cloth with close, hard texture and fulled until it is almost waterproof. From it men's overcoats and boxcoats are made. Box cloth ranks between melton and beaver in weight and finish. It is often called livery cloth, because it is used extensively in the manufacture of livery coats.

• • •

BERLIN WOOL.

A soft woollen yarn for needlework which comes for the most part from Germany. For many years after its introduction it was exceedingly popular, although rendered very expensive by the cost of preparation and dying, but perseverance on the part of a few firms overcame this difficulty and the material became much cheaper.

PROGRESSIVE RETAILING

METHODS THAT MAKE FOR SUCCESS.

By C. L. Hinckley.

NEVER overstock your store or department. A smooth-talking drummer comes along with his stories of a rise in the market; or that your competitor or friend has just bought a case, and before you know it you have said "yes." Result—store crowded with goods, many of which will never be sold at a profit. It sounds so large to say, "I'll take a case." It looks still larger when you pay the bill. My theory is that the same pencil that writes the order can cross it off, and when complaint is made of the smallness of the order placed, a sharp word to cross it off has brought the seller to his senses.

Give your customers the best value you can for their money. Don't buy on price, buy value and style. Of course, buy as low as you can, but don't let cheapness run away with you. It would be a good plan if merchants put more confidence in their clerks and salespeople, especially in their judgment as to what class and style of goods would bring the most trade. You can't possibly know better what to sell than do the sellers. It is better to be short on goods and long on cash, than to be long on goods and short on cash. The clerk or salesman who helps to select a bill of goods will work to the full extent of his or her power to dispose of those goods. Responsibility creates effort. Don't misrepresent your goods; a satisfied customer is your best advertisement.

Mark your goods in plain figures. Placing the cost mark beside the price mark leads many people to believe the merchant has two prices. I've learned from experience that most clerks are quite familiar with their employer's cost mark and do not hesitate to lower the price when a sale becomes doubtful otherwise. Again, a cost mark has about as much significance (with some merchants) as the first price on a horse, and soon his customers regard his price with about the same confidence. Whenever a price is lessened the value of the article lessens with greater rapidity than the decrease in price would indicate. Don't have two prices; have one price and stick to it. Some dealers say that if it were not for the fact that so many people persist in asking reductions, it would be possible to do a one-price business. Establish one price on every article and when your customers become convinced that you mean what you say they'll cease to argue the point.

A well-assorted stock often replenished should be the motto of every merchant. Stock should not be allowed to accumulate. It is remarkable what an attachment some business men have for their goods. The older their stock the fonder they seem of it. They look at those familiar pieces of merchandise and wonder how they can ever part with them except at full price. And as the seasons come and go the attachment grows. It should not be so much a question of price as of cash. Fifty cents, 25c., 10c. on the dollar, anything on the dollar to make the goods go. And in some cases it would be a good plan to placard the article with the invitation "take one" and good speed to the parting guest. There are too many new goods in the market for any enterprising merchant to be bothered with old ones, and merchandise other than staples that refuse to move at your price, whether on the shelves, counters, or in the basement, is a constant menace to your business.

Secure not the cheapest, but the best available salespeople by paying good salaries. They are practically cogs in one wheel if treated as ladies and gentlemen and not as suspects. If a poorly-paid clerk or salesman is asked his opinion as to purchases (as they quite frequently are) you have working against you both the customer and the clerk. So that the relative value of a cheap clerk or salesman and a high-priced one is self evident.

To recapitulate: Never overstock; give good values; mark your goods in plain figures; advertise honestly and sensibly; keep turning your stock; and pay well for good salespeople.

BUSINESS MEN AND THEIR CLERKS.

By A. B. A.

SUCCESS, without doubt, is the aim of every business man. He always has his eyes open for schemes to invite Success to become a patron of his business. He is a wise merchant who neglects nothing, however trifling, that would help him on toward his goal.

The point is to recognize the things that will help to work out a successful business, and, having recognized them, to work them out to the best advantage. The ways that lead into that hard-to-find road to success are many and varied. Only one will be dealt with here, namely: the treatment of clerks.

If a merchant gets his clerks interested in him and his business, they will work for him. They will work,—not merely put in time.

"How am I to get my clerks truly interested in my business?" is a question that merchants will naturally ask themselves.

Well, to begin with, poorly paid clerks are not very likely to be very enthusiastic in their employer's business. So, in the first place, good clerks should be engaged, and they should be well paid.

If you get a good clerk, keep him. Let him see that advancement will be his if he does well. If he is a particularly bright fellow, advance him without waiting for him to apply. An advancement like that pleases a clerk very much, and he will naturally feel more enthusiastic in the development of your business than if he had got a raise only after putting in an application.

If your clerks are paid a little above the ordinary run, they will be more interested in your business than the ordinary run of clerks are in the business of their employers. A cent saved is a cent gained, but a cent spent is often two cents gained; and it is more than likely to be so in this case.

In the second place clerks should be treated with consideration. A business manager should make himself popular among his clerks. If a clerk does not run his department as you think he should, don't merely order the required changes to be made, but go to him and ask him

if he doesn't think that so and so would not be a better idea for the carrying out of such and such a scheme.

Find fault as few times as you can, and if you have to find fault, do so, if possible, in a way that the clerk will not recognize as fault finding.

Let your clerks know that you take an interest in them by making inquiries about their departments, and making suggestions if you see any ways of improvement. A kind word or a word of commendation spoken to a clerk costs you nothing, and means a lot to him, and your business.

While as few changes as possible should be made in your staff of clerks, never keep one in whom you cannot trust or who is not what he should be. One of the first requirements of a clerk is true courtesy, and a clerk who is lacking in that prime factor should find no place in your store. To a large degree the character of a store is formed by the courteous or discourteous conduct of its clerks.

It is a very common practice to have a clerk's salary vary with the amount of his sales. While there are very many advantages in this system to recommend it to the merchant, it is not so good as would at first appear. It is certain to cause rivalry among the clerks, and of course they will not work together. According to that old Bible saying: "A house divided against itself shall surely fall," that state of affairs would certainly not be a very good one for the business. While it might not bring about destruction, it certainly would not help to bring the business any nearer that bright star—Success.

Keep in remembrance the time when you yourself were a clerk. Treat your clerks as you at that time would like to have been treated, and there is not much doubt but that you will make a success of the clerking department of your business.

If equal judgment and forethought are used in the management of the other departments, Success will surely become a partner in your business.

SELF-RESPECT IN BUSINESS.

By Bishop John H. Vincent.

I ONCE heard a clergyman ask Mr. Moody how to get people to believe the Gospel; and his answer was, "First believe it yourself." So if a business man wants other people's respect, he must first respect himself. In other words, it is not enough that he should be honest simply because "it's the best policy," and because he wants to keep out of the sheriff's hands, but because he is too honorable a man, because he has too much respect for himself—for his own manhood—to stoop to what is even dishonorable and mean, to say nothing of what is dishonest. Perhaps a man doesn't realize at first how important a factor such self respect is in mere business success. But the fact is, that a man's credit in the business community does not depend entirely on the size of his bank account. As some one has well said: "Most men think they can figure up all their assets in dollars and cents, but a merchant may owe a hundred thousand dollars and be solvent. A man's got to lose more than money to be broke. When a fellow's got a straight backbone and a clear eye his creditors don't have to lie awake nights worrying over his liabilities."

But then, there's another side to the matter. If a man wants other people's respect, he's got not only to respect himself, but he's got to respect other men, too. When I hear a man say that he's lost all faith in the virtue of women, I not only wonder what sort of a mother and sister and wife he has had, but I know instantly what sort of a man he is himself; and I wouldn't touch him afterwards, in any relation in life, with a ten-foot pole. And so, if you ever hear a man say that he no longer has any faith in men's business virtue and see him act as if every other man was a scoundrel until he is proved innocent—I say, don't you ever trust that man again in business matters. He stands instantly self-condemned. For if a man can't believe in other men, it's because he can't believe in himself. But when he knows that he not only can be, but is, an honest and honorable man himself, and demands that others shall believe that of him, then he will be just as ready to believe as much about other men, too, until he is compelled to believe the contrary. Undoubtedly, there are scoundrels and dead beats in the business world, just as there are in the ministry, and in every other relation in life; and because "credit" is so indispensable in the modern business world, a well managed association for self protection is a clear necessity. But what I want to beg of you is not to make exceptions the rule, and not to let any number of scallawags destroy your faith in the honor and trustworthiness of men as a whole. Out of sheer self respect you are bound to believe and insist on this.



FALL 1903

THERE has been a very definite divergence within the past year or more from former conditions of things relative to the Dress Goods Department which is at present entirely Duplex in character. On the one hand we have the Tailor-made and Street Costumes, and on the other, Clinging Drapery House and Evening Gowns---both correct, but absolutely different as to style and material. We have given this matter more than ordinary consideration and made ample provision to meet the most exacting requirements.

For the Tailor-made and Street Costumes we are showing a diversified variety of which the following styles are amongst the most prominent.

New Knicker Flock Combinations

60 different ranges, comprising 278 different colourings in the various ranges. This comprises Knicker and Flock effects only, without reference to the Zibeline or mixture effects of plain goods which we class under another heading. The following numbers are amongst the most desirable in the collection and are worthy of your special attention: Z407, Z412, Z431, J146, J147, Z415, Z417, Z418, Z419, Z420, Z423, Z424, Z425, Z426, Z427, AR603, AR618, AR617, Z421, Z422, Z428, AR611, AR606, **Z429**, Z448, W295, D314, D315, AR607, AR608, D317, AR609, D316, AR610, AR614.

Zibeline and Mixture Effects.

33 ranges, 250 colourings. See the following ranges : Z430, AR605, C128, AR542, Z276, C48, C56, Z390, Z392, Z393, Z394, Z396, Z398, Z339, J140, J141, J142, AR602, AR604, J150.

Self Colored Sateens, Venetians, Box Cloths, Suitings, etc.

These goods are old qualities at old prices in the leading shades : W226, Z210, Z212, D174, D177, D180, AR396, AR397, AR616, C132, AR615, Z246, Z247.

Cream and White Venetians and Broadcloths.

D318, D319, D320, W144, W146.

Cream Suiting Serges P250, P252, P254.

Cream Hopsack Homespun Suitings.
Cream Granite Homespun Suitings.
Black and Navy Suitings in Hopsacks, Basket Weave, Granite, Cheviots, Venetians, Box Cloths, Broadcloths, Fancy Blacks, etc., etc.

For House and Evening wear All-Wool Voile, Buton Voile, Mystrel Cloths, Knop Mystrel, Fish Net, Silk Warp Gloria, Silk Warp Eolienne, Silk Warp Crepoline, Silk Warp Voile, Silk Warp Crepe de Chene ; Fancy Figured Eoliennes, Crepolines and Crepe de Chene, in Black, White, Cream and leading evening shades.

Black Silk Grenadines and Transparencies—we have the largest and best range we have ever shewn.

Brophy, Cains & Co.

MONTREAL.

BOOTS AND SHOES

BETTER THAN TRADING STAMPS.

AN Ohio merchant is reported by The Dry Goods Reporter, of Chicago, to have adopted a novel idea in his shoe department which might be found of service in the larger towns. He prepared a number of cards like a meal ticket, containing 20 numbers printed on the upper and lower parts of the ticket. Between these rows the following words appeared:

"White's shoe shining card."

"Do not throw me in the waste basket."

"White, the shoe man, sent me around."

"Read the other side."

Upon the other side is this:

"Get a shine that stays shined."

"We are ready to shine your shoes and to give you the best shine you ever had."

"It will cost you nothing if you will keep one of White's shining cards in your pocket."

"This is the way it is done: You pay 5c. for your shines and have the card punched. When your card has been punched 20 times we will take up the card and allow you $1 on a pair of shoes."

"White, the shoe man, he sells $3.50 and $5 men's shoes."

The ticket was about the size of a business card.

LEATHER MAY GO UP.

AN advance in the price of leather was considered at a meeting of the Tanners' Section of the Board of Trade held on May 21. It was held that on account of the advance in labor and material a corresponding increase in the price of leather was necessary. Nothing was done, however, and there is a probability of a general meeting of the tanners being held to consider the situation. A committee consisting of F. G. Daville, A. O. Beardmore, C. J. Miller, S. P. Wickett and J. C. Breithaupt was appointed to wait on the Government to change certain clauses in the Inspection Act.

TELL YOUR CUSTOMERS.

When shoes are uncomfortably tight over the ball of the foot, a simple remedy is to take three thicknesses of canton flannel and, after saturating with neatsfoot oil, wet it in very warm water. With the shoe on the foot bind the cloth tightly around the tight part and pin. Wear the shoe for at least an hour and a half, wetting the cloth in warm water a second time if necessary. Keep the shoe on the foot until perfectly dry, and it will be found that the pressure is relieved.

* * *

In selecting a shoe care should be taken that the great toe is allowed to lie in a straight line. Many customers in their endeavor to make their feet appear small, cramp the great toe, thinking, because it is not unbearable at the time, that they can endure it. Nothing, however, creates so much discomfort after a few minutes standing or walking. Corns are apt to form, but most important of all is the sense of fatigue that arises from such a cramped position, and the consequent inability to stay long on the feet. Before long, too, the knuckle of the toe presses the shoe out of shape.

* * *

A shoe that is large enough to slip at the heel should be avoided. This is one of the disadvantages and common faults of a low shoe. With the constant rubbing the skin will be worn off and a very uncomfortable sore results. The color of the stocking is apt to get into such a sore and will make a serious wound. Holes in the stockings will come and the rising and falling of the heel soon affects the shape of the shoe.

HOW TO LACE SHOES.

WHEN a man goes into your store to buy a pair of shoes, he will buy quicker and easier if he feels that the salesman is a good shoeman.

There is no single little point that will impress him so favorably as to lace his shoe neatly and quickly. The old "criss-cross" lacing is extremely practical, but it is an eyesore. The regular "over and over" way, with one string, looks all right, but makes too much trouble unloosening it to take the shoe off.

The various plans whereby the lace never has to be tied or untied are all right in theory, but just a little too complicated ever to become popular. The fancy criss-cross lacing of different styles has also proven impracticable.

The criss-cross lacing has these good points: It is simple; it loosens easily, almost automatically, as it draws from both strings.

The second way I mentioned is generally used by dressy people because of its neater appearance, yet the lace must be loosened with the finger when the shoe comes off, and then tightened through each eyelet when the shoe is put on again.

The way I am about to describe, says a writer in Shoe and Leather Gazette, has the good points of both the above systems, and eliminates the bad features.

F o G o
E o H o
D o I o
C o J o
B o K o
A o L o

Let these dots represent eyelets in a shoe. Put one end of the lace through eyelet A from above, or outside the shoe, and the other end through L from above. Put the A end through J from below and the L end through B from below. Pass the lace from B through K from above and through D from below. Pass the lace from J through C from above, and through H from below. Next take the lace from D, pass through I from above and through F from below. Now the lace from H goes through J from above and through G from below, and you are up to the hooks, or, if it is a ladies' shoe, you can lace it

criss-cross the rest of the way. A slight pull on the shoe loosens the laces, and a slight pull on the ends of the laces tightens them without the bother of pulling them through each eyelet, unless they need to be loosened for three eyelets or more down.

Your customer generally watches you while you lace his shoe. Do it this way and he will generally remark about it, or ask how it is done. A simple explanation, with the remark that it has all the good points and none of the bad ones, and you have another credit mark for being a sensible, practical shoeman.

If it's a ladies', and the shoes have eyelets all the way, it is best to lace as suggested for six or seven eyelets and then criss-cross the rest of the way. You can save time in this criss-cross lacing by just taking one lace all the way through and then going back and finishing with the other. It took me 15 years to learn this, and, perhaps you can improve on it in 15 minutes. Try it. It's interesting.

GUARANTEES ON SHOES.

LEADING St. Paul shoe dealers are seriously considering the advisability of taking joint action in refusing to grant further guarantees on shoes sold from their stores. It is claimed that guarantees are no longer necessary and that they represent needless annoyances only.

Many of the leading dealers no longer give their personal guarantee for the wearing qualities of patent leathers. A prominent dealer explains why.

"My patrons," he said, "almost without exception, know that it is absolutely impossible to manufacture a patent leather that will withstand cracks and damage, if subjected to rough use, and to improper care. All who make it a practice to wear such shoes know that the life of the shoe depends almost entirely upon the wear and care it gets. I know that the shoes I sell are, all things considered, of good quality and as good as can be sold at their varying prices. My trade knows that I do the best I can to sell the very best of shoes. The practice of asking for guarantees is falling off, for this fact.

"Guarantees don't make shoes wear, and if they don't wear it isn't my fault, for I make very careful selections. In addition to this, many makers of patent leathers no longer guarantee their shoes to me. They don't think it necessary either.

"Dealers are finding that the public does not rigidly insist on a guarantee and is becoming more willing to trust to the honesty and carefulness of the dealer. Under these conditions, guarantees are useless. The dealer is giving, with or without the guarantee, as good shoes as he can buy.

"Customers are getting the same quality of shoes that they would get under the most rigid contract for the wear of their footgear."

NOTES.

THE shoemakers and repairers of Vancouver, B.C., are contemplating forming a union to regulate prices. A union was started some years ago, but soon died out. Only some 30 men are eligible for membership.

T. M. Brown, Robt. Scott, W. G. Fisher and James Benor propose to form a company with a capital of $100,000 for the purpose of building and operating a shoe factory in Alliston. They ask a bonus of $7,000 from the town and the mortage given is to be reduced $10 per year for each hand employed.

Charles Lafleur, boot and shoe manufacturer, St. Henri, Que., died recently at the age of 47 years.

Orangeville, Ont., is negotiating with a Toronto firm for the establishment of a boot and shoe factory in that town.

Knox, Morgan & Co.

Wholesale Dry Goods . . . . HAMILTON, ONT.

SUMMER REQUIREMENTS.

COMPLETE STOCK. SPECIAL VALUES.

Laces, Ribbons, Embroideries,
Lace Curtains, Curtain Nets,
Hosiery, Gloves, Mitts,
Bathing Trunks, Bathing Suits,
Wrappers, Blouses, White Wear,
Art Muslins, Organdies,
Vic Lawns, Spot Muslins, Stripe Muslins.

SEE OUR REPRESENTATIVE or WRITE FOR SAMPLES.

Lister & Co., Limited.

Manningham Mills, Bradford, England.

Silk Velvets, improved finish, black and colors.

Couche Velvets, Panne and Mirror Velvets,

Millinery Plushes, short and long pile.

Dress Plushes and Velvets.

Millinery Plushes will be the correct Millinery trimmings for Fall, 1903. Early orders are desired, as demand will be great.

Have You a Difficulty



in disposing of your dry goods dead stock? Such goods are bound to accumulate. It is bad policy to offer these for sale, even at a low price. We dye and finish soiled, faded or out-of-date goods. We make them practically new again and in this way save a direct loss to the merchant. Send us a parcel and note the satisfactory results.

WRITE FOR INFORMATION AND PRICE LIST.

R. PARKER & CO.

Dyers and Finishers

Head Office and Works, 787-791 Yonge St., TORONTO, CAN.

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Wonderful Creations in spite of unseasonable weather—Voiles and Etamines in Favor—Elaborate Trimmings—Sleeves are Works of Art—Some Handsome Costumes—Features in Hats.

IN spite of the cold unseasonable weather our dress makers are turning out wonderful creations in the very lightest of light materials. Such goods as voiles and etamines are most in favor. The "voiles ecossais" are quite new and very pretty, both in green and blue as well as in lighter pastel shades.

* * *

The trimming is, if possible, more elaborate than ever—hand embroidery taking the first place. Accordion pleats, ruchings and almost a return to the old fashioned honeycombing has been successfully introduced into these light materials.



Pineapple Colored Cloth with Applications of Guipure.

Sleeves are veritable works of art; the effect from a distance is good, but the real beauty and amount of work that is put into them can only be appreciated on close inspection. The fulness is being taken higher, in many models it is at the elbow and of decollette gowns the short sleeve is often a variation of the shoulder puff and frill. Shoulder capes of the same material as the gowns, with the edges embroidered, indented or stitched, are much used as well as the lace. Two or three capes overlapping each other are taken from the bust to the back of the arm and so falling over the sleeves with a very good effect.

* * *

It seems likely that "burnous," a sort of Arabian cloak, will become popular, especially in white cloth with full pleats and trimmed pearl embroidery, for evening wear. I have also seen some very rich looking evening cloaks, in heavy silk, lined with a pale shade of panne, pleated and finished off with lace paillete and mousseline de soie.

* * *

The first illustration is carried out in cloth the color of pineapple with applications of thread guipure. The empiece



Walking Costume of Black Face Cloth.

ment and front are absolutely plain edged with a border of the cloth, repeating the design of the guipure, which has a most curious effect. The sleeves and bodice are trimmed in the same way, the large flowers and leaves in the lace being covered with cloth. The collar, waist belt and cuffs are trimmed with a trellis work of green velvet.

* * *

Here is a smart costume worn at the races given in honor of King Edward VII. The skirt and short bolero

were of green laque taffetas. The bolero and short evasees sleeves, finishing at the elbow, were indented all round the edge with deep arc-shaped teeth, ornamented with several rows of stitching. The lace collar of guipure cut at the front to four points and at the back to three, was rounded over the sleeves and each point finished off with a tassel. A



Bodice for Dinner Gown

second collar was formed by this one being cut very high at the back of the neck and then rolled over. Neither bolero nor lace cape were fastened in front, but cut to open wide over a full blouse of mousseline de soie, pleated across and having at the collar and bust an empiecement of gui-



Smart White Taffeta Blouse,

pure. Two large puffs of the mousseline fall from below the elbow sleeve, and the tight cuff is covered with guipure.

* * *

A walking costume in black face cloth has the skirt tight-fitting round the hips and cut in four tiers. The little bolero falls open over a blouse of silk passementerie. The gauntlet, cuffs the waist belt and collar are of cloth ornamented with stitching.

* * *

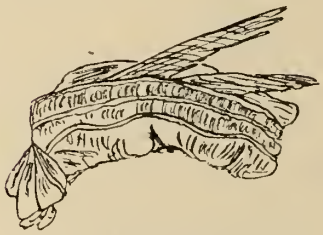
A very effective bodice for a dinner gown is in white liberty silk, the corselet being covered with a close design in gold beads and having a Louis XV. bow at either side of white velvet. The edging of the short sleeve is also of velvet, and the full lace frills are ornamented with gold beads.

* * *

The next blouse, though very simple, is eminently smart and suitable for a young girl. Made in white taffetas, the yoke is of pleated white mousseline and the round encrustations are of white net with a raised embroidery in pink silk.

* * *

Hats are very flat, often with the merest suggestion of a crown, while bunches and sprays of flowers are used for trimming under the wide brims. These straw hats are often in shades contrasting or matching the costume worn with it.



Green Straw with Red Wings



White Straw Hat

A pretty model in white straw has a ruching of green straw round the edge with a bunch of pink roses and leaves under the brim and a small spray across the top.

* * *

The next illustration is in pale green straw (the color of gown) the only trimming being two red plumes pointing to the front and a bunch of red ribbon at back. With this a red sunshade was carried.

* * *

Pailletes are much used, especially to outline the designs of lace, and trimmings are still allowed to fall over the back on to the hair. Feathers are generally worn from front to back, the tips being allowed to curl over the brim.

* * *

Very useful and chic are the "Sacs d'Opera" now showing in the smartest windows. They are made in almost all shapes and very richly ornamented. The large, deep bags formed of frills of lace, relieved with a jewelled embroidery, go well with most evening gowns, and I have seen one made of white velvet almost covered with an embroidery of gold beads and sapphires.



SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.

BUSINESS MEN

And Their Doings

HERBERT H. VREELAND, President of the Metropolitan Street Railway in New York, who has been so prominently before the public in connection with the charges made against his administration by William N. Amory, a discharged employe, has been relieved from suspicion after a long and venemous trial. District Attorney Jerome, "the white man," has declared that the charges were "entirely without foundation."

* * *

Perhaps the highest position of honor in the commercial world has been conferred on Samuel Hope Morley, of I. & R. Morley, of Wood street, London, Eng., and of Nottingham, the great hosiery manufacturers. Mr. Morley was recently appointed Governor of the Bank of England, and again commercial interests are recognized as the most prominent factors in a nation's progress.

* * *

E. H. Harriman, the railroad magnate, has been operated on for appendicitis, and is rapidly recovering. The recent slump in stocks was attributed to some extent to his condition. Mr. Harriman occupies the following positions: President of the Southern Pacific, the Oregon Short Line, the Galveston, Harrisburg and San Antonio, the Galveston, Houston and Northern and the Houston Direct Navigation Companies; vice-president of the Railroad Securities Co., and a director in the Western Union Telegraph Co., Wells Fargo Co., Union Pacific, Pacific Mail Steamship Co., Oregon Railroad and Navigation Co., Baltimore and Ohio, Brooklyn Heights Railroad Co., Brooklyn Rapid Transit, Chicago and Alton, Chicago, Burlington and Quincy, Denver and Rio Grande, Equitable Life Assurance Society, Illinois Central Railway Co., National City Bank, Northern Pacific Railway Co. and Northern Securities Co. He is a member of the Tuxedo, Metropolitan, Seawanhaka Yacht, Lawyers', Automobile, New York Yacht, St. Nicholas, Racquet and New York Athletic Clubs.

* * *

William K. Vanderbilt, whose marriage recently to a divorced woman was fought out by the church, has still to experience the fighting powers of society. A recent answer of one society woman to another illustrates fairly well the carefulness, yet complete knowledge, that society will bring to its judgment of the case. These two society women met at the Waldorf-Astoria, and to the remark that "the bride certainly belongs to the Upper Ten," the tart answer came, "She ought to, she's married three of them!"

* * *

John D. Rockefeller, of Standard Oil fame, has bought out the stock of the pneumatic mail tube concern in New York and proposes to tear up, if he is permitted to, eighty miles of streets in order to extend the system and introduce new methods.

* * *

Several of Toronto's wealthy business men recently responded to a call by Lady Minto for the Victorian Order of Nurses by contributing over $50,000, at a meeting at which the royal patroness presided. Some of the names and amounts given were: Hon. G. A. Cox, president of the Canada Life Assurance Co. and the Bank of Commerce, etc., $10,000; Chester A. Massey, president of the Massey-Harris Co., $10,000 (for the Massey estate); D. D. Mann and Wm. Mackenzie, of the Mackenzie & Mann firm; Col. Pellatt, banker and broker, $5,000 each; Hon. L. Melvin Jones, manager of the Massey-Harris Co.; J. H. Mason, managing director of the Canada Permanent: Byron E. Walker, general manager of the Bank of Commerce; J. Kerr Osborne, vice-president of the Massey-Harris Co., $2,000 each; D. R. Wilkie, general manager of the Imperial Bank; John Hoskin, K. C.; S. Nordheimer, president of the Nordheimer Piano Co.; A. E. Ames, banker and broker; H. C. Hammond, broker; Robert Jaffray, president of the Globe Printing Co.; $1,000 each; Col. James Mason, manager of the Home Savings and Loan Co.; W. J. Gage, president of W. J. Gage & Co.; A. W. Austin, broker; J. L. Blaikie, president of the Canada Landed and National Investment Corporation; $500 each.

* * *

Carnegie has, by a recent interview given to a reporter, lost more popularity in Canada than many free libraries will regain for him. He remarked that Canada could not be a factor in the commerce of the world except as a part of the United States. The coal and iron mines near Sydney were called a "mirage" and the $15,000 granted to that town for a library was immediately ordered by the council to be returned. Carnegie cabled that he had been misquoted and the money was retained, but that something was said reflecting on Canada's position cannot be doubted. Mr. Carnegie has given away over 90 million dollars and of this Canada has received a trifle over a million. Toronto's portion was exceeded by only eight gifts outside of New York and Pittsburg. His free libraries given to Canada are:—

Berlin, Ont., library	$15,000
Brantford, Ont., library	30,0 0
Chatham, Ont., library	15,000
Collingwood, Ont., library	12,500
Cornwall, Ont., library	7,000
Goderich, Ont., library	10 000
Guelph, Ont., library	2 ,000
Halifax, N.S., library	75,000
Lindsay, Ont., library	10,000
London, Ont., library	10,000
Ottawa, Ont., library	100,000
Palmerston, Ont., library	6,000
Pembroke, Ont., library	10,000
Sarnia, Ont., library	15,000
Sherbrooke, Quebec, library	15,000
Sault Ste. Marie, Ont., library	10,000
Smith's Falls, Ont., library	10,000
St. Catharines, Ont., library	20,000
St. Johns, N. B., library	50,000
St. John's, Nfld., library	50,000
St. Thomas, Ont., library	15,000
Stratford, Ont., library	12,000
Sydney, Nova Scotia, library	15,000
Toronto, Ont., library and branches	350,000
Vancouver, B. C., library	50,000
Victoria, B. C., library	50,000
Windsor, Ont., library	20,000
Winnipeg, Man., library	100,000
Yarmouth, N. S., library	4,000
Total	$1,016,500

* * *

C. M. Schwab, the president of the United States Steel Corporation, has given an Industrial Home to the Homestead workmen. At the opening recently, Mr. Schwab made a singularly fitting speech that bound him closer than ever to the thousands of steel workers in that city. The school is a four-storey fireproof structure fitted out with chemical and electrical laboratories, machine and blacksmith shops, rooms for mechanical drawing, wood turning, pattern making, modeling, crayon drawing, painting, water coloring, sewing, domestic science, and a large auditorium seating 700 people. Mr. Schwab also pays all running expenses in connection with his gift.

* * *

J. Pierpont Morgan has instructed his European agents to collect immediately for shipment to the United States, all his works of art at present in Europe. These are valued at $200,000, and the art lovers of New York are pleased that the city will make such an acquisition in the immediate future.

Dear Friends:—

Don't be uneasy as to where we can be found. Our lease for the warehouse we now occupy does not expire until May, 1907, giving us undisputed possession of our present premises for the next four years, and allowing ample time to secure a more modern warehouse in which to continue our business.

BROPHY, CAINS & CO.,
23 St. Helen Street,
MONTREAL.

TRANSFER OF WAREHOUSES.

A LARGE purchase of property was made on Saturday, May 9, when the W. R. Brock Co. bought the two large warehouses on St. Helen street, Montreal, from the Kay estate. The property is bounded by St. Helen, Notre Dame and Recollet streets, and is just across St. Helen street from the present warehouse of the purchasers. The present occupants of the property are Messrs. Brophy, Cains & Co., Wener Bros., and the Shedden Forwarding Co., and includes some 10,000 square feet. The lease of one-half of the property, that next to Notre Dame street, expires in one year, and that part will then be taken possession of by the W. R. Brock Co. When they are installed in the two buildings Messrs. Brock will have the most extensive wholesale dry goods warehouse in Canada.

The two warehouses will be connected with the entrance probably at the corner of Notre Dame and St. Helen streets, where now is the entrance to the Shedden Company's office, and all modern improvements will be made, including new heating apparatus, electric lighting, electric elevators, and new facilities for receiving and shipping goods. The buildings are capable of supporting three more storeys, and these may be added. The offices will be on the ground floor. Some $70,000 or $80,000 in all will be spent on the buildings.

The original cost of the property, including ground and buildings, was $200,000, though the price paid by the present purchasers has not been made public.

The W. R. Brock Co. have felt the need of larger premises for some time on account of the rapid growth of the Montreal business. James Johnston & Co., whom the W. R. Brock Co. succeeded, did a very large general dry goods business, but did not give special attention to the staple trade; this, the Brock Co. have done, with the result that they have not only increased their trade in general dry goods, but have made immense strides in the staple business, the trade in the latter having grown to such proportions that for the past two years the firm has had to rent warehouses in the lower portion of the city to store their goods. Even now, when stocks should be very low, they have 100 cases in storage. The total volume of business has increased materially every year, which they attibute in part to the general prosperity and development of the country, particularly in Quebec Province, Nova Scotia and Cape Breton.

A SINGULAR GLOVE COUNTER.

By W. H. L.

Only in a community where are to be found luxury, good taste and culture is there likely to be seen a dry goods store where is installed a counter to show goods such as is here mentioned. The counter is so singular, yet so convenient for selling of kid and other gloves, that we deem it worthy of notice. Smallman & Ingram, London, Ont., some nine years ago first introduced only a short counter of this pattern, more as an experiment or sample idea than otherwise.

At present the counter is 21 ft. long, but on the removal of an elevator in a few days, it will be further extended, because of its utility and convenience. The counter is the usual height of dry goods counters, but instead of being 27 to 36 in. across, only 14 in. is allowed. This is covered with silk plush of grey shade, padded with batting or hair fibre until it has a nice firm but soft feeling, like a cushion of rounded appearance, on which a lady sitting up closely sets her elbow, to get her glove tried on and fitted properly after stating the size and color required.

All gloves are fitted on at this store free by expert salesladies, and a misfit is an amusing rarity. The narrow padded counter allows the purchaser and seller to get close enough to permit of exact fitting, while ease and satisfaction have always attended both buyer and seller dealing over this very narrow but now essential counter



* This department is conducted and prepared by Miss Nora Laugher, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. She will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to her. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

"Modern advertising is a great thing, and some time it is going to rule the destiny of nations."
"Be sure you are right, then go ahead."

* * *

MERRY, smiling June turns one's thoughts to golden Summer trips, long, lazy hours by the sad sea waves, stretchy fish stories, calm, sunny skies, sweet warbling birds, verdant, shady groves, and last, but not least, bold advertising of warm weather goods and tourists' necessities.

* * *

The best value is the right thing to advertise; therefore, it is wisdom to offer for sale what the public requires. Show folks that if values are scarce it will pay them to watch your announcements. Even in the warm weather it pays to do anything to excite popularity. The storekeeper who shows that he is doing all he can to provide for the needs of his customers and friends does not lose by his trouble. "He who gives, gathers," is as true to-day as it was a hundred years ago, and a good maxim to boot.

* * *

Not a Bad Idea.

Merchants who reside in towns that are frequented by tourists would not find it a bad plan during the Summer excursion season to have a rebate coupon printed in imitation of a railroad ticket. Two or three young men could be employed to go down to the station (or boat) and meet the crowds, and announce that they have free tickets, handing to each excursionist a coupon, stating that this coupon is good for 5 or 10c. when a purchase is made at your store amounting to a certain sum. This similarity between your cards and a railroad ticket would attract the attention of the stranger and your offer would do the rest. I do not know whether this plan has been tried, but I think it would work.

* * *

Assurance.

There is just one thing in advertising that never fails to bring success, and that is assurance. If you set out with the proud determination to make yourself and your goods popular with the public it is no longer feasible to quietly declare the fact. You must have the assurance to advance with a trumpet, as it were, and blow a loud blast to shake the walls of Jericho. The time has long past when custom can be gained by modest and unassuming methods. Anything that savors of too much humility savors of mendicancy nowadays. It is all right to know how to be humble. As "Letters from a Self-Made Merchant" says, "It's a heap more important than knowing how to be proud." There is a time to be humble and a time not to be humble. A great display of humility in advertising is out of place; it is too Uriah Heepish. Aggressiveness, rather than meekness, is the marked flavor of successful twentieth century advertising. The merchant who is easily abashed goes easily to the wall. There is but small chance for the diffident in this age of strong competition. A silent entry into town, merely depending upon the excellence of your wares to work up custom, will not answer to-day. It is out of date and useless. The man who succeeds is he who can, figuratively speaking, mount the platform and blow the big trombone. The merchant who knows how to draw a crowd is the one who draws business.

* * *

Those men who talk and bluster and swagger too much remind one of pneumatic tires or of a balloon filled with hydro-carbonic gas—too light to stay down and too heavy to go up, the soap-bubble that bursts and disappears the moment the first atom of solid matter touches it. Yet, there must be a little bluster. They must "toot their horn and make a blow" they must do bold and aggressive advertising, for it is not the shy and diffident man who builds business and holds trade to-day.

* * *

"You've got to know your goods from 'A to Izzard,' from snout to tail, on the hoof and in the can; you've got to know 'em like a young mother knows baby talk and to be as proud of 'em as a young father of a 12-lb. boy, without really thinking that you're stretching it 4 lb."

* * *

There has to be a certain amount of blow in advertising, yet it can be done nicely; in fact, in such an interesting way, with superlatives well and deftly handled and chatty, logical reasonings so well argued that they become cheery, heart-to-heart talks, and the blow of the trombone is hidden in the alluring notes of the flute.

* * *

Whatever you do, catch and hold on to enthusiasm in your advertising. Remember that it is the inspiriting talk to your patrons and friends that is the life of advertising. The mere dazzle of empty phrases, even if ever so intellectually worded, carry no weight. Nature rather than art, genuineness rather than pretence, enthusiasm rather than petrefaction, will make your ad. a newsy letter to be gladly perused and easily remembered.

* * *

"Tell Truth and Shame the Devil."
—*Shakespeare.*

One of the best things Josh Billings ever wrote was in an album kept by a negro usher, Oswald Smith, in the office of the general passenger agent of the Erie Railroad. He dashed off hastily: "It is better not to know so much than to know so much that ain't so." Lots of merchants know "so much that ain't so" about their goods, and then their advertising amounts to gross exaggeration. Really, blatant lies that do more harm than good to their business. Such people fool their customers for a while, but they fool themselves the most in the long run. It's all right to "toot your horn," but I would

advise a truthful toot, because misrepresentation of goods is death to trade. Every promise made to induce custom must be kept to the letter by those who desire success.

• • •

Not long ago a large store had a consignment of blue serge suits. After many of them had been disposed of they discovered a defect in the coloring of the suits. There had been nearly two hundred of these suits sold, and there was no way of making good the purchase to those who had been disappointed in the quality. So this store inserted an advertisement in the paper, calling attention to the fact that the dye in these suits was not as represented, that the color was not fast, and if the customers would bring them back they would make the matter good for them. A great number of these suits were returned, and the store never had a better advertisement, because it had made sales and friends at the same time.

• • •

Women are the greatest ad. readers of the age, and women nowadays are not infrequently blessed with a sound sense of the commercial by reason of a sound business training. Women watch for the ads. that prove genuine in their statements more than many shopkeepers suppose. The plain, truthful ad., attractively and alluringly dressed, is the ad. that attracts them. The successful advertiser is the advertiser who fulfils his promises.

• • •

The Child Is Mother to the Woman.

Did you ever watch a wee girl hunt for hen's eggs amongst the hay-mows or rick-stacks? If so, doubtless you can recall the excitement of her childish search, and the gladsome look in her flushed little face when the speckled hen flies cackling off her nest, and she prepares to gather into her basket the warm white egg which reposes in the nest beside the china one. Did you ever watch a woman wade down the special bargain-list of a dry goods advertisement? Well, if so, you will perhaps mark the similarity.

• • •

Don't Try to Hatch a China Egg.

A great many manufacturers and merchants in the world resemble the hen that sits on a china egg. They are busy planning in their own mind for a splendid paying business. They just sit there and dream, but like the hen, they cannot hatch custom from inertness of action. Their advertising policy is just an egg of china—injudicious effort. Their conservatism predominates to such an extent that you cannot reason with them. Instead of striking out in a new vein of thought they prefer to sit on their ridiculous egg, hugging their antedeluvian method. If you try to explain to them that their ways are entirely obsolete, like the foolish hen, they will only squat the closer over their china egg. It takes a long time to wake up these timid, "clucking" advertisers, but when at last they do wake up, they soon realize that the way to get new customers and build up a growing business is to spread an ever-widening circle of information about their goods in advertisements as catchy and as fearless as their competitors.

• • •

"Faint heart never won fair lady." Timid advertising never won trade. Weak publicity in this aggressive age is not likely to succeed. You know your stock from "A to Izzard"—you know your goods thoroughly. Then start out with a clear, definite purpose of talking up these goods in a bold and fearless manner. Don't be afraid to talk boldly, so that others may "read, mark, learn and inwardly digest."

• • •

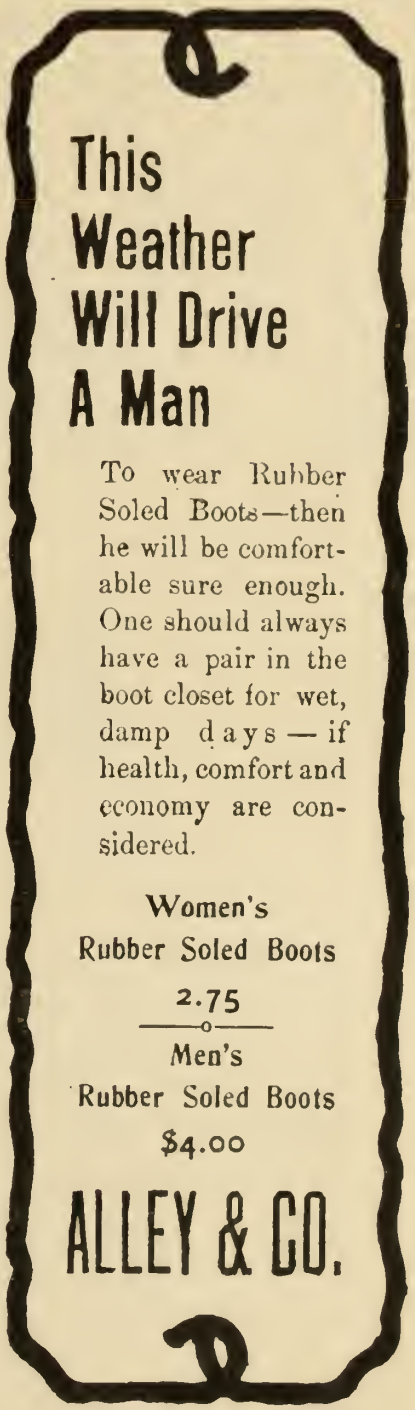
Some years ago this truth was born—If trade is what you wish,
You must toot your advertising horn, or you'll never catch a fish.

• • •

Remember that the ads. that bring business are the ads. that talk business. The storekeepers who sell their goods the best are those who tell best what they offer. Don't be timid in letting people know what you know about your goods, but don't let them know what "ain't so." Don't wait until the summer is ended to say what ought to be said now that the summer is here. Seize the golden opportunity while it is within your reach.

• • •

A catchy ad. from Charlottetown, P.E.I.



"Penny Wise, Pound Foolish" Illustrated in Poor Mediums.

"Buy cheap, buy dear" is well illustrated when the advertiser takes space in a poor medium simply because it is low in price. If low-rate space does not bring the desired result it is the highest-rate space of all. The pulling-power of an ad. is not always contained in its composition; the circulation of the paper wherein it is inserted and its class of subscriber count for a great deal. Low-priced mediums generally promote low-quality publicity. The most expensive of all advertising is that gotten up with the sole view of cheapness.

When a merchant is tempted to take space in some poor medium, he should ponder well over John Chinaman's description of the toboggan slide; "Whishee! Go down like hellee—walk back three milee."

* * *

Chatham, N.B., merchants are doing some very fair work. Here is one of their ads. reduced about one-half:

W. S. Loggie Co., Ltd.

Dry Goods Department.

Carpets! Carpets! Carpets!

Our spring's importations of carpets which include Velvet Pile, Brussels, Tapestrys, 2 and 3 ply Wools, Unions, Hemps, Straw Mattings, Oil Cloths and Linoleums is now complete in all lines.



THE HIGHEST POINT

of perfection is what we are aiming at in the selection of our carpets, linoleums, etc., and the manufacturers are aiding us to secure this end. Before purchasing, examine our stock of new Brussels carpet with borders to match; colors and patterns to suit every taste. Our values can't be beaten at the prices. $1 to $1.20 per yard.



Two and three ply wool carpets in a great variety of colors and patterns ranging in price from 60c. to $1.15 per yard. Union carpets, all new patterns, suitable for bedrooms 25c. to 50c. Hemp carpets, in stripes and flowered designs. Floor oil cloths, 1, 1¼, 1½, and 2 yards wide, from 25c. to 60c. per yard. Lenoleums, in check and floral designs, 2 and 4 yards wide, $1 to $2.25 per yard. Also, ingrain linoleums, colored right through the piece; the most serviceable covering for dining rooms and bath rooms.



Chinese and Japanese mattings for bedrooms, in all grades and styles. 4 patterns, from 15c. to 45c.

Fibre matting, a new American novelty for halls and bedrooms.

Bordered Tapestry carpet squares, two sizes, 24×45 and 27×54, very richly patterned, prices from $5 up.

Hearth rugs, in Axminster and Smyrna, all sizes. Decorated fringed and plain, assorted prices.



COPYRIGHT.

Our stock of White lace curtains is well assorted in all the different styles of patterns and prices. 2¾ yard curtains, from 10c. per pair up. 3 yard long curtains from 60c. per pair up.

* * *

Many men are splendid business correspondents yet they make but "poor fists" at writing their own advertising matter. They know their goods from "A to Izzard," yet they fail to know when or how to stop after that right, clinching thing is said, and they not invariably "damn with faint praise" the goods that should receive the most attention in their presentation to the public. These busy men doubtless have too much upon their brains and shoulders in the management of their business, and should not attempt the management of the advertising as well. Advertisement writing is really a profession of itself;—a profession which teaches one to use few words and to crowd these few words densely with thought;—a profession that is by no means an easy one either, for ad. writing is not an easy task if it is done well and thoroughly. The services of an able advertisement writer can be readily obtained nowadays. People who devote all their time to the work will for a comparatively small remuneration write up the store and its goods in a business-bringing manner, and at the same time give directions to the printer how the advertisement should be set so that it will not fail to catch and please the public eye. Preparing copy must be a ceaseless worry to the busy business man. He must think "ad." continually to win out in the ad-writing field. He must not only throw his heart into the work, but he must put his head into it, for the man who does not put his head into his ad. invariably puts his foot in it.

Use Few Words, but Crowd Them Thickly With Thought.

A few suitable Summer phrases for headlines:

In the line of June bargains, try these.
Summer specialties.
Plain points for possible purchasers.
Here's the Summer trade event.
Cool wearables for Summer wearers.
If it's here it's worthy; if its' worthy it's here.
Warm weather woman's wear.
Free, rapid, quick sellers.
Correct shapes and colors.
What we sell we guarantee.
A wonderful list of warm weather values.
As the mercury has gone up these Summer goods have gone down in price.
A June unloading sale.
The price has shrunk—this serge won't.
Compulsory clearance of collars and cuffs.
The June butte flies do not gather around the clover blossoms with more delight than the ladies of ———— will gather around these June bargains.
Organdies, fresh as Summer sunshine.
In merit unequalled. In beauty unapproached. In price---why, let this reduced list tell its own story.
Serviceable shoes for delicate feet.
Here's the way we get customers—here's the way we keep them.
If you see it in our advertisement it is so.
A carnival of June bargains.
A magnificent lot of magnificent millinery.
We please the people, and it pleases us to know they are pleased.
Cool underwear that's fit because it fits.
Summer gloves for the woman of taste.
Our mirror of Summer fashions.
Look after the cents you can save on these Summer goods.
Big prices are on vacation.

Another good Chatham ad., also reduced about one-half:

CREAGHAN'S.

Rugs, Carpets and Wall Papers.

THE GREAT SPRING SALE. Beautiful new stocks to arouse your unqualified enthusiasm. Rugs superb in their brilliant fresh beauty. Carpets as bright and cheerful as the fragrant flowers of May.



Carpets.

Moquette Carpets, the highest grade in splendid oriental and modern effects with borders to match. $1.25 per yard.

BODY BRUSSELS. A high class Carpet at a nominal price in new choice designs and exceptionally good values. Price, $1.00 to $1.35.

TAPESTRY CARPET. Extra heavy quality in this popular grade, in an endless variety of patterns. Price, 65c., 75c., 85c.

TAPESTRY CARPET. A durable grade of Carpeting without an equal for bright, rich designs and very durable. Price, 25c., 35c. to 45c.

INGRAIN CARPETS in heavy quality and choice designs. Large assortment of good patterns. Price, 75c. to $1.25 per yard.

Rugs.

AXMINSTER RUGS, the most popular Rug of the day, both as regards its wearing qualities and rich colorings, in four sizes. Price, $1.25 to $4.50.

ROYAL WILTON RUGS. A complete line of novelties of this high grade standard line, oriental and floral effects, very durable. Price, $7.50 each.

SMYRNA RUGS in extra quality, an assortment fresh from the looms. $3.00 to $6.50.

BRUSSELS RUGS in choice designs and bright colorings; new goods just received. Price $1.75.



Wall Papers.

15,000 Rolls.

Excellent quality Wall Paper, some gilt, some without, great variety of designs, handsome effects, the very newest styles and colorings—reds, blues, greens, etc. Prices from 5c. to 75c. per roll.

J. D. Creaghan, - - - Direct Importer.

Chatham and Newcastle.

Things the tourist needs.
Trimmed hats at trimmed prices.
Patterns that please at prices that please.
We are tooting our horn, and each toot is truthful.

GOOD ADVERTISING

DEPARTMENT OF

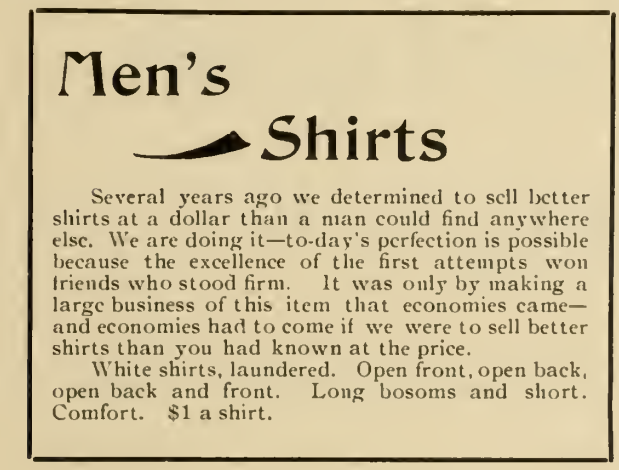
CORRESPONDENCE AND CRITICISM

This department is specially conducted for the benefit of advertisers throughout Canada. It invites correspondence on all matters relating to advertisements and advertising. It requests copy of advertisements for suggestion, criticism or review; it also requests sample advertisements for reproduction in these columns. Its aim is to be of practical value to advertisers.

J. & Co., L., Ont.—The best plan would be to take a share of your profits for the past year and lay it out as wisely as possible in newspaper space to secure larger trade.

W.E.D., N., Ont.—No. It is a poor plan to run along in the same rut too long. Your ads. want a little more leaven in them and a few good outline cuts, or small silhouette cuts, would be attractive for your business.

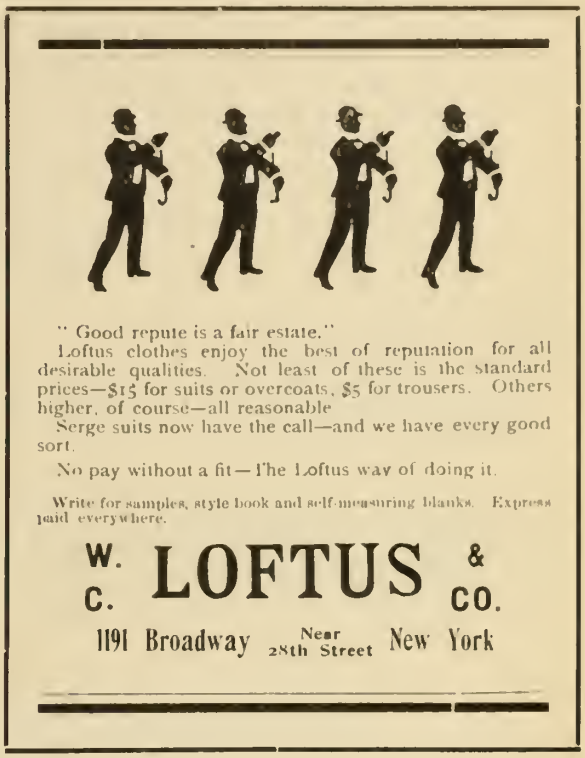
E.L., M., Ont.—Cash is infinitely preferable to a dead lot of stock. Look through your stock carefully and find some good articles in each line—seasonable Summer goods, of course—for present selling. Advertise them well at once before people go away on vacation. Advertise them under competition price to get folks to know your store better. You could call it a June Sale, or Special Summer Sale, or Special Sale of Summer Goods, or Early Season Sale with Late Season Prices, Sensational Summer Sale, a Hot Time Great Clearance Sale, or a hundred and one things. You will find it is better to cut prices occasionally than to accumulate a host of unsalable things.



J. S., B'ford, Ont.—Yes. Not a bad idea at all. But, instead of that scheme, why not give a pretty pair of shoes free to every baby born in B. for a certain time? That would please the mothers and bring family trade.

W. Bros., M., Que.—The catch phrases you forwarded me are all very fair. If you want a particularly appropriate one you might use for a time (running the same for a period is not out of place), "No cobwebs on our method of doing business."

Showing small silhouette effect.



S.E.H., Jr., O., N.S.—In criticizing the advertisement sent, the first thing that strikes me is that you have too many cuts for the space. This is a rather unusual criticism, as the reverse is commonly the case. You should have given rather more detail to the various lines illustrated by the cuts, and, to be candid, your style of heading does not commend itself to my judgment, though it might catch a certain class of people. The type in the heading is large enough, but too light-faced for its size. This gives it lack of prominence. There is no doubt, however, that cuts add to the attractiveness of an ad. when judiciously used, and with the foregoing exceptions your ad may be said to be fairly good. I am giving a sample shirt ad. in these columns which may be helpfully suggestive to you.

GEO. H. HEES, SON & CO.

= 1903 =

Beginning the New Year we commenced manufacturing

Muslin and Bobbinet Ruffled Curtains

In ARABIAN RENAISSANCE and other popular styles.

We carry in stock ready to deliver an immense stock of

Lace Curtains

In prices all the way from 20c. a pair to $15.00 a pair.

Also LACE DOOR PANELS in all grades and qualities.

GEO. H. HEES, SON & CO.,

71 Bay Street, TORONTO



CARPETS.

THE INGRAIN SITUATION.

SOME merchants entertain the idea that the business done in ingrains is decreasing. A careful study of the situation, however, would soon convince them that the small sales of woollens and unions depend upon themselves and not on the unpopularity of these goods.

The last census report of the United States revealed the fact that of the 10,755 looms employed in carpet making 4,693 are for the manufacture of ingrains. From 1890 to 1900 the ingrain production increased about 15 per cent., while in the other division of carpets—three-quarter yards—which includes all other makes, there is a decrease of 12 per cent. In 1900, of the 66¼ million yards of carpet manufactured, over 42 million were ingrains, while in 1890, of the 61 million yards made, only 36⅝ million were ingrains.

According to this, therefore, the ingrain business has not only increased 15 per cent. but has also increased in 10 years from 57 per cent. of the total amount manufactured to 61 per cent.

The Canadian decadal census report is not yet out, so that we are not able to make a direct comparison with 1890; however, in 1902 we imported 151,977 yards of this carpet, while in 1901 and 1900 less than 15,000 yards came from other countries. In addition to this must be considered the development in the manufacture of this line during the past few years within our own land. When it is considered that our factories are year by year producing a steadily increasing amount, and in spite of all this we are importing so much more, a fair idea of the growing demand for ingrains can be arrived at.

These figures will no doubt come as a surprise to most merchants, as I confess they did to me, although I knew the sale was increasing quite rapidly. That 61 per cent. of the total manufacture in the United States should be ingrains will perhaps do more to convince dealers and consumers than any amount of talking.

The census report across the line continues as follows:

"The change in fashion for floor coverings is well illustrated by the change in the character of the carpets manufactured. In the tapestry brussels, the production has fallen off 8,359,029 yards, but in the tapestry velvets it has increased 3,221,626 yards. The production of body brussels carpets has been reduced 5,860,357 yards, but the wiltons, axminster and moquette have increased 6,882,578 yards. In the cut pile carpets there also is a change, the moquette, which in 1890 was an exceedingly popular carpet has fallen off 50 per cent. in quantity of product, while the axminsters have increased from 379,311 to 5,051,981. The wiltons also have become popular and the manufacture has grown from a small beginning in 1880, to 1,030,101 yards in 1890, and 1,782,835 yards in 1900.

DON'TS.

Don't place carpets outside the door for display.

In the smaller towns and villages it is quite a common occurrence to see rolls of carpets stacked in the doorway of the stores or on low benches outside the windows. There is absolutely nothing gained by this method of displaying carpets, and everything is lost.

The effect is not good, as the very incongruity of the surroundings detracts from any beauty that may be in the pattern or color, and the carelessness that is shown in adopting this method tells greatly against the reputation of the store. Carpets are to a great extent a luxury and are always chosen for their beauty, not merely for their usefulness. Accordingly, in their display, care is necessary in the placing and arranging of them, and a thoughtless stacking outside a store impresses passers with the idea that a cheap, poorly selected, small stock is carried.

In addition to this the part of the roll that is exposed will fade, no matter what kind of carpet it may be, and the fading extends from the edges inwards a couple of inches, even when tightly rolled. The dust from the street assists in the ruining of the piece, and the result is a yard lost and the entire roll injured. Such a style of display is not necessary, as windows are for that purpose, and the very opposite to what was aimed at results.

NOTES.

A charter has been granted to the Hepburn House Furnishing Company, Stratford; capital, $10,000.

A movement is on foot in the United States to secure uniformity of terms in the carpet trade. The proposition is to have March and September datings and three months instead of four months. Nearly all the manufacturers have agreed.

The Guelph Carpet Mills Company, Limited, has been granted permission to increase its capital stock from $40,000 to $200,000.

A factory for making oilcloth is to be established in the town of Jimulco, Coah, Mexico. The oilcloth is to be made by a new process which uses the leaves of the huayule plant.

A. F. Banfield, Winnipeg, in his carpet warehouse has installed a Singer electric carpet sewing machine, 10 ft. long, and with a capacity of 280 yards an hour. This is the third in Canada, and one of only 13 on the continent.

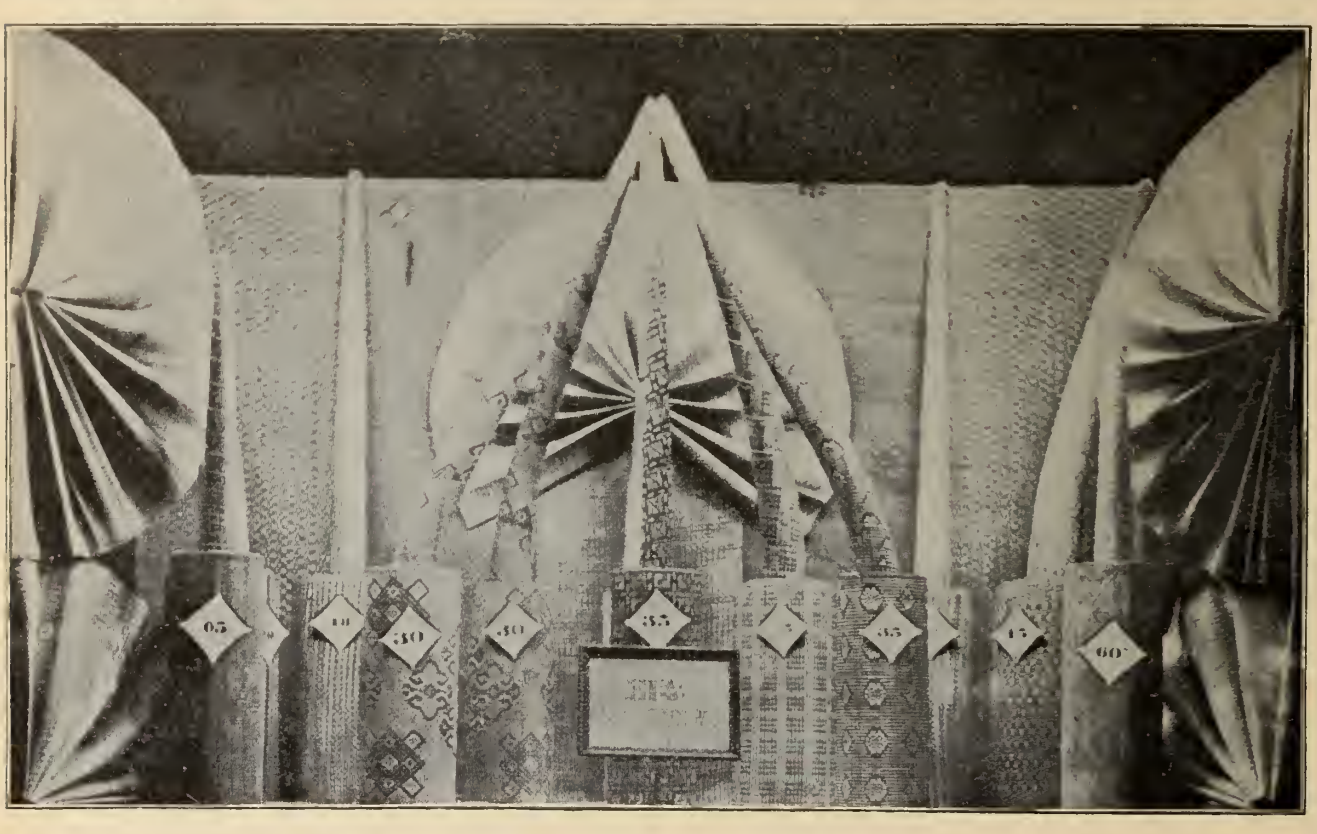
Large advances have taken place in the United States on the Fall lines of carpets. They are as follows: Wiltons, 10c.; brussels, 5c.; tapestries, 6, 5, 3 and 2c., according to grades; wilton velvets, 10c; other grade velvets, 5c; axminsters and savonneries, 5c. and ingrains 1½c. a yard.

Galt still has hopes of possessing a carpet factory, and is building much on the recent visit of a man interested in the manufacture of carpets.

Mr. Robert Sellin, who has been connected with the carpet laying department of the Hudson's Bay Co. stores in Winnipeg for some time, has accepted a similar position with W. G. Furnival of the same city.

Jas. Paton & Co., dry goods merchants, Charlottetown, P.E.I., have extended their store in order to embrace in their stock carpets, curtains, furniture and wall papers. A fine new addition will provide ample space for the new line of housefurnishings.

The manufacture of hand-made woollen carpets has been started among the peasantry of Ireland, 1,000 girls being now employed at it. These carpets recall the beauty of the Indian and Persian make and have an individuality unknown in the factory-made article.



A Matting Window.

WALL PAPER.

CATERING TO CHEAP TRADE.

IT is difficult to give advice on a subject like this, for the average merchant knows he must carry the cheap lines. Where he errs, however, is in the immense range he is willing to carry in lines that retail at 5c. or thereabouts, while in his higher-priced goods he fears to carry much lest it will remain on his hands. If he would sit down and think out which customer means more to him, the 5-cent. or the 15-cent., and which deserves the most attention, he would come to the conclusion that he is doing the better class of customers an injustice in not affording them variety, while for the cheap class, where pattern should not be of such great importance, he carries almost innumerable designs.

That is the reason why so much of the better trade comes to the city. If a buyer is willing to put 15c. into a roll of paper he rightly considers that to him is due greater attention than to the cheap man. How can a merchant expect to sell good grades unless he carries a fair stock to select from? He should not pass an opinion on the demand for good wall papers until he has carried variety enough to supply those wishing that class of goods.

He not only loses his good customers, but also good sales to other customers who would buy the more expensive lines if a sufficient assortment were displayed, but who, upon seeing such a vast choice in cheap grades do not think of going above it. When a person buys a 15c. wall

The Dominion Oil Cloth Co., Limited, Montreal



MANUFACTURERS OF

Floor Oil Cloths, Table Oil Cloths,
Stair Oil Cloths, Shelf Oil Cloths,
Mats or Rugs, Enamelled Oil Cloths.

Decorative Burlaps—Double-sized and Oil-coated.

Our Fall Samples

are now in the hands of the Wholesale Dry Goods trade. An inspection of our various lines will be to the advantage of buyers.

Office and Works: MONTREAL

paper he is not buying a 5c. grade of paper and colors with a 15c. pattern; he is getting a better paper in more enduring colors and with better designs. A 15c. paper will outwear five 5c. papers and always look well. The fading of cheap paper is the principal cause for getting a new wall covering, but in the better grades this fading does not occur, and the wall paper need be changed only when tired of or, by some special cause, soiled.

Most of our expensive paper is imported and carried only in the cities or large towns, whereas if a taste and demand for it were encouraged in the smaller towns and villages by the local dealers, our own manufacturers would soon see the necessity of supplying Canadian trade in these expensive lines. We cannot expect our mills to manufacture a class of paper for which there is little demand, for sentiment does not run a business.

Let merchants carry better lines; let them learn and tell the advantages of expensive wall papers; let them push that grade and keep back the cheap lines, and it would not be long before our swellest wall-paper stores would display the card "Made in Canada."

WHAT THE STORES ARE SELLING.

NEVER before has the variety of pattern and color in wall paper been seen that is shown this Spring. As a rule, the patterns are less conspicuous than ever, and it is only for certain rooms that the loud and prominent bunches of flowers of other seasons are displayed. Stripes are a prominent feature, both in somewhat contrasted colors and in self tones. The stripe pattern is so useful for certain rooms, that it is always popular.

The "art nouveau" designs are the best sellers in the higher priced papers, and the effects in this style are most beautiful. Long stems, with sweeping curves and irregular bends, are crowned by medium sized and small flowers in somewhat conventional designs, and these spots of pattern occur at great distances from each other. In the intervals, inconspicuous designs of self colors break the stretch of clear space, without exhibiting a mass of confused pattern.

Tapestry paper has a prominent position in the list and is selling as never before. One of its conveniences is its adaptability to the coloring of any adjacent room.

In colors, delicate shades abound in blue, green and pink. Deep reds as a background are not so much in favor, but rose color and fairly dark shades are made still darker by a deep red pattern. Self tones are the neatest and daintiest of the season's offerings, and are selling as their merits deserve.

Some special United States papers are in Japanese goods in red with designs of Japs, storks, and such like novelties. A Summer paper has bunches of goldenrod in large clusters with intervening small clusters of purple asters. Some landscape papers are printed with games of golf or baseball and groups of tall trees. In nursery papers, landscapes, games and illustrated nursery rhymes appear. These are supposed to be, and no doubt are, educative.

CURTAINS AND DRAPERIES.

SPRING NOT THE ONLY SEASON.

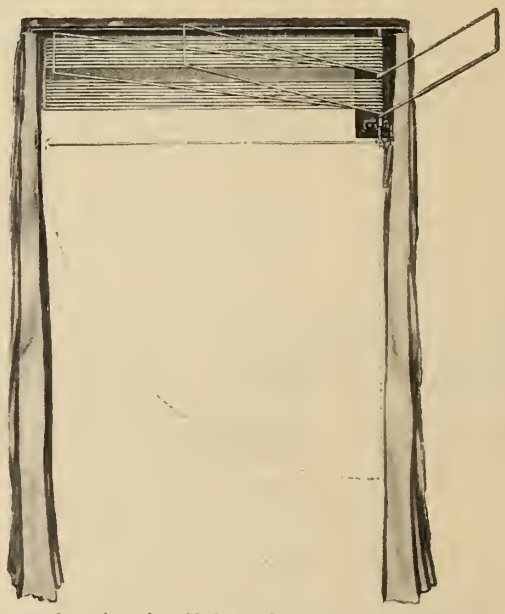
MANY merchants make the mistake of bringing curtains before the eye of the public only during the Spring house-cleaning season. After about the first of June the stock is taken from view, carefully folded up and put away on the shelves, where a housewife never sees them unless she asks for them. This is a mistake which loses many a sale, both at the time and for the coming season.

It is not a wise plan to keep curtains constantly before the public by giving them their part in every window display, as an over-frequency in this is almost as disastrous as no display at all. When the Spring season is over, curtains can be carried to their shelves and put out of conspicuous sight for a couple of weeks, but they should then be brought out and shown again in order to prevent the public from forgetting them. If a merchant has a separate room for his carpets and other lines of housefurnishings, curtains should always have their corner or section, and, in that case, would never be out of view. A couple, or more, thrown over poles in the furnishings room is sufficient, combined with a few window displays, to advertise them, as a rule.

During the Summer season curtains are constantly in demand, more or less, and a merchant is apt at any time to make a sale. Unlike carpets, they can be bought and placed in position without any extra labor, and it is for this reason that a woman does not always adhere to the house-cleaning season to do her buying. In addition to this the June weddings and consequent necessary furnishing create a demand for goods in this line that is not dependent at all upon the season of the year. This class of business, too, is the most profitable for the merchant, as it is invariably the better class of goods that is in request.

A NEW CURTAIN DISPLAY RACK.

THE importance of using racks for the display of curtains has been enlarged upon in these columns, and steady appreciation of their use is apparent in the trade. The Standard Mfg. Co., of Xenia, Ohio, whose advertisement appears on page 31 of this number, has had



on the market in the United States for the past year a rack that has met with great approval. The firm state that they have been from 50 to 111 orders behind all the



Occupies 60 x 10 inches, closed.

	Naked Rack Plain Finish	Complete Rack Plain Finish	Complete Rack Nickel Finish
No. 1 holds 24 curtains	$ 8.00	$10.75	$12.50
No. 2 holds 50 curtains	12.00	15.00	18.00
No 3 holds 74 curtains	18.50	22.50	26.00

Complete Rack includes Dust Curtains, Display Curtain, (background) Display Rod, Overhead Board, Etc.

WILL SELL CANADIAN PATENT ON THIS DEVICE.

What do you pay your Lace Curtain Salesman?

We have a device that will make his services three times as valuable, and the cost to you will be a great deal less, in proportion to the volume of business transacted. With this

MODEL DISPLAY RACK

the curtains are kept in good order with very little attention. No wrinkles in them. No dust on them. Shows in one minute the same stock that has required an hour to display the old way.

Makes sales quickly without worry or loss of temper or merchandise. The only practical rack on the market and occupies the least space.

Pays for Itself as a Time-Saver alone.

Does a man's work. Saves a man's wages.

SEND FOR CATALOGUE "H."

Standard Manufacturing Co.,

XENIA, OHIO.

BATTING

Guaranteed free from threads and other weak and lifeless stock.

NORTH STAR, CRESCENT and PEARL

COTTON BATTING

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not shoddy.

Ask for

North Star, Crescent and Pearl Batting.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

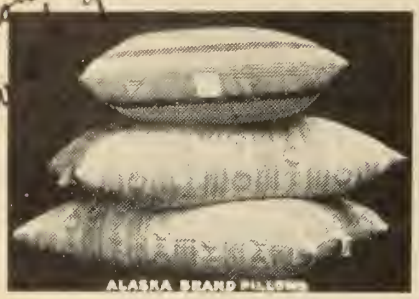
FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO

BED PILLOWS For Summer Cottages.



Grade JAVA

Purified SILK FLOSS Filled

18 x 26 in., 90c. a pair.
19 x 27 in., $1.20 "

Very soft, clean and durable.

Covered with good quality Twilled Sateen Ticking.
Order a sample dozen pairs to-day—before you forget.

The Alaska Feather & Down Co.,
of MONTREAL, Limited.

Feathers! We Buy Them

Natural Japanese Washing Silks



WE MAKE A SPECIALTY OF

NATURAL JAP. WASHING SILKS.

And carry a large stock in the following widths: 20-in., 23-in., 27-in., 32-in., 36-in and 48-in. Any quality and width can be dyed any shade in a week.

All Widths and prices in twill Japs. in 50-yard lengths.

SHANTUNGS in different widths. Various qualities of **TUSSORE** by the piece or yard.

DYED JAPS., all shades, in 21-in., 23-in., 27-in., and 36-in,

PRINTED, FIGURED AND STRIPED JAPS.

All shades in two qualities of **GLACE** and three qualities of Colored **LOUISINE**, and **ORIENTAL SATINS** and Foreign and **ENGLISH MERVES.**

All up-to-date makes of **BLACK AND COLORED SILKS.** Canadian buyers are invited to give us a call while in London and inspect our latest novelties.

T. RICKARD & CO.

DIRECT IMPORTERS OF JAPANESE SILKS

20 Cheapside, London, England.

OUR SPECIALTY IS ALL DESCRIPTIONS OF JAPANESE SILKS.

CABLE CODE: "CLERKSHIP"—A.B.C. CODE USED.

time. Marshall, Field & Co., of Chicago, have expressed their opinion of it in these words: "The only practical rack on the market for displaying lace curtains." The rack illustrated here in its naked form occupies a space only 10 x 60 in. and is durable and simple.

The Canadian patent on this device is for sale and affords a good opportunity to any fixture dealer or wholesaler who is willing to push an article for which their appears to be an increasing demand.

A CURTAIN WINDOW.

MANY displays of curtains are made by the merchant, but in almost every case the curtains are merely of secondary importance in the general scheme and occupy some unimportant position, like the background. Made use of in this way, they show off other goods as nothing else would, and receive, as a rule, some little attention themselves. However, such a plan does not give them the prominence they should have at certain seasons of the year.

A good scheme to employ where the window will contain nothing but curtains and yet not look empty and bare is the following. At the centre of the back and the length of a curtain above the floor of the window drive in a long nail. Level with this fasten a half circle of some kind, which will have a radius of the width of curtain and the nail as the centre. From the nail to this hoop at equal angles, run wires, and from these wires hang the curtains. They will then circle out into the window, and by each one being about a foot from the next one at the outside, all the patterns can be seen. The front corners of the window, which will then be vacant, can be filled in with folded curtains set up on their sides or in various ways.

NOTES.

Geo. H. Hees, Son & Co., who expected to be in their new factory by June 1, have been delayed for a month now by the strike of the carpenters, when their building was within two weeks of completion. Their new Spring importations have just come to hand and the inconvenience of lack of space is greatly handicapping them.

ART FURNITURE.

THE BROTHERS ADAM.

ROBERT and James Adam, whose work has had a very important influence on English national taste in furniture, were descended from an architectural family and had as brothers two well-known architects. Robert, the best known of the two brothers, whose names are so closely connected with furniture, was born at Kirkcaldy in 1728, educated at Edinburgh University, and at the age of 22 went to study in Italy. Soon after he travelled in Dalmatia in order to explore the ruins of the palace of Emperor Diocletian at Spalatro, and it was from this close connection with things classical that his style leans very strongly to the classical.

In 1764 he returned to England and published a book dealing with his sojourn at Spalatro. He was appointed architect to the King, but resigned in order to enter Parliament, his brother James accepting his former position. In 1768 they began their great work on the Strand, during which they raised the Thames embankment by a succession of arches and built three streets overlooking the river. In 1773 they began the publication of engravings of architectural works, which has made their name a lasting memory.

In their furniture, the ponderosity of the antecedent school was changed to lightness and delicacy in answer partially, no doubt, to the demand of the public for a change from Louis Quinze style and the Chinese freaks of Chippendale and his followers. Eccentricity had exhausted itself and new things were clamored for. The Adams were prepared for this by inherent taste, and their furniture had an attraction for the public that incited them to greater efforts. Their attention to detail, clever draughtsmanship, extreme delicacy and careful adaptation of classical forms to modern uses were well worthy of the admiration they elicited.

In decoration their only fault appears, for although it is tasty and elegant, it is often overdone. Festoons of drapery and wreaths of flowers are caught up by rams' heads, or husks, tied with knots of ribbon, are repeated again and again. Want of originality and independent thought are conspicuous, but the designs were well chosen and highly finished. The thoughtfulness of educated men was apparent. Robert was one of the most cultivated men of his day—a member of the Royal Society and of the Society of Arts.

UPHOLSTERIES AND DRAPERY GOODS.

VELOURS continue to be the best sellers in upholstery goods. Great demand is reported for the single-face velour, as it is found very useful for lining with another shade in the case where rooms are decorated in different colors. The double side is used where possible, as it is cheaper, but very often a clash occurs.
double side is used where possible, as it is cheaper, but very often a clash occurs.

A very pretty material is of tapestry weave, but has very little the appearance of tapestry. It is made of wool and mercerized cotton. The wool forms the background and the wide parts of the pattern, while the cotton is used in all the thread lines of the pattern. In reds, it is very attractive, the mercerized lines standing out like lines of gold in certain shades.

Tapestries continue to sell well, particularly in the new weaves that have little of the roughness which we are accustomed to see in that class of goods.

In the United States advances are reported in the Fall upholsteries of 5 to 20 per cent., on account of the rise in cotton. Silks have advanced from 10 to 20 per cent. and mercerized goods, 5 to 10 per cent.

NOTES.

The three-storey brick furniture factory of Gordon & Keith, Halifax, has been destroyed by fire at a loss of $30,000, with only $5,500 insurance.

The surtax will seriously affect the picture frame manufacturers, as much of the mirror plate and sheet pictures come from Germany. Last year in glass, $300,125 worth was imported, and $26,772 in prints and drawings.

CROCKERY.

JARDINIERES AND PEDESTALS.

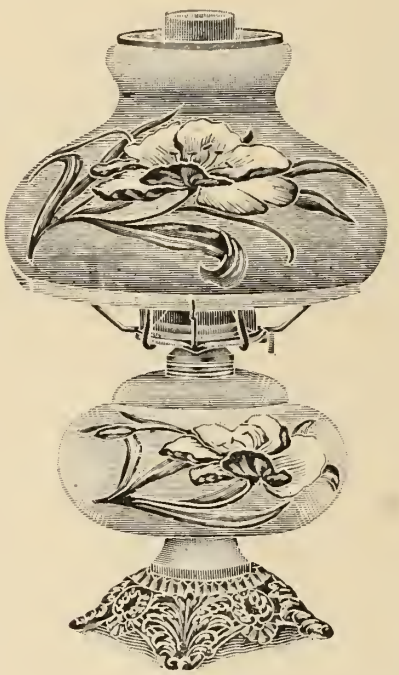
IN glancing over a wholesaler's stock in these goods some attractive patterns were seen. One very novel design was in a green background with pattern in blue, pink and white. The bottom of the pedestal below the first ledge represented water, with fish swimming around, while on the ledge, with her feet in the water, sat a water nymph in solid figure. Just above the ledge a row of water-lily leaves lay, and from that up to the ledge near the top, ran the long, twining stems of the lilies with an occasional bud. At this ledge the water appeared again, with open lilies and swans. On the jardiniere were water lilies, swans and a water nymph, seated on a sea-dragon.

Another pedestal showed at the bottom inverted conventional leaves with carnations on long stems running up the sides, each one surrounded with an art nouveau scroll. The jardiniere was a repetition of the pedestal. Green was the prevailing color, and the shades were beautiful.

A third one was in conventional water-lily design in pale blue and white with leaves and flowers in a dull green. The top edge of the jardiniere was formed by the edges of the flowers.



17th Century.



20th Century.

CROWN DERBY.

THAT rich and beautiful china called Crown Derby has perhaps advanced further in public favor than any other variety. The lovely shadings of blue and gold that we are so accustomed to see in Crown Derby and the distinct divisions in the patterns are recognized and appreciated by every housewife, whether she claims to be a connoisseur or not.

The old Crown Derby made at the first factory which existed between 1751 and 1849, is very rare and valuable. In fact, at no time has this ware been within the reach of any but the wealthier classes.

William Duesbury, the founder of the Derby china works at Derby in 1751, had acquired his knowledge of pottery and porcelain at the Staffordshire Potteries, but, with a foreigner—a maker of clay images—he ventured to start a business of his own. Very little is known of the progress of the factory at the commencement, but his productions consisted only of images, smelling bottles and small ornamental goods. In 1763, however, Derby ware appeared at London, having been sent there for sale, and from this it is gathered that considerable prosperity had attended his efforts.

About 1770 Duesbury bought out the Bow and Chelsea plants, discontinuing both and bringing the best hands to Derby. Soon after this he was favored with a visit from the King, and it is from this date (1773) that the title "Royal Crown" was adopted in making the wares.

William Duesbury died in 1786, but before his death, he had raised Derby china to a degree of excellence, both for quality and artistic decoration, equal to any produced. His son William inherited his father's taste, and the reputation was well sustained. On account of ill-health, the son was forced shortly before his death in 1797 to take Michael Keen into partnership.

From this time the prosperity of the Derby factory declined, and in 1809, it was advertised for sale, Robert Bloor buying it in 1810. During his regime, Japanese patterns were executed in great quantities, and with much gilding and gaiety of colors. The sale by auction of the productions was the principal cause of the deterioration of the quality of goods made, and after Bloor went insane in 1828, and James Thomason had attempted not quite successfully to manage the works, Samuel Boyle bought the plant and transferred many of the workmen to Staffordshire in 1849.

At this time, however, some of the old workmen started a new factory under William Locker. In 1859 Stevenson and Handcock were managers, and in 1866 Handcock became sole proprietor.

The factory is still working, employing about 200 hands, and the quality of work produced is still of great value, with tasteful and sometimes beautiful decorations.

FANTASTIC BOTTLES.

ONE of the principal branches in glass making is the manufacture of bottles. The popularity of perfume calls for a great number, and gift confectionery is often enclosed in strange-shaped bottles. The odder the shape, the better it sells, so that now the designing of this class of goods has become an art. Some foreign bottle curios are in the shape of gods, dragons, sea-horses, ships, gondolas, fountains, violins, whales and lions. Some are made with horizontal stories or perpendicular divisions. Glass jugs have whistles in the handles.

The United States has shown its ingenuity in shapes of cigars, pistols, monuments, eggs, boxing-gloves, bird-cages, shoes, slippers, canteens, lanterns, scallop shells, roller skates, barrels, castles, snails, birch-bark logs, cones, pyramids, and figures of Uncle Sam and Santa Claus.

CROCKERY NOTES.

A great demand has continued in fruit jars and almost all the manufacturers are oversold. Nightwork is no unusual thing in order to keep up with orders.

Every window-glass factory in the United States went out of blast on April 20. Twenty thousand skilled laborers leave the factories with no idea when they will return.

Mrs. B.: Our neighbors are very shiftless people.

Mr. B.: How do you know?

Mrs. B.: I went over a week ago to borrow a parlor lamp, and they haven't got one yet.

DOWN COMFORTERS,
WOOL COMFORTERS,
COTTON COMFORTERS,
BED PILLOWS,
WHITE CUSHIONS,
COSIES, MUFF BEDS, Etc

FANCY CUSHIONS.



FANCY COSIES.

Price lists on application.
Feathers Bought

THE TORONTO FEATHER & DOWN CO.
74 KING ST. WEST, TORONTO. Limited.

THE AUER GAS LAMP.

"TURNS NIGHT-TIME INTO DAY-TIME."

New Styles. Lower Prices.



Do you want a lamp which won't tire your eyes?

Do you want a lamp which makes sewing or reading a pleasure?

Do you want a lamp which gives more light than half a dozen kerosene ones for less money?

No. 21
100 Candle Power.

Do you want to sell the best lamp on the market?

THEN WRITE FOR
OUR CATALOGUE AND DISCOUNTS.

Every Lamp Guaranteed.

AUER LIGHT CO., 1682 NOTRE DAME ST., MONTREAL.

SHOE TOP FACINGS

PULL STRAPS AND SHOE LABELS

DRESS & WAIST BELTS

SHIRT AND UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

SUPPLIED AT SHORT NOTICE.
Artistic Designs Furnished.
WRITE FOR SAMPLES TO

FOR SUITS
Quickest Delivery
FOR FURS

GERMAN ARTISTIC WEAVING CO.,

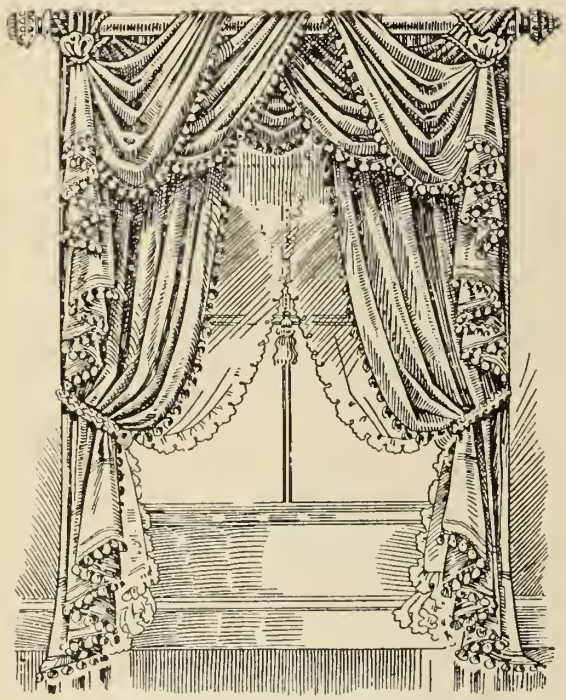
Factories: Crefeld, Germany, and Pompton Lakes, N.J.
683 & 685 BROADWAY NEW YORK.
Canadian Office: TORONTO, 14 Melinda St.

DECORATION.

THE DINING ROOM.

AS in the case of the decoration of the hall, the rules set down must depend entirely upon the use which is to be made of this room. In many houses the dining-room serves as a sitting-room, while in others, it is retained severely for its original purpose. Of course, the two uses require very different treatment, and for this reason it is necessary to give two separate codes.

Dealing first with the dining-room, when used only for that purpose, much latitude is permissible. In many families the meals form the most important event of the day, and much of the spare time is spent at the table. In such cases a little more liveliness than usual must be a prominent feature of the scheme of decoration. As a rule, however, in these times, the day meals are rushed through with as much speed as possible, and the evening meal, whether dinner or supper, is the only one over which much time is spent, and this only in the Winter. Perhaps that is the reason why the furnishing of a dining-room has during the past few years taken on more of an air of formality than formerly.



An English Window in "Decoration."

This formality is displayed to a great extent in the dark colors used, although now, as always, in the true dining-room, as it is being considered here, the furniture is decidedly formal, and easy chairs or an abundance of draperies are alike tabooed. Dark colors are formal only in the daylight, and it is the daylight meals which are so hurried. At night, with artificial lights, such shades give a sense of cosiness, and the Winter night meals, which are usually lingered over, are thus made more enjoyable. An excellent dining-room has the beams and joists exposed with plaster between. The walls would then have an oak or deal dado and a moulding. A cheap but effective wall is that where panelling is made by the use of boards about four inches wide, an inch thick and nailed on to the plaster about two and a half feet apart and running from a skirting board to the frieze.

Such embellishments, however, are too expensive in many cases, although the latter style of panelling is open to almost anyone. When using paper, a dark shade is best. A tapestry paper will be found an excellent match to both drawing-room and hall—a detail which is a necessary consideration when folding doors occur. Curtains should not be very heavy, as light is necessary in a dark room.

In the case of a dining-room that must also serve as a sitting-room, lighter colors must predominate, although the panelling mentioned when plaster is shown between is a good scheme. Easy chairs must have a place, but should not change to any marked degree the style of chair for table use. A pretty window for such a room is one long and low with small panes and glass curtains only. Few pictures should be used in either case, although, of course, the sitting-room requires some, but they must be of fair size and not too complicated.

The table chairs must always have a somewhat formal appearance, on account of the straightness of back necessary. Mahogany finish is the best, and leather seats of course add to the comfort. The shape of table, whether round or square, is a matter of taste, the round being prettier, but the square more useful. A rug, and not a carpet, should cover the floor, and the border must be stained or painted to match the furniture. The lights occur only over the table, and should be sufficient in number to light thoroughly when necessary the whole room. It is practically impossible, however, to retain the plainness of a dining-room with the necessary decorations of a sitting-room, and if at all possible, the two uses should be avoided.

INDIAN COSY CORNER.

WE have had almost every style of cosy corner—Japanese, Turkish, and Chinese—but almost all have been Oriental in design. Why does not someone make up an Occidental corner?

An Indian cosy corner could be rendered very attractive and striking, and with the endless variety of Indian articles that can be obtained without much difficulty, such a corner could be easily made. Bright-colored blankets in Indian designs and effects are very effective as couch covers and draperies. These could be caught back by tomahawk, war club or arrow, instead of the Oriental scimitar or sword. Arrange the draperies to a peak in the centre to represent as nearly as possible a tent, and a couple of sticks might protrude at the top, after the style of the wigwam. Place on the walls in a careless fashion the ornaments of Indian weapons, wampum strings, moccasins, and other articles. Prints of Indian heads can be disposed among the other ornaments. The seat should be low, wide and roughly built. The most suitable pillows are the closely beaded ones or those having leather tops decorated with Indian heads and fringed with leather. These are not the most comfortable to lie on, and are somewhat expensive. Their place is well taken by brightly-colored cottons, which are both cheap and comfortable.

A good bear skin is a beautiful couch cover, but, as this means money, the blankets must be used where cheapness has to be considered. A rug of rushes, made by the Indians, is the thing for the floor. Those tasty little baskets of Indian manufacture can be strikingly and appropriately placed in bare corners or on a little stand near at hand. Pipes of all kinds may appear.

Care must be taken to have the colors blend harmoniously, as although the Indians were not noticeable for their taste in colors, a modern home must observe the requirements of taste. A deep, rich brown forms a good background for the brighter colors.

Flannelette.

If purchasers of this useful material for under-wear all the year round would buy the

BEST ENGLISH MAKE

they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

Horrockses' Flannelettes,

Made by the Manufacturers of the celebrated Longcloths, Twills and Sheetings,

ARE THE BEST.

Horrockses, Crewdson C& o., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

A PALMENBERG

CLOAK AND SUIT FORM

Is as Valuable as an Extra Salesman

and it doesn't cost nearly so much. It's on duty all the time, never gets sick or tired and never wants an increase in salary.

These Superior Forms are the Very Best you can buy.

We carry the most complete and up-to-date

Display Fixtures and Forms.

Write for 304-Page Catalogue, and Supplement F.

J. R. PALMENBERG'S SONS

ESTABLISHED IN 1852.

Office and Salesroom: 710 BROADWAY.

Factory: 89 and 91 West Third Street, New York

THE ROOF GETS THE WORST OF IT.

There's no shelter for it. It shelters the rest from the elements.

That's why you need the very best shingles, no matter where else you stint.

Eastlake

STEEL SHINGLES.

are absolutely fire, lightning, rust and leak proof, and easy to apply.

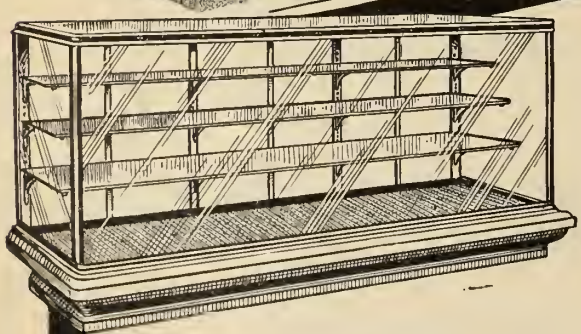
They've long since be proved the most reliable, perfect and longest-lasting kind you can find.

Try them.

Metallic Roofing Co., Limited

TORONTO - MONTREAL - WINNIPEG

NO SHADOWS



mar the beauty of the showcase. Flawless glass, the finest Silent Salesman to be found, is the why, as clear as crystal. Then we treat in a workmanlike manner with the skilled master-touch that knows how to bring out a thousand hidden beauties, and wards off scratches and dulness forever from its brightly gleaming surface.

As a clear result, how your goods shine forth! There's never a shadow or cloud on the brightness of "Silent Salesman" display.

Would you bask in the sunlight of "better" selling? Write to-day for our catalogue.

JNO. PHILLIPS CO., Limited,
DETROIT, MICH.

Est. 1864.
Canadian Branch:
WINDSOR, ONT.

Originators of the Silent Salesman

HINTS FOR SEASONABLE WINDOW DISPLAYS

By W. R. McCOLL

TO SELL MORE GOODS.

WRITE this down Mr. Decorator, where you will stumble over it every time you enter the window to commence a new trim, that "windows are primarily intended to sell goods and advertise the same."

The window attraction that gathers a crowd and blocks the sidewalk may neither be a business success nor a credit to the store that makes it.

CROWDS DON'T FILL THE TILL.

It takes little thought or headwork to attract people to a window. Anyone can draw people by exhibiting almost any wild animal or hiring a second-rate travelling magician to do short stunts for the curious crowd. But will either of these schemes bring a single customer into the store or in any way attract trade to your establishment?

'CUTENESS NOT ESSENTIAL.

Don't allow your fervor to create startling innovations, to run away with your good judgment and submerge the trade-winning character of the goods in order to exhibit "artistic" displays.

Discard the idea that window space is allotted for a playground to do stunts and exhibit 'cuteness. The trimmer who remembers that his employer is paying a salary for his efforts, from which he expects results either in store prestige or direct business, will utilize his window for the arrangement of seasonable merchandise and for novel, varied and common-sense display.

SIZE NOT EVERYTHING.

Don't for one moment suppose that because you are unable to put in windows like the large city houses that you are necessarily a back number or a little below the standard. Windows are not judged by size, but by careful, conscientious work, neatness, novelty and aptness for effect, both in draping, color contrasts and seasonableness of display. There are young men in Canadian towns to-day doing faithful and commendable work under every disadvantage in windows six feet square who can give points to many city trimmers and distance them.



Illustration No. 1.—Embroidery Window.

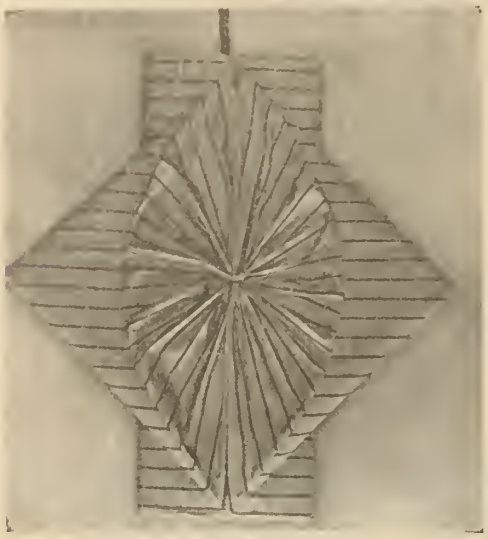
KEEP UP THE GRIND.

Keep on, young decorator, try and make your windows clear cut, bright, crisp, and mind your color combinations. You must study it out for yourself. No one can tell you just how at long range. We can suggest, encourage and often help; but it must be individual effort concentrated that will eventually result in the creation of masterpieces in the art that will make a direct appeal to the onlooker and entitle you

to distinction, with a more responsible and remunerative position.

BE FOREHANDED.

No man can be at his best when everything is behindhand. Neither can he accomplish anything like so much work if he has to plan as he proceeds. If you are one of those who have not laid your plans for weeks ahead, better turn over a clean leaf and see that it is an improvement upon the last. By pursuing this plan, you will not only do better work, but everything will be in readiness for a special or timely trim from any department in the store.



No. 2.—Wash Goods Puff.

APPEARANCES COUNT.

Are you keeping your exhibits up to the standard you set for yourself at the beginning of the season? Remember, the public is supposed to judge the store by its "front." If this were not correct, what good would the front be? The public gains its impressions by the exhibits made, and you surely wish to make a good impression. It would scarcely be good business to allow the idea to become prevalent that yours is a careless store at any season.

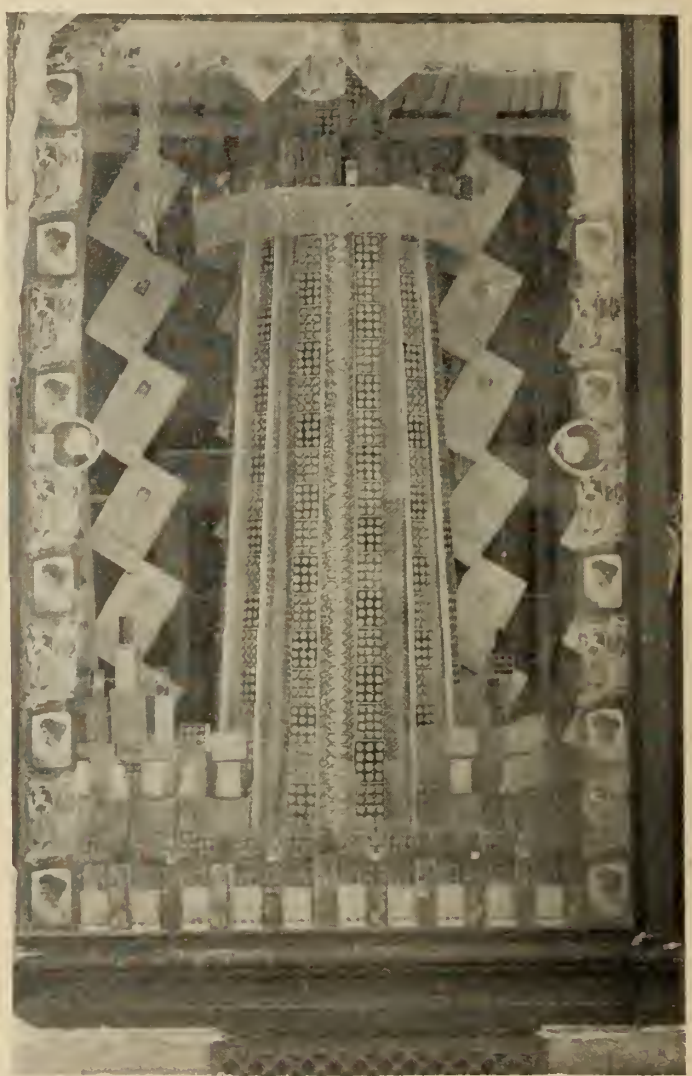
IDEAS GERMINATE.

Very few complete a window exactly as they designed it. If you get "stuck," do not do too much gazing from the sidewalk. You are thinking from the wrong view-point, and but little is accomplished by it. Put something in for a starter. It will suggest to your mind the next step. Ideas will formulate as your work progresses, suggesting improvement and, perhaps, change. The writer, however, always has before commencing a trim a well-defined idea of the general effect desired and the necessary framework for its execution, and would strongly advise every young decorator to cultivate this faculty in preference to the former mode of procedure.

THE ILLUSTRATIONS.

Illustration No. 1.—Fasten two half circles to the window top with the rounding edge projecting towards the front glass. Drape the background with cardinal material, keeping the same six inches from the ceiling, puff white material in the six inch space and cover the both half circles in the same manner. Drape the edges of both circles with looped embroidery, and pin to the cardinal background an open work embroidered pillow-sham hung diagonally. Beneath each canopy formed by the circles of embroidery stand two six foot pillars covered with marble paper and twelve inch circular wooden tops, over which drape open work pillow-shams or five o'clock tea-table covers. The window floor is trimmed with full cards of cardinal papered embroideries and lace cards to harmonize with the cardinal background. Piles of embroidery cards in the second row alternate with cascades of embroidery draped on nickel tea stands three feet high, the same treatment being followed in the third row, with the exception that broad embroidery cards are suspended on either side of the embroidery stands. The whole color scheme is cardinal and white, but the reds reproduce badly in the photo.

Illustration No. 2.—Washgoods puff: Open a web of print on the counter right side up; paper the first and third fold, leaving the second fold soft. Turn the two corners of top fold to the centre of web to find exactly the size of puff required; mark each selvedge with a pencil where the angle thus formed strikes it, and pin securely. Take a board 13 in. wide, fold the web of print backwards around the board, leaving out only the first three folds. Tack the selvedges with a piece of twine over each end of the board, like a new web of print, being careful to tack at the point where the pins are inserted. Turn one paper fold to the right, the other to the left, bending the four corners backward underneath to form the square. Now take the soft fold, pass a string underneath, gather it in the hand and tie tightly, flatten the fold down and spread out into oval form, as shown in cut.



No 3.—A Lighthouse of Spools.

Illustration No. 3.—A lighthouse made with spools, the foundation of which is formed of an octagonal disc 5 ft. in diameter, the top of the tower being similar, but 4 ft. in diameter: 1 x 3 in. strips of lumber are tacked from top of tower to floor, upon which are tacked with 1 oz. tacks alter



A. S. Richardson

Manufacturer of Fine

WAX and PAPIER MACHE

FORMS and STORE FIXTURES

***

62 Hayter Street, Toronto.

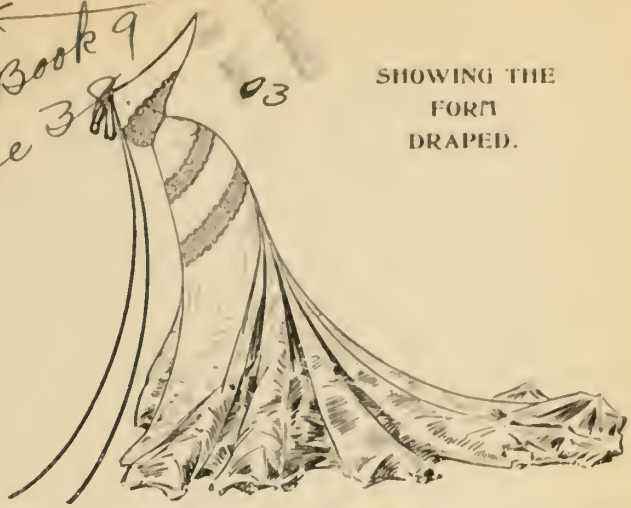
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and Montreal, 40 Victoria Sq.

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LARGE CATALOGUE ON APPLICATION.

Book 9 page 38 03



SHOWING THE FORM DRAPED.

The "Dominion" Goods



THE "CORONATION."

If we could show you what amount of thought has been expended, the labor and skill required to produce our patent "CORONATION" floor case, we are sure you would not fail to fully appreciate its very high quality and many desirable and superior advantages. EVERY DETAIL in its construction and composition has been most carefully considered and reconsidered from the standpoint of ARTISTIC BEAUTY and EXCELLENCE, ATTRACTIVENESS and DURABILITY. REGARDLESS OF ANY PREFERENCE you may have, it will be to your VERY BEST interest to consult us when desiring to purchase FLOOR CASES, WALL or COUNTER CASES, BANK, OFFICE or STORE FITTINGS OF ANY KIND. Our goods are made of the VERY BEST materials, are designed, made and put together, and finished by HIGHLY SKILLED mechanics and artizans, and our prices ARE REASONABLE.

Designs and Estimates, Suggestions or Information cheerfully furnished to prospective buyers on application.

Send for beautifully illustrated catalogue, free for the asking.

The WISE man NEVER HESITATES but pushes right on to the BULL'S EYE OF SUCCESS. Why not you, by BEAUTIFYING, IMPROVING and making MORE ATTRACTIVE YOUR store? By so doing you WILL DRAW a LARGER and PROBABLY BETTER class of trade, which WILL prove a grand and PAYING investment.

DOMINION SHOW CASE CO.,

N. R. Lindsay, Manager.

Phone Main 3611 53 Richmond St. East, TORONTO

Are you one of them?

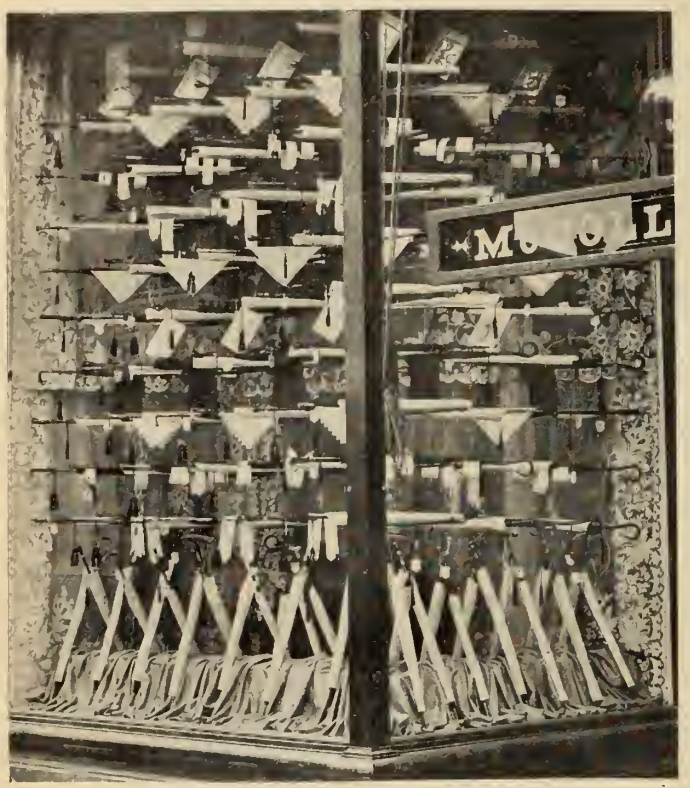
Many of the largest and most progressive concerns are selling National "Ball Bearing" Sweepers with the most satisfactory results. So can you. Why not try it?

National Sweeper Co.
Marion, Ind.

Toronto Branch
45 Colborne St.

nate full boxes of black and white spool cotton, the coarser numbers at the base and finer as you work upward, the spaces between the rows of spools being filled in with handsome lace in two rows edge to edge, the top disc being bordered with ⅛-in. lace and surmounted by a railing of fancy spool boxes, in the centre of which, formed from a cheese-box, is the lantern, surrounded by spools tacked on like the tower. The background is draped with white lawn, over which are suspended diagonally four rows of lawns in unbroken webs. Close to the glass at both sides and top erect a wooden frame, to which attach a border made from spool-cotton calendars, and finish the ceiling flat with embroidered insertion. The window floor is built up with unbroken stock in half-gross packages, interspersed with linen spools, fancy spool boxes, crochet cottons, and top with mile spools, contaning a mile of thread.

Illustration No. 4, Sunshade Show.—" To stop the sizzle of the sultry sun": Drape wall and window-back with Swiss



No. 4.—Sunshade Show.

lace curtains gathered full, eight inches back from the front glass, and one foot apart insert in the ceiling screw-eyes. Two feet further back (but diagonally to the glass) put in another row to correspond ; attach to these screw-eyes round, black, cotton-covered wire and let it fall to the floor. Commence at the ceiling, holding the parasol perfectly level, and give the wire one twist around the handle and another at the tip, keeping the handle end to front glass, spacing the parasols one foot apart ; dress down to within three feet of the floor.

Floor : Around front and side of window lay a 10-inch square box a few inches back from the glass ; tack lath on the window floor behind and in front of the box.

Drape the box nicely and stand parasol, as shown in cut, catching the tips against the lath to prevent them slipping or alling.

Behind this stand parasols in tripod shapes, and further to the rear a half circle of parasols in sun-like rays. The parasols in window top make a capital form for displaying notions of all kinds equal to the most expensive fixtures.

PAPIER MACHE FORMS FOR WINDOWS.

One of the latest things out is a papier mache dress goods draper for window dressing. They are now used in all the leading dry goods stores throughout the country. An illustration of this will be seen on page 41. It is manufactured by A. R. Richardson, of Toronto and Montreal.

COMFORT FOR THE SHOPPER.

THE policy of making shopping as easy as possible is every year growing more noticeable in city stores. Little conveniences for customers play a prominent part in adding to a store's popularity, and this fact is recognized and acted upon by the most progressive managers everywhere. The new Marshall Field Chicago establishment is in many respects, according to an exchange, the store par excellence, and in the matter of convenience for customers is probably without a rival. Throughout the immense establishment every possible need for the shopper's comfort has been carefully considered and no expense has been spared to lighten the task of shopping.

Among the many other special features which characterize this wonderful store are the waiting rooms, which are marvels of completeness and convenience.

The furnishings of the rooms are in conformity with the high standard of excellence associated with the name of Marshall Field.

The information department is a veritable encyclopedia of miscellaneous knowledge, and in connection with it is a rail road and steamship ticket office, cab office, and an office where theatre tickets may be purchased.

Numerous local and long distance telephones in private booths are at the disposal of visitors, and telegraphic and cable communication may be had with any point in the civilized world. Magazines, newspapers and a well stocked library furnish an agreeable means of passing the time, and directories of all of the principal cities are accessible for reference. A number of writing desks equipped with excellent stationery are at the disposal of anyone who cares to use them.

To the rear of the main or public waiting room are apartments reserved for the use of ladies exclusively. These rooms afford a greater degree of privacy to those who wish it. These are but a few of the many features of the Marshall Field waiting rooms. The importance of this department in the eyes of the management is testified to by the amount of floor space given to it. Floor space in the shopping district of Chicago is measured by inches, yet the space allotted to these waiting rooms is greater than the total area occupied by many of the smaller shops.

While it would be absurd for ordinary merchants to think of copying the Marshall Field waiting rooms, there is a principle involved which any retailer might follow with profit.

It is possible for every merchant to introduce many little conveniences that will be of assistance to his customers and he will find that money spent in this way will yield a very large return.

Up-to-Date Fixtures for Up-to-Date Merchants.



No. 3 RIBBON CABINET

Practical . . .

Ribbon . . . .

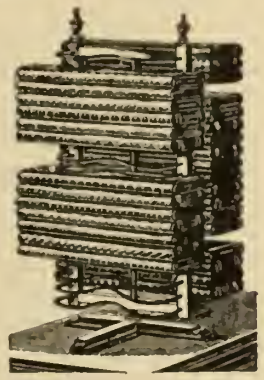
Cabinets . . .

PRICE LIST.

Cabinet No		Capacity Bolts	
0	27½x6½x26½	50	$ 6 00
1	28½x11 x26	100	10 00
2	28½x11 x38	150	13 50
3	28½x18½x38	240	18 50
4	28½x23½x38	325	23 00
5	28½x27½x38	400	26 00
6	28½x32½x38	475	30 00
8	28½x42½x43½	700	42 00

MADE OF OAK, RUBBED FINISH

SOLD BY THE LEADING JOBBERS OF DRY GOODS AND NOTIONS



COUNTER FIXTURE

Practical Piece Goods Fixtures.

The proper display of ginghams, prints and piece goods in general requires a Practical Counter or Floor Fixture. Either holds 40 pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in. 20-in. counter space. Price . . . $6.50
Practical Floor Fixture, height 5 ft. Price $7.50

For full description of the Practical Display Fixtures send for a catalogue to the manufacturers.

A. N. Russell & Sons,
ILION, N.Y., U.S.A.

THE LEADING

Window Dressers

are asking for Fixtures made by the T. B. MFG. CO. **"WHY"?** Because we are making the strongest and neatest fixtures. Ask them, they'll tell you.



No. 257.—Quintet Paris Scarf Displayer—Dressed.

THE TORONTO BRASS MFG. CO.

93-95 Richmond Street West, Toronto.

LUXFER PRISMS!

A NECESSITY

We supply

GOOD	Light		Bad Light
BRIGHT	Light		Dull Light
WHITE	Light	*instead of*	Black Light
CLEAR	Light		Shaded Light
DAY	Light		Artificial Light

The above are the actual conditions that exist when *our* goods are used.

The above are the actual conditions that exist in business premises with light coming through ordinary glass.

We can sell you cheaper glass. Experience proves the ***best*** the ***cheapest.***

See our Basement Lighting.

LUXFER PRISM CO., Limited, 100 King St. W., Toronto

MONTREAL AGENCY: F. T. BLENNERHASSETT, 783 CRAIG STREET.

Educate for Business.

Do you understand **Bookkeeping**?
Are you a master of **Commercial Arithmetic**?
Is your **Penmanship** perfect?
Do you know the principles of **Commercial Law**?
Are you an adept at **Business Correspondence**?
IF NOT, it will pay you to spend your SPARE TIME this summer in taking a course by mail.

For full particulars of these and other courses, address

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CANADIAN CORRESPONDENCE COLLEGE, Limited
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St. Margaret's College
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A Boarding and Day School for Girls.
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Only teachers of the highest academical and professional standing employed.

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Promises to give personal attention to all work given to our firm, and see that every Customer is pleased and satisfied.

It is no trouble to quote prices.

WEESE & CO., Printers
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ESTABLISHED 1855
TAYLOR'S
DOUBLE TONGUE & GROOVE
SAFES
145 & 147 FRONT ST. EAST. TORONTO.

FIRE AND BURGLAR-PROOF SAFES.

Great fires often cause ruination. Protect against what may come by buying a

CARY Fireproof Safe.

We are the only Importers and Dealers in Canada of the celebrated world famous **Cary** Safes. The only safe sold in Canada where the filling is warranted not to depreciate; being a dry filling, will last a life time. No refilling required when you buy a **Cary** safe. See our seven-flanged, double underlocking, tongue and grooved door with asbestos packing, making them water and air tight. See our latest improved up-to-date Safes before buying. Catalogues and prices sent on application. Money saved by consulting

Ford & Featherstone,
IMPORTERS AND DEALERS,
10 John St., North, - HAMILTON, ONT



A Course in Advertising by Mail for

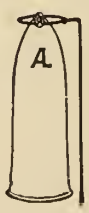
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The Print Shop
St. Catharines, Ontario

OUR TRADE A MARK — AUER LIGHT MANTLES LONGEST LIFE & BRIGHTEST — OUR TRADE A MARK

A Statement of Facts.



We make the strongest mantles.
Our mantles gives the most light.
We use the purest and most costly chemicals.
We anneal our mantles with pressure gas.
Our mantles won't shrink or fray out.
Our trade mark A is on the best mantles.



We make mantles with any private mark on them, your own name if you desire.

WE MAKE

Coal Gas Mantles.	Coal Oil Mantles.
Oil Gas Mantles.	Gasolene Mantles.
High-Pressure Mantles.	Acetylene Mantles.

In single, double or triple weave.

Lowest prices on Mantles, Shades, Chimneys and Sundries.

Write us if you are interested.

AUER LIGHT CO., · · MONTREAL.

THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

THE ECONOMY OF ADDITIONAL EXPENSE.

By C. E. Freeman.

TO make the business of each succeeding year yield a larger amount of profit, is the ambition of every business man. This result, however, is not entirely dependent upon the amount of income; or the rates, or prices from which such income is derived. It is, therefore, necessary in order to manage a business successfully, to give both careful and reasonable consideration to other features, which may exert quite as great an influence on the final net profit.

While a business may be obtaining even better prices for its output than many of its competitors and may also be securing its full share of the trade, the proportionate cost of goods manufactured or purchased complete, as well as the amount of operating expenses, when compared with total proceeds, may be so unreasonably great as to obliterate all profits in the annual closing of accounts.

I say unreasonably great, for the reason that possibly even a larger amount might have been expended judiciously and then have shown an entirely different and more satisfactory result. Economy in business does not necessarily mean that in an effort to keep the volume of expenditures at a minimum amount, it would be advisable to invest only in inferior material, or inferior labor, just because it might be cheap; or to "manage to get along" with inferior machinery or tools to avoid the expense of replacing them by others which might produce much better results. In a similar way, the productiveness of any employe's labor or business ability, should not be limited through any lack of necessary tools or conveniences, which would aid in making his services more valuable.

A poor workman in office, factory or elsewhere, is often expensive at a low salary; while even a first-class man in almost any line is little better, if not supplied with all he may require to give first-class service. In any of such cases, a little additional expense might exert a favorable influence on the final balance.

Again, the most successful business men are those who are the most methodical in all their business affairs. The ones who, in either manufacturing or merchandising, have such records as, for example, a systematic method of determining what their goods may have cost them when completed or laid down in store, are thus enabled to intelligently gauge the various items of cost and adjust the selling prices to meet demands and still leave them a reasonable profit. To secure such information as that referred to, it sometimes requires cost records and reports which are not only quite elaborate, but also necessitate considerable detail work. Even in such cases, while the system employed should not be cumbersome, no important requirements should be dispensed with or allowed to remain unused. In this, as in other departments, any feature of necessary expense connected therewith would be an economy in fact, and should not be allowed to interfere with results. The best in such cases is the cheapest, inasmuch as the best results may thus be produced and the economy of additional expense exemplified.

We have for conducting modern business enterprises, many improvements over the methods of the past, some of which are of great importance in the saving of labor and time. In order, therefore, to keep well in the current of success, all such improvement as are brought to our attention should at least receive a fair consideration and be adopted in all cases where their peculiar fitness will apply. That this plan has not been followed even to a greater extent than it is at present, is surprising. Antiquated methods are still indulged in by office managers, whose supposed business ability would lead no one to suspect that they are having their books kept by the same system and the details of their business handled in the same manner as when they started years ago. Such cases, however, are numerous, and while their business may have furnished a net income that has been fairly remunerative and satisfactory, they are blissfully ignorant of what their profits might have been, if, by adopting modern improvements, they had tested the principles herein referred to.

To such I would say, that as Success may mean any grade or condition of prosperity above the line that divides it from actual failure, by modernizing their business, the greater success they might have been prepared to make it.

To increase profits, reduce expenses and prevent losses; all tend to produce similar results.

The feature of profits should unquestionably receive all necessary attention; but, while all reasonable means should be employed to keep the expenses under control, this should not be carried to such extreme as to preclude the use of anything (and that the best of its kind), whether man, machinery or methods, which, instead of being in reality an expense, might prove to be a profitable investment. As for the losses, there is no accounting for those that have been indirectly occasioned by foolishly avoiding in similar lines the economy of additional expense.

FORM OF BANK ACCOUNT.

By Lyle Merton

THE accompanying form marked "A" represents the two open pages of a book in which is kept our account with the bank with which we do our business.

That it possesses many excellent features a trial will convince.

It is much more convenient than keeping a separate account in the ledger, and the antiquated method of keeping the bank account on the stub of the cheque book is not to be compared to it.

All deposits, discounts or collections given to the bank are entered on left page and amounts put in a separate column; while all cheques are on the right page.

The balance is made with each entry. In checking balance at the end of month with the bank book there will generally be some of our cheques sent to pay outside parties which have not been returned to our bank, hence there will be a difference in our balance and theirs. With a form like this it is an easy matter to note what cheques are still not returned to bank; also the total amount of cheques given or the total amount of deposits and collections during the month can be easily obtained and compared with the bank book. It is sometimes quite a difficult matter to get our balance to agree with the bank as we have found on more

than one occasion that the banks do sometimes make mistakes. But with an account kept in this form we have saved a good deal of time in locating a discrepancy.

Dr. The Central Union Bank. Cr.

Deposits and Collections.				Cheques.				
Date.	Name.	Am't.	Date.	Name.	Am't.	Dr. or Cr.	Bal
1902 5				Balance Forward		Dr.	11 46
Feb 5	Deposit	105 75					117 21
6	"	597 10					714 31
6	J. F. Brownell, Coll,	68 74					783 05
6	S. Allen, "	37 45					820 50
			Feb 3	B. Damery	385 98		434 52
			3	Columbia Iron Co.	85 77		348 75
			4	J. J. Jones & Co.	83 29		265 46
			4	Bailey Mfg. Co.	50 78		214 68
10	Deposit	104 23					318 91
	W. R. McMann	73 58					392 49
	H. F. Milne	45 25					437 74
			6	Amherst Mfg. Co.	19 04		418 70
			6	S. Gurney & Co.	71 26		347 44
			6	S. F. Barker	24 63		322 81
	Forward	1032 10		Forward	720 75		322 81

Form of Bank Account.

It also serves a very useful purpose as reference to previous payments or collections which it is sometimes necessary to refer to for several months in the past.

A LADIES' COLLEGE.

St. Margaret's College, one of the finest and best-known educational institutions in the province, is beautifully situated on the corner of Spadina avenue and Bloor street, Toronto. The director, Mr. George Dickson, was for many years principal of the Collegiate Institute, Hamilton, and also principal of Upper Canada College, Toronto, and is recognized as one of the leading educationists of the Dominion. The high estimation in which Mrs. Dickson, the lady principal, is held in Canada and the United States, is a pleasing testimonial to the educational efficiency of this institution and to the kindly care received by the young ladies under her charge.

AN ERROR IN FIGURES.

In the article on the question of Credits which appeared in "The Dry Goods Review" for May, there occurred an error in connection with the figures relating to profits. The figure should have been $9.60, instead of $39.60, as given in the article. The error, however, was so glaring that it is scarcely likely to have misled anyone. We are obliged to "W. R. S.", who drew our attention to the error.

SYSTEM AS NECESSARY AS CAPITAL.

System in business means success.

And the systematic man in business is the one who is not only himself systematic, but trains his employes in system and exacts from them its constant practice.

The lack of system in employes is evident. The successful man must detect and correct it, else is his own success lessened.

Insist that employes study system and study it well. Insist that they learn about it all it is possible for them to know. Reward them with promotion. For with system success in your business is easy. Even as easy as failure is certain without it. Without system, capital or privileges or long establishment availeth not.

Is it to be disputed, then, that system is as potent a factor in business as capital? Even more powerful, perhaps, for has it not often brought success out of failure after capital has tried and failed.—System.

TERSE TIPS FOR THE MANAGER.

Who is the sorehead among your clerks? Do you know him? He may not be making trouble now, but he will later.

You noticed the customer who went out because he was not waited on. Did you notice the man who was vexed because he was waited on only after an interval?

You heard that young man say "Yes, ma'am, all wool," when it was not all wool and when there was no need of making the remark. How soon do you expect him to begin the same game with you?

You can spot at once the person who always "gets busy" as soon as you come in sight. Can you always spot the individual who is industrious over less important matters when more important matters are at hand for the doing?

Are you such a lover of system that you are afraid to cut the tape when anything is wrong? A system that cannot stand repairing is the work of a poor carpenter.

When a customer comes in your floorman bawls out, "Number 16." If he said instead, "Mr. Smith," your patrons might get the idea that your clerks are not convicted criminals.



St. Margaret's College, Toronto.

Have you made any study of the bundle boy's capacity for "lip?" Have you noticed how much more quickly his hands move when he is tying up a bundle for the salesman he likes?—Chicago Apparel Gazette.

SIMPLICITY IN ADVERTISING.

SIMPLICITY is the strength of advertising. Big words have no place in a good advertisement. Use few words, but make those few tell. Make sure that what you say is worth saying, and then say it in a way that will be worth reading. Let every sentence be short, sharp, and to the point. Something that means nothing is absolutely injurious in an advertisement.

Their Cost is so Trifling

and their convenience so great that the wonder is that merchants do without Rubber Stamps.

Tell us what you would like and we'll tell you the cost

C. G. YOUNG CO., - 1 Adelaide St. East, TORONTO.

CANADIAN PACIFIC RAILWAY CO.

ATLANTIC STEAMSHIP LINES.

PROPOSED SUMMER SAILINGS.

Montreal to Liverpool.	From Montreal
LAKE ERIE	June 18th
LAKE MANITOBA	" 25th
LAKE CHAMPLAIN	July 9th

And Weekly thereafter.

Montreal to Bristol.	
*MONTROSE	June 19th and July 24th
*MONTEAGLE	July 10th

Steamers sail at daybreak. Passengers embark after 8 p.m. the day previous to sailing.

*The "Monteagle" and "Montrose" carry Second Cabin passengers only.

These fine large steamers have twin screws, side keels, midship saloons, spacious promenade decks, electric light throughout, and are of the most modern type.

RATES OF PASSAGE.

First Cabin, $65 and upwards. Round trip tickets at reduced rates.

Second Cabin to Liverpool, and by "Monteagle" and "Montrose" to Bristol, $37.50; to London, $40.00.

Second Cabin, round trip, $71.25; London, $73.75.

Third Class to Liverpool, London, Glasgow, Belfast, Londonderry and Queenstown, $25.00.

To book passage and for all particulars apply to

Canadian Pacific Railway Company Atlantic Steamship Lines,

6 ST. SACRAMENT STREET, MONTREAL.

FOR STORE USE

It is necessary to have good strong substantial wrapping paper. We keep this in mind in the manufacture of our brown and manilla, and the result is that it is known far and wide as a very reliable paper.

FULL COUNT. FULL WEIGHT.

CANADA PAPER CO. Limited

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Up-to-date Showcard Writing

An Illustrated treatise on the art of showcard and ticket lettering tells all.

Paper cover, price $1.00, post-paid. Address the author

W. EDWARDS, Box 315, Carleton Place, Ont.

WHEN YOU STOP TO THINK

how much the success of your business and the comfort of your household depend on communication with others you will appreciate the fact that telephone service is worth a great deal more than it costs.

Metallic Circuit Service—efficient, rapid, constant

The Bell Telephone Co. of Canada

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

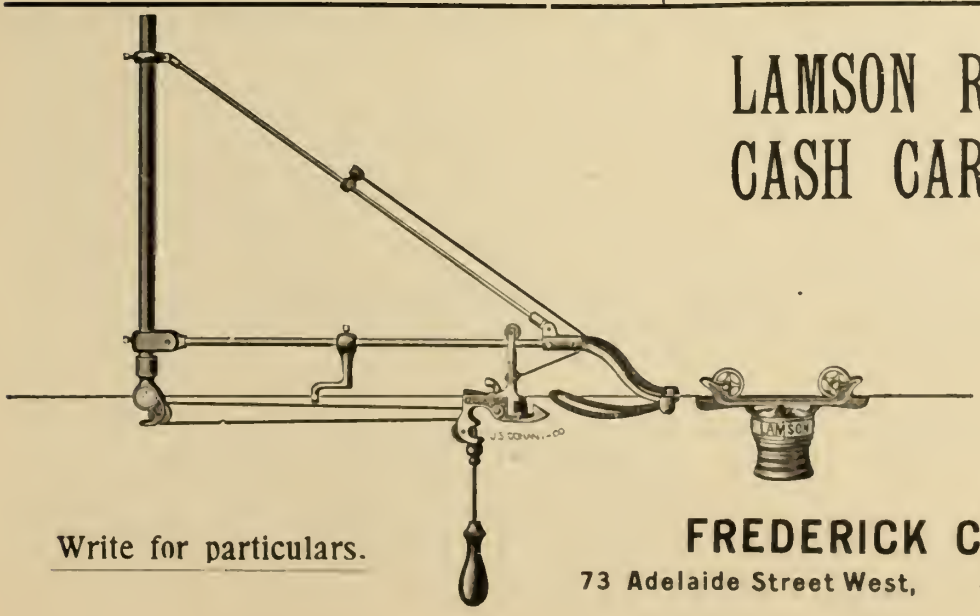
Terms—$5 per hundred clippings; $40 per thousand, payable in advance but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL. 10 Front St. East, TORONTO

Special Advertising Rates have been arranged for space in "Finance and Insurance," and will be gladly quoted on request.



LAMSON RAPID SPRING CASH CARRIER

The Modern Labor and Money Saver

Write for particulars.

FREDERICK C. CUTTING,

73 Adelaide Street West, - - - TORONTO.

FOREST CITY GOSSIP

Office of THE DRY GOODS REVIEW,
365 Richmond St., London, Ont.

WHOLESALE jobbing houses are feeling the benefit of the warmer weather, which like a great tidal wave has suddenly burst over us with equatorial temperature, and changed the slow sale of Spring dry goods into an unmistakable rush for material suited to the dog days of July, or August weather in a tropical country.

* * *

The sorting dry goods trade, which for weeks amounted to but little, owing to the decidedly cool early Spring, is now indeed changed, and every mail brings traveller's and letter orders for goods to be sent by first express.

* * *

Wholesale buyers, as well as the buyers for the importing retail firms, are preparing for another Atlantic trip, and some of them will leave in a few days.

* * *

H. E. W. Green, of the wholesale millinery firm of J. C. Green & Co., is now in Europe making purchases for his house for Fall trade. His brother, J. C. Green, at present in London, Ont., and H. E. W., make business trips alternately.

* * *

The wholesale millinery partnership of Clark, Vandelinder & Co., well-known in Western Ontario, has been dissolved by the retirement from the firm of Mr. Vandelinder. From June 1 the style will be altered, and the business known as that of Clark, Halliday & Co. Mr. Clark will sail on the Lucania from New York on June 1, to purchase novelties for Autumn and Fall.

* * *

R. D. B. Nicholson, of Dickison, Nicholson & Co., fancy dry goods and millinery importers, who was six weeks from home on a purchasing trip in Britain and on the Continent, has already returned, looking fat and jolly as usual. Samples of some of the new lines are already to hand, and being prepared for the travellers.

* * *

R. C. Struthers, senior member of that well-known dry goods London house, returned some time ago from his Fall journey abroad. Samples are already in the travellers' hands, and new goods are already being selected for Fall dating.

* * *

Mr. Scippi, the popular manager of the staple department of Robinson, Little & Co., will return from his holidays next week.

* * *

A. J. McTavish, who was for some time one of the buyers for J. H. Chapman & Co., dry goods merchants, of this city, has bought out the business of G. W. Robinson, of Galt. The new firm is now A. J. McTavish & Co.

* * *

Mahew, Granger & Co., wholesale dry goods merchants, of this city, have arranged for Geo. Rowat's purchasing trip to Europe in September. He will probably sail from New York.

* * *

Smallman & Ingram, retail dry goods merchants, of this city, whose beautifully dressed plate glass windows attract so much attention on the south side of Dundas street, are sending over two buyers about June 20 to make selections for Autumn and Winter. J. L. Murray and S. T. Draper, the buyers alluded to, probably sail in the Etruria from New York.

* * *

Mr. Nicholson, European buyer for Robinson, Little & Co., will in a week or two leave again to purchase Spring goods in he trans-Atlantic markets; and it is possible that Arthur Little, of the same firm, will cross the herring pond about the same time on a similar errand.

* * *

The unusually hot weather of the past few weeks has caused a succession of extra busy days with the retail stores. One passing in and out frequently as your correspondent can readily see that business is business just now, and there's a hustling all day long at the counters where the full staff of assistants in every store are in attendance.

* * *

R. J. Young, of that firm, says the demand for light weight dress goods has not come so early for a good many years. John Ferguson, manager of Kingsmill's extensive silk and dress goods department, corroborates the statement of unusually early demand for all muslins, grenadines and material of the thinner textures for gowns.

* * *

The interiors of the newly completed stores on Dundas street are simply charming and creditable to London's business taste. T. F. Kingsmill's premises will stand comparison with many of the fine warehouses in larger cities. The Messrs. Kingsmill report every department busy with the exception of the dressmaking, which this season, owing to the impossibility of procuring first-class help, has had to take a second place. Another season in the new warehouse will, however, remedy this matter. The senior member of this firm, F. J. Kingsmill, now the dry goods merchant longest in this city, will leave again for Britain during the early days of June, for Fall purchases.

* * *

J. H. Chapman & Co., one of London's best and largest retail shops, claim to have 150 employes, including dressmakers, salespeople, tailors, carpet layers, drivers, etc. Their premises are capacious and inviting, and their exterior and interior displays are appreciated by those having artistic leanings. Goods well bought are half sold, and with this idea firmly impressed, J. H. Chapman, head of the firm, accompanied by John B. MacKay, will depart for Europe to make extensive fall purchases. They leave about the end of June.

* * *

The new addition to the store of R. J. Young & Co. was opened out two weeks ago and is devoted entirely to gents' furnishings and the better grades of ready-to-wear clothing. This new departure was for many years the premises occupied by Messrs. Beltz, the furriers, who are now in premises over the street. W. P. Young, eldest of R. J. Young's sons, is superintendent of the new store. Business is very good. The new clothing department is worthy of special notice because of clean, airy up-to-dateness. Everything is arranged on tables down the centre and against the walls. Hats and caps, shirts, scarfs, braces, and fine underwear of the cutest and nattiest styles are to be found in front of the building. W. T. Hamilton, the cutter for this firm, has been 23 years in the Forest City, and is always to be found at his post in rear of the new addition.

* * *

Among the attractive places of business in the clothing and gents' furnishing retail shops are those of Grafton & Co., Oak Hall, Graham Bros., J. & D. Ross, Thomas Rowe, W. F. Boughner, R. Boyd & Son, Thomas Fox, E. J. Pethick. The greater number of these take apparent pleasure in dressing good windows that are fitted up with brass fittings and electric lights. Gents' furnishings is distinctly a trade of itself of late years, and nowhere in Canada is there greater evidence of this fact. W.H.L

OUR

Woollen Department.

Dress Goods Department.

Linen Department

Silk Department.

Furnishings Department.

Cotton Department.

Smallwares Department.

Carpet and Linoleum Department.

Canadian Woollens and General Dry Goods

Are all well assorted with seasonable goods, and prospective buyers will find it to their advantage to pay us a visit.

For the Fall Trade our travellers are showing attractive lines, representing the latest and most desirable novelties of the English, French and German markets.

P. GARNEAU, FILS & CIE.

QUEBEC.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces "BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - UNEQUALLED IN QUALITY AND PRICE.

..... Sale Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

THE
Canada Permanent and Western Canada
MORTGAGE CORPORATION
Toronto Street, . . TORONTO.

SAVINGS DEPARTMENT

$1 and upwards received on deposit. Interest paid or compounded half-yearly at - - - 3½%

$100 and upwards received for which debentures are issued with half-yearly coupons attached for interest at - - - - - - - - - - 4%

Paid-up Capital and Surplus $7,600,000.00

THE PRUDENT BUSINESS MAN

will name as his executor a Trusts Corporation possessing a large Capital Stock, a Board of Directors of high standing and a trained staff of officers to ensure the efficient and economical administration of his affairs and comfort and happiness of his family.

THE TORONTO GENERAL TRUSTS CORPORATION,
59 YONGE STREET, TORONTO.

PAID UP CAPITAL - - $1,000,000.
RESERVE FUND - - - 290,000.
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THE TIME TO INSURE IS NOW

While you are WELL, STRONG and INSURABLE.

THE
Confederation Life

ASSOCIATION issues policies on all approved plans of Insurance, and is a prosperous and progressive Canadian Company.

PROTECTION FOR YOUR FAMILY.
PROFITABLE INVESTMENT FOR YOURSELF.

Pamphlets and full information sent on application.

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W. C. MACDONALD, ACTUARY. J. K. MACDONALD, MANAGING DIRECTOR.
HEAD OFFICE, - TORONTO.

The Bank of Toronto.
(Incorporated 1855.)
Head Office: - TORONTO, ONTARIO.

Paid-up Capital, $ 2,500,000.
Reserve Fund, $ 2,600,000.
Total Assets, $24,000,000.

Business Accounts opened on favorable terms.
Savings Accounts { for your spare money. Interest paid on these compounded twice a year.
Drafts Sold for use anywhere in North America or Europe.
Letters of Credit Issued { Cash Credits for convenience of Travellers in Europe. Time Credits for Importer

SEND FOR OUR BLUE BOOK ON "BANKING."

At any of our Offices you will receive courteous treatment and our best services.

The accounts of Merchants and Manufacturers are cordially invited.

INVESTMENT SECURITIES, GOVERNMENT, MUNICIPAL AND CORPORATION BONDS
Yielding from 3½ to 6½ per cent
Four per cent interest allowed on funds awaiting investment.

A. E. AMES & COMPANY
MEMBERS OF THE TORONTO STOCK EXCHANGE.
BANKERS
18 KING STREET EAST, TORONTO.

— BONDS —

PROTECTION — We protect you and also save the employee from being under obligation to anyone.
PROGRESS — Because we always lead and never follow
PROSPERITY — On account of fair dealings with its patrons, so as to secure a continuance of their business.

The above refers to THE DOMINION OF CANADA GUARANTEE AND ACCIDENT INSURANCE CO.

Bonds issued on persons holding positions of trust. For rates and full particulars, apply,

J. E. ROBERTS, General Manager,
Cor. King and Yonge Sts., - TORONTO.

WESTERN ASSURANCE COMPANY.
Incorporated 1851
FIRE AND MARINE

Head Office
Toronto, Ont.

Capital - $2,000,000.00
Assets, over - - 3,333,000.00
Annual Income - 3,536,000.00

HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

THE MERCHANTS MERCANTILE CO.
260 St. James St., Montreal.
MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims

Tel. Main 1985.

FINANCE AND INSURANCE

THE public interest in the advantages of life insurance is undoubtedly becoming more in evidence every day and as a profession it is attracting many of the best men in the country. To one with tact and ability it promises good remuneration, the standard companies last year having paid their agents fully $60,000,000 in commissions. During the past few years hundreds of banks and petty assessment associations have gone to the wall, but no standard life insurance company has failed. The accumulated resources of the standard companies are considerably in excess of two thousand million dollars and every city of any importance derives material advantages from its investment. Nothing in finance is more carefully watched and conducted than the investment branch of a life insurance business. A manager of one of our largest and most prosperous insurance institutions recently informed THE DRY GOODS REVIEW that every investment made by his company received his individual attention and that every application was not only thoroughly investigated by himself, but that where electricity or anything he did not thoroughly understand was a factor in the security he associated with his own judgment that of the best experts in that particular line the country could produce. This will give the people an idea of the wide difference existing between sound financial institutions and many of the innumerable societies and orders carried on under the assessment plan who are in many cases not quite so particular as to results.

* * *

New five and ten dollar bills have been issued by the Molsons Bank, the designs of which are somewhat different to anything that has been produced before. Combined with the green and brown printings is a black vignette, work of a very high order, the vignette in the brown color printing also being as important as that of the black. The whole design is finely executed. The British American Bank Note Co., of Ottawa, produced the bills.

* * *

The report for the year ended April 30, issued by the Bank of Montreal, shows that Canada's leading monetary institution has had another most successful year, the earnings exceeding those of the previous year, also one of great success, by $212,331. That the new capital had but little share in this large increase is indicated by the fact that the increased dividend charge is only $20,000, representing less than two months' use. The amount available for disposition by the directors was, including the amount brought forward and the premium on new stock, $2,944,807. Of this the usual ten per cent. dividend absorbed $1,220,000, and another million was added to rest account, bringing it up to $9,000,000 or about 67½ per cent of the paid-up capital, or over 8¾ per cent. of its liabilities to the public. Perhaps the most interesting showing in the report is the evidence that, notwithstanding the large increase in the resources of the bank, the amount employed outside the country was $3,242,762 less than last year at the same date, the public's demands on the bank's funds showing an increase of no less than $11,504,366. That the rapid expansion of the bank's assets, about 25 per cent. in two years, can indefinitely be continued is not to be expected.

* * *

A feature of the financial situation in New York during the end of May was the heavy exports of gold to foreign countries, the shipments during the third week realizing $4,595,000. The impression developed that this movement was likely to be continuous as well as extensive, but this feeling has of late been considerably checked by the heavy and persistent buying of American stocks for account, a movement consequent on the recent decline in stock market values. The recent reduction in the Bank of England rate from 4 per cent. to 3½ per cent. has also been an influence to curtail the shipments of American gold, to Great Britain at least.

SURRENDER VALUES.

WE have repeatedly advised the application of life assurance for investment purposes, and have shown many ways in which exceptionally good results can be obtained; but, especially when used in this way, it becomes of importance to ascertain before making the investment the sum for which it can be realized at any time.

The differences between the results of policies at maturity, either by death or at the expiration of a given term, are very large; but the amount of the surrender value given by different companies varies to an even greater extent.

The subject is one upon which comparatively little information is given, and a good deal of calculation and research is required to ascertain precisely what may be expected under any policy. We give below some specimens of the sums assured and the surrender values under policies effected at age 35, subject to the payment of premiums for life at the rate of £100 a year, the sum assured being payable at death whenever it occurs.

Office.	After 5 years. Sum Assured.	After 5 years. Surrender Value.	After 20 years. Sum Assured.	After 20 years. Surrender Value.
	£	£	£	£
No. 1	4,038	336	4,317	740
No. 2	3,701	160	3,943	360
Difference	337	176	374	380
No. 3	3,901	316	4,237	741
No. 4	3,852	200	4,101	450
Difference	49	116	136	291
No. 5	3,882	277	4,172	661
No. 6	3,882	200	4,169	400
Difference	0	77	3	261

If we compare the sums assured under policies effected in Offices 1 and 2, we find that the differences are very large; but the proportionate differences between the surrender values are still greater. Of course, no one who was well advised would take a policy in Office No. 2 at all, but it may safely be said that anyone who was foolish enough to do so would pay no attention to the question of the surrender value, and, if at any time he found it necessary to realise his policy, he would be grievously disappointed in the result.

In comparing 3 and 4 the difference between the sums assured is relatively small, but the difference between the surrender values is very large, and points quite distinctly to very illiberal treatment of the policy-holder by Life Office No. 4.

Between 5 and 6 there is practically no difference in the sums assured, but in the surrender values the difference, especially when the policy has been long in force, is very considerable.

Most people on taking a policy contemplate keeping it in force until maturity, but unexpected circumstances frequently arise which make this impossible, and then the question of the amount that can be realized on surrender becomes of great importance. In selecting a policy the average man might think that Office No. 6 was as good as Office No. 5, but on looking into the surrender values it is immediately apparent that No. 5 is superior.

Such facts as these indicate very clearly the great advantage of making adequate comparisons between different offices, and by adequate we mean in all respects, and not in connection with one or two points only. These facts also demonstrate very clearly the necessity for expert advice if it is desired to effect assurance to the best advantage. — The London Report.

MR. L. GOLDMAN.

Mr. L. Goldman, whose photograph appears in this issue, was associated with the late Mr. McCabe in the formation of the North American Life Assurance Company twenty-three years ago, and on the death of Mr. McCabe, on the 23rd of April last, the board unanimously elected Mr. Goldman to the position of managing director, an appointment to which his marked ability and long and faithful services fully entitled him. Apart from this, Mr. Goldman, although yet comparatively a young man, has spent over thirty years of his life in the insurance business, serving in every department, and is consequently one of the best qualified men in that profession in Canada to fill the position he now occupies. Personally directing the agency department, this special branch has been quite a factor in the company's success, and the splendid work of its representatives is a testimony in itself to the able and liberal manner in which this department has been handled. Kind-hearted, generous and thoughtful as regards the welfare of his employes, Mr. Goldman carries with him the respect and good will of every member of the staff.



L. GOLDMAN, A.I.A., T.C.A.
Managing Director North American Assurance Co.

ANOTHER AMALGAMATION.

The Bank of Montreal has purchased the Exchange Bank of Yarmouth. The shareholders of the latter will receive $80 a share, the par value of which is $70. The capital stock of the Exchange Bank is $266,896, paid up. The reserve fund amounts to $50,000. The assets are $752,663 and the total liabilities are $423,033. The sale is subject to ratification by the shareholders.

NOTES.

The People's Bank of Halifax have opened a branch at Warwick, P.Q.

F. E. Karn, formerly of the Molson branch, Hensall, has been appointed manager of the branch of the Sovereign Bank, Zurich.

The Bank of British North America has taken possession of its new offices in the Leslie block, Sparks street, Ottawa. At a cost of over $10,000 the premises have been transformed, and the architecture and furnishings are of the most modern description.

The Bank of Hamilton expects to open a branch in Regina very shortly, and new buildings will be erected this summer by the Imperial and Union Banks.

The Imperial Bank are about to open a branch on the corner of Selkirk avenue and Main street, Winnipeg.

The Bank of Ottawa, as also the Bank of Commerce, have opened branches at Regina.

Ever since The Brooklyn Rapid Transit Company decided to abandon the publication of its monthly statement of earnings, the stock—though widely "tipped" for a rise, with the floating supply of the stock reported as reduced to a minimum—has steadily declined. — N. Y. Times.

The extent of British purchases of American stocks has been, in fact, so large of late as to merit especial note. Of railroad stocks alone foreign interests are credited with having purchased 200,000 or more shares. There has, too, been heavy buying of railroad bonds, yielding above 4½ per cent. and which are considered not only safe but attractive investments.

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Fourth—Last but not least, these watches offer a handsome profit. Price cutters are not supplied.

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50 Bay Street, - TORONTO.

LADIES' NECKWEAR

THERE has been an enormous demand for fancy neckwear this Spring, and there promises to be no abatement in this respect for the Summer season. Makers of these goods are finding, even with greatly increased staffs of help, great difficulty in caring for all the business that comes to hand. Many firms have more than doubled their hands, and would gladly take on more if they were obtainable, but at present the supply is in the minority.

• • •

The combinations of both styles and materials in fancy neckwear are almost endless, and there is an immense amount of fancy stitchery expended on them.

• • •

The wash lines are now receiving their share of the trade's attention, and are decidedly in the lead, though the silk lines are by no means neglected this season; indeed, a matter for remark is the way in which the sale for silk stocks is keeping up this season. Other summers, as soon as the washable goods came into prominence, the sale of silk stocks has directly dropped, but, on the contrary, this year their sales have kept up well; due, no doubt, to the fact that stocks are not so high and more attention is paid to securing a comfortable cut than in former seasons.

• • •

On all stocks, whether washable or silk, there is a more or less perceptible curving of the collar under the chin, which adds much to both the comfort and the life of the collar.

• • •

To facilitate deliveries, manufacturers have in many cases cut down their lines, but this has strengthened rather than weakened them, as owing to the desultory way that wash samples have been put on the market—a few at a time—as there was a little lull in business, many were unnecessarily large, and though the weakest sellers have now been cut out, the variety left is large enough for all practical purposes.

STOCKS.

STOCKS are, of course, made in the leading wash materials as they are designed to wear with the wash waists and shirt waist suits of summer wash goods. The stock buyer should keep an eye on what is selling best in the wash goods and waist and suits departments so as to know what to buy in these goods. This is a white season and the demand for white stocks is very great. Mercerized jacquards and damasks, cheviots, basket cloths, ducks, moires, etc., are greatly used. Pique is not in such great demand, as it is not soft, and makes a very stiff stock that is hard to handle, and then it is apt to shrink in the washing and is rather bad to do up.

Butchers' linen is very popular, both in white and creamy tones, and then linen color proper or ecru is a very close second to white. After these, come combinations of white or ecru with colors, black and white being the one most seen. Perhaps the best of these colors are pretty shades of reseda and other pale greens, which go beautifully with white, cream, or ecru. Pale blue is another good neckwear color, and red is well worn also. These touches of color are introduced in many ways. Sometimes it is only a piping or binding. At other times the stock or the tabs will be of the contrasting color.

Tabs still hold their place in neckwear and there is an endless variety of styles and lengths, and sometimes only one, or may be two, or three, and even four or more, are used on one piece of neckwear. Jabots have been featured, but have not as yet pushed the popular tab out of its place.

Colored linens, plain and flaked, and plain and flaked cotton etamines are much used. The combination idea is strong too, in these lines, as the bindings on stocks of these materials are either white or ecru. Rows of black or colored stitchings are another favorite mode of stock decoration. Other fancy stitches are also much used. Faggoting, hemstitching, briar-stitch, feather-stitch, French knots, etc., are all made good use of. The fancy basket woven cheviots and brocade patterns are all included in the make up of these new samples. Most of these stocks have a decidedly tailored air and are for the tailored shirt waists and suits to be so much worn this summer, and give a smart finish to these garments. Some of the most chic of these little affairs are made of creamy linen of medium fineness, with the comfortable shaped, moderately high stock, and are ideal wear for the hot days. In some cases the ends are quite long, but others have cute little rounded tabs drawn through a pearl slide. Besides these buckles small knoppy pearl buttons are much used on many stocks, but are at their best in contrast with the linens now spoken about. It is the eye for these contrasts that makes the most successful designer of this class of goods.

Hunting stocks are again popular, particularly with the fine trade. Fine mercerized damasks of English make and in small neat patterns are leaders for making these stocks. Coarser damasks and the basket weaves are also much used. A particularly good effect was gained on one of these stocks by using a white damask for the body of the stock and hemstitching a striped damask as a finish to the ends. This made a novel tie. These hunting stocks are splendid wear for hot weather, as they are comfortable, easy to wash, and are stylish as well. And the fact that these goods are very popular, at any rate with the city trade, is easily demonstrated by watching the crowds at the neckwear counters in the large stores.

Transparent effects are shown and will be well sold as the season advances. The newest seem to be the stocks and tabs in plain, drawn work, etc. These can be obtained in a great range of prices according to quality. The lace and not the shape is the measure of value. The sale of the cheaper kinds does not go against the sale of the higher priced lines, as even if the shape be similar every one knows the difference between a cheap and a high priced lace.

In this class may be named (though hardly to be classed as stocks) shaped, turn-down lace collars, that can be worn either fastened in front or back. These, though pretty, are not expensive and should be popular for outing and camping wear, when many blouses are worn with the neck-band turned in and something light is wanted as a finish to the neck.



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DRESS ACCESSORIES

THIS is the height of retailers' season in the lace and trimming departments; though the wholesale houses are now busied about making selections for the Fall trade. The practical working of the surtax on German goods is now developing and, where possible, Canadian buyers are ordering goods from other than German markets. The extension of the time granted for the receiving of goods bought before April 16 will be a great convenience to the dry goods trade, but many of the Fall orders for trimmings will go to Austria. That country is rapidly coming to the front in dress trimmings, as the Austrian manufacturers make some really beautiful goods. Heretofore they have not paid much attention to the Canadian market, but it is safe to say that they will have travellers in the field in the near future.

* * *

St. Gall will likely receive the re-orders for lace that Plauen has been supplying, as the laces made there are much in the same styles as Plauen goods, only, if anything, of a finer grade, and the additional tax on the German laces will send orders to St. Gall.

JAPANESE DRAWNWORK.

NOW that handwork is so much used for dress trimmings it appears to be likely that it will be taken up by the enterprising Japanese, who are prepared to supply us with the ultra fashionable adornment of drawn thread work of the most charming variety.

Hitherto the work has been done on native cotton cloth, but is now executed on the finest Irish linen. This, the deft fingers of the Japanese workers find to be admirably suited to their methods, and upon it they are executing work that not only rivals the finest Sicilian examples, but has characteristics entirely its own.

They employ several forms of stitch quite unknown in Europe, and in the fineness of their effects obtain results approaching to that of pillow lace. Everyone is familiar with the Teneriffe linen work, and the outlines of this are often reproduced in that of Japan; but the critics are inclined to prefer the intricate geometrical and scroll devices that seem to be indigenous.

TRIMMINGS.

THE lavish use of trimmings on this season's gowns has been carried to such an extent that to follow the present fashions means quite a large item of expense, even when the trimming in itself is not high priced. Of course, handwork gives the smart touch to the gown, but much less expensive, and at the same time most effective, trimmings can be found among the many braids, galloons, passementeries, etc., that are now selling.

No matter what other trimming is used, or in what quantity, the inevitable pendants and drops are there, and they are so well liked that they have been introduced in washable braids and cords for trimming the smart linen and cotton gowns for Summer wear. Some of these braids are sufficiently pliable to be shaped into fanciful patterns, and are shown not only in white, cream, white and ecru, but are sold in two tone effects, such as white and delft blue, white and pink, white and black, etc. Many of these, in the narrowest varieties, simulate a piping.

Bands of braid, joined by a lace stitch in various widths, are effectively used on linen gowns. Composite trimmings are much seen. A groundwork of chiffon will be formed in odd shaped motifs and diamonds, ovals, rounds, etc., outlined with fancy tinted braids and adorned with pearl beads and paillettes in opalescent colorings, or even jets are sometimes used.

The trimmings classed as passementeries are very beautiful and are most exquisitely embroidered on silk or satin, and have frequent introductions of lace and paillettes.

Many braid novelties are seen, and the wood fibre or wood silk braids, being both lustrous and light, are much used for the Summer trade. The tendency is towards lacy designs, and one in motifs has introductions of dotted net and small drop buttons. The new braids come in endless variety; there are wave, rick-rack, shell, bowknot and ring patterns, etc. Mexican and cat stitch are in high favor, as also are those in black or Persian designs, with a fancy edge.

A new kind of braid looks like fine crochet, and the ribbon braids, particularly those with a small pompadour design on white, are much sought after. Braids with a draw-string are a new feature and can be manipulated in many ways.

The vogue for fringes is on the increase and many fancy beadings are seen with depending tassels or festoons of cord and olives, and at intervals fancy drops. Handsome jetted fringes are also seen, and it would seem that we shall see an extensive use of jet for the Fall season.

In conjunction with the many braids used buttons play an important part as trimming. Notwithstanding the increased price, buttons of pearl in all sizes and designs are more used than ever and are seen, not only on the wash fabrics that they were first introduced to adorn, but also on waists of chiffon, crepe de chine and silk. Very small Milan silk buttons in white and black are still used wherever they can be effectively placed. Enamel centres in imitation of Persian embroidery, set in a metal rim, and a groundwork of champagne or tussah silk color, crossed by a galloon of Dresden effects, harmonize excellently with the favorite shades in Spring dress goods. Flat buttons for the most part are preferred to round, and those of white or natural pearl mounted in plain gold, silver or steel are most practical for ordinary uses. For dressier purposes there are old silver buttons; rococo designs in dead gold; ombre effects with steel points; inlaid pearl and rhinestone.

Some of the most exclusive and costly buttons are set with art nouveau stones, which are said to be the fused dust and clippings of precious gems.

LACES.

THOUGH interest in cluny, antique and the heavy laces shows at the present time no sign of abatement, and the many cotton imitations of these laces have in no wise hindered the sale of the handmade goods, there is a demand for light laces, particularly for the lighter makes of cluny, that are somewhat allied to torchon, which is now very strong in the trade. This class of lace is now in good supply, except in the very wide with insertions, on which there has been such a run. Lace has been and is so popular that merchants have not had to have recourse to much price cutting to move stock, and it is only on less desirable lines and past patterns that any reductions are being made. The vogue for lace is unabated; it trims almost every garment.

Lace plateaux and motifs are largely used in millinery, and transparent hats of lace, particularly Irish point, are one of the Summer's newest and latest modes.

Allovers in Irish crochet, escurial and plauen laces are much wanted for yokes, sleeve puffs, and many modes of trimming.

The grape patterns are still strong. Notwithstanding the long run they have had, they seem just as secure as ever in popular favor.

Mexican lace or drawn work is another of the Summer favorites. The wheels of different patterns and sizes can be purchased separately, and are used as medallions.

Escurial insertions are used on taffeta and Japan silk waists and a good many galloons and insertions, both in black and white, as well as allovers of this lace, are well sold.

Retailers have now two or two and a half months of good selling before them and should turn their attention to the lighter laces such as valenciennes, esprit, point-de paris, chantilly, etc. Ever since the season opened the vogue for these fine laces has been growing stronger, and now that the warm weather is upon us they are taking the first rank. Valenciennes is away the most fashionable of these laces and is now used in up-to-date millinery. A pretty toque of bands of this lace was shown lately in a swell millinery store. Insertions and medallions of valenciennes are fashionably used on both Summer waists and dresses. The clunys and filets now in use are of the lighter varieties, as the heavy laces are not cool enough looking for the height of Summer. Paraguays in motifs, medallions, separable galloons and allovers are selling freely, and guipures are still much worn. Venises and Irish laces are holding their own. There are indications of a revival of interest in maltese, both in the linen and silk laces. Chantilly and the repousse laces are much in demand and are likely to be, with valenciennes, esprit and point-de-paris, the most wanted laces for the balance of the season.

EMBROIDERIES.

THE vogue for laces seems to have rather interfered with the sale of the lower values in Swiss edgings and insertions, and bargain sales are the rule in these goods, but only in the cheaper lines and in styles that have seen many seasons.

Allovers, flouncings, insertions and galloons in up-to-date patterns, both in blind and in the open embroideries, are in good demand and on such goods no reductions are made nor are any necessary, as embroideries are considered to occupy a strong position for next year's trade.

This season in England and on the continent embroideries have occupied a very much more prominent place than on this side of the water, and it is probable that they will be more considered here another season. The craze for handwork or for the fine imitations of the same, has by no means reached its height; and next season will no doubt be put on the market at such a price that it will reach the popular trade.

Embroideries are going to be more in use than ever before. In Continental Europe these goods are being largely purchased, and this probably accounts for their present high price, which is fully 10 per cent. more than it was a few months ago. Embroideries on a sheer ground are selling well, but it is the cambric grounds that are called for when wearing qualities are wanted.

VEILINGS.

FROM now to the middle of September is the best selling season for chiffon veils. Broad-brimmed hats in modified sailor shapes are being shown for Summer wear, and these are all decorated with a scarflike veil. Though colors are seen, yet it will be in white that the bulk of the season's trade will be done. Plain chiffon is used to a large extent, but there is considerable call for chiffon with groups of spots on the edges with a plain centre. The New York people are showing, besides the rolled sailor, a new shape, perfectly round, with low round crown and moderately wide brim. These may be seen here later in the season, or at any rate they may be expected for next Summer, and all these hats display the floating scarf veil.

These veilings are often sold by the yard, but the individual veils are most liked.

Hemstitching, faggoting and narrow dresden ribbons are only a few of the numerous means of finishing the edges employed, but the plainer styles are in the best taste. Chiffon veils that completely envelop the head and tie in a large bow under the chin are used for wear in motoring.

RIBBONS.

RIBBONS are still strong sellers and chiefly in the better grades. Prices have advanced, and in some lines a shortage is reported in deliveries.

When Summer fabrics come into general wear there will be a great call for sash ribbons, from 6 to 8 in. wide, in all light Summer colors and in floral designs, the Dolly Vardon and pompadour bouquets being much sought after. Entirely new are the soft, crushable louisines, patterned with faconee figures and clusters of flowers, while the plain ribbons of the same soft texture, in solid colors or changeably softened with white, make up the best when numerous loops and knots are desired. Another line comes polka-dotted with either white or black dots sprinkled at regular intervals over the ribbon, while still others are almost transparent, so gauzy are they. Sometimes a tiny width of black velvet ribbon or chenille is run along the edge of thin ribbons, through which an outlining of gold thread may be woven.

Flowered ribbons, no matter whether their designs are large or small, look best when employed on a material of single hue, and when arranged in as simple a manner as possible, while the knotting and tieing of loops and bows should be given over to the plain ribbons or those which have a silvery sheen on their surface. Sash ends are often finished with drop ornaments, tassels, fancy balls, with lace

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see cut Book
page 10



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Sky Blue,	*Rifle Green,*	*Fawns,*
Bluette,	*Reseda,*	*Browns,*
Royal Blue,	*Light Pink,*	*Drabs,*
Light Navy Blue,	*Rose,*	*Greys,*
Dark Navy Blue,	*Cardinal,*	*and*
Myrtle Green,	*Scarlet,*	*Black.*

ALL WITH WHITE FLECKS

SAMPLES TO THE TRADE

applications and pleated chiffon or spangles. Chiffon and nets are often interwoven with the ribbon ends and little chiffon balls or roses sewn to cords are used for decoration. Many of the new ribbons have a contrasting edge, and ribbons with inset stripes of lace are the latest. In plain ribbons there is a run on blues, particularly navy. And white and cardinals are also wanted colors.

Ribbon velvets, particularly in the narrow widths, are much used for trimming purposes in black. Colored ribbon velvets, chiefly in navy, brown and red are much in vogue, the most wanted shades being practically out of the market. Rosettes of black ribbon velvet have a rhinestone ornament for a centre, and are used most fashionably to trim both wraps and gowns. Bow knots of velvet are appliqued onto thin fabrics with good effect, and some sashes are of wide ribbon velvet, with jetted tassels and fringes at the ends.

BELTS.

THOUGH there is an effort being made in some quarters to push the leather belt, the fabric belt more than holds its own both in the fashionable and in the medium trade. There has developed a great fancy for white silk belts, beautifully stitched and corded. Buckles are of decided importance and the quiet, silver grey, in beautiful designs, are most favored. Quite new are the metal tassels and pendants seen on some of these; the straight back buckles are those most sought after. Buckles are not so large in size or so florid in detail as they were, and fat cherubs and ladies' heads, wreathed in flowing tresses, have given way to flower and fruit designs that are in much quieter style and in better taste. There are some new samples of white embroidered belts with gilt harness buckles, and also a few red belts are shown. Novelties comprise crochet passementeries and chain girdles and crush belts in silk and satin. The new belts are from $2\frac{1}{2}$ to $2\frac{3}{4}$-in. wide.

With the shirt-waist season has come a call for washing belts of cotton moire, duck and mercerized cottons in white and tan, white, of course, being the freest seller, but tan is well taken, forming invariably a proportion of every order given. The gilt harness buckles are the smartest fastening to these popular belts. Pique has sunk rather into the background for this class of belt, as the other materials are easier to manufacture and make a neater finished belt. A few colored linen belts are shown, but white is the general wear.

PARASOLS.

THE variety seen in parasols is very great both as to material and cover. Sets of parasol, hat and stole to match are most fashionable for dress occasions. Flower-trimmed parasols belong to race days when ultra toilletes are exploited. Wreaths are more in vogue than bouquets; and fringes of small flowers, such as violets, sweet peas, daisies, etc., are used around the edges of parasols and tied with ribbons, in bunches, to the handles. Hand-painted parasols are for the same dressy occasions, and lovely lace-trimmed and chiffon ruffled ones, either to match the costume or in harmony with it, are well worn. The pompadour and Persian patterned silk parasols on a white ground are lovely, as also are those grounded in pale colors. White laces, such as chantilly, duchesse, point-de-paris, etc., are used as covers for handsome parasols of black silk, and black silk cluny and chantilly are seen over white silk.

Gun metal and gold mounts are very much the vogue for handle mounts. Pongee parasols, with bamboo handles, are among the useful styles. For popular selling, coaching parasols have the call, and those in plain colors may be made to serve as umbrella as well. Stripes, polka dots and checks, particularly in black and white and navy and white, are the great sellers, but there are many other colors in demand. Plain white or white touched with black is extremely popular.

Some of the American makers are introducing a parasol or umbrella made of "cravenette" or waterproof silk, which should be a popular departure.

AFTER THE SHUTTERS ARE UP.

WORD FROM THE ABSENT BOY.

DEAR FATHER,—I arrived on the college green this morning. Something is wrong with my clothes, as I was made considerable fun of. Am going to get a new suit. Will send you bill. Yours.—Jim.

Dear Pa—Cut chapel this morning. All the boys do it. I am keeping away from whiskey as you suggest. Have you ever tasted creme de menthe? It settles your dinner. Yours.—Jim.

Dear Pop—You are way off on temperance question. Beer is the great leveler. If we all drank beer there would be no drunkards. I got away with ten bottles last night. Dead easy. Yours.—Jim.

Dear Dad—Would you care if I got married? I was introduced to a lovely girl last night. She is older than I, but a few years don't matter. What allowance can we count on from you? Wire answer.—Jim.

Dear Father—If you have not yet answered my last postal, don't bother. She went back on me in most shameful manner. After all, she was only a college widow. I send bill for new waistcoats. Had to have 'em. Yours.—Jim.

Dear Governor—Can you let me have my next month's allowance? By the way, have you ever played poker? Great game, isn't it?—Jim.

Dear Dad—How is everything around the old homestead? How's Dobbin, and are the calves takin notice yet? I love the old place dearly. Send me a hundred, will you? I'm raising a crop of peaches myself.—Jim.

Dear Pop—I've just got an invite from a chum to spend the vacation with him, so don't expect me. Say, can't you get a second mortgage on the farm, and send me enough to buy an automobile? Yours.—Jim.

Dear Old Boy—It was handsome of you to stand by me. I send you a registered package by this mail containing $10,000, being part of the royalties on my new book, "Seeing Life." More to come. This week I marry a millionairess. But don't you mind. She's respectable. Yours.—Jim.

* * *

Mr. Editor—Dear Sir:

I'll sell the enclo ed poem on Cr.,
For I know you'll exclaim when you've r:
"This is simply divine (?);
This I cannot decline."
Now please don't deny that you sr!

And we have no doubt the editor answered:

For that poem y u sent I'm your Dr.,
If you call and get paid I'll feel br:
Such trash I can't Cr.
Are you pleased now I've sr?
I hope my note's good as your lr!

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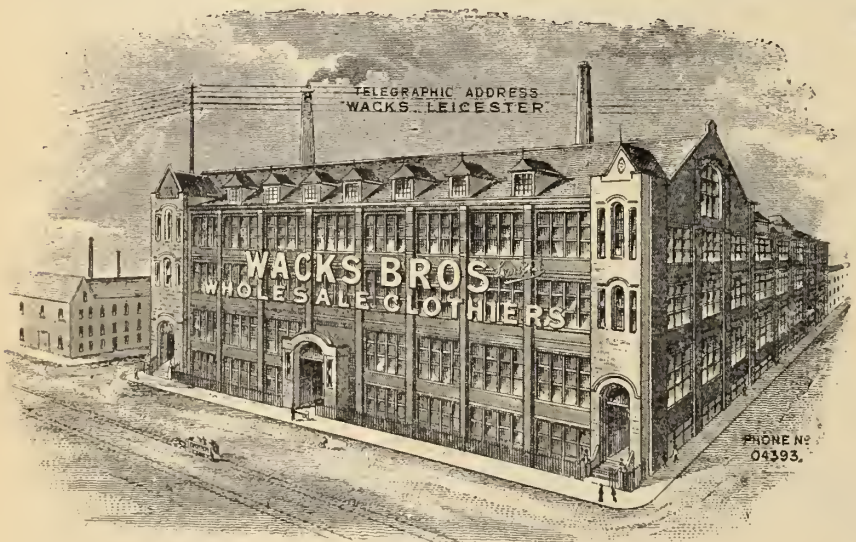
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WHITE GOODS

ALTHOUGH it is between seasons in the whitewear trade, and manufacturers are only just beginning to busy themselves about samples for another Spring, even now they are feeling the lack of experienced help, and considerable sums spent in advertising bring no relief. In some cases the need is so pressing that inducements have been held out to the employes of other firms. In short, it seems as though this help question is going to be one of the most serious problems that the Canadian manufacturer has to contend with.

* * *

Thoughts are now being turned towards Spring samples, though they will not be ready for showing for some weeks yet. Novel ideas as to make up and trimmings are now being exploited, but from what can be learned, the demand for a better class article is to be well maintained, as, when once the public have been educated into buying a higher class of make and material, they seldom go back to a cheaper grade, unless forced by sheer necessity to do so. And, thankfully let us say it, necessity will not be likely to cause the buying of cheap lines, at any rate for some time to come, for with the exception of the differences between what the manufacturer thinks he ought to pay and what labor thinks it ought to receive, and their disputes, there are no clouds on our business horizon, nor yet anything that threatens the continued prosperity of our country.

WHITEWEAR SALES.

THAT the season is getting over in the retail trade is also demonstrated by the large number of clearing sales that are now being held in the whitewear departments in the retail houses. Judging from the crowds in any department where there is anything genuine in the way of a bargain offered, these sales are a great success and are fulfilling the end for which they are held—that is, to clear up sample lines or get rid of underwear that has stood the siege of the season's buying since last January until now, and got tumbled and soiled in the process, but will be just as good as ever when laundered. These are now offered at reduced rates.

It is said that quite a large overplus of the American factories is being worked off now in this country. These are, in many cases, badly-shaped garments or styles that have not for some reason taken with their own trade, and Canada is made the dumping ground for what cannot be sold at home. So customers must not blame the home trade if garments come apart or if sleeves and bodies are ill-cut and skimpy.

Every Canadian manufacturer of whitewear owes it to himself and to the trade generally to mark his goods in some distinctive way, so that the public can discriminate between carefully cut and well made garments and those which are made to sell at a bargain price; or, for some fault in cut or make have to be disposed of at a reduced rate.

Perhaps our own makers may not have the very extremest wrinkle in cut or trimming, but they do make a carefully-cut and well sewn and finished garment, and one that will give good wear and satisfaction for the money; not that these desirable qualities are absent from American-made goods. Far from it, for goods made by a reliable maker and bought in the regular way have every excellency in style, cut and fit, but it is those that are sold for what they will bring that are complained of, and the firms that buy them will do well to consider the effect such goods will have on their trade.

STYLES IN GENERAL.

LACES hold a strong position as underwear trimmings, but there is a decided indication that embroideries, for another season, are to put up a fight for increased recognition.

The vogue for hand embroidery on expensive imported lines, and its great popularity on all lingerie of Parisian origin, is sure to increase the use for the blind embroideries, as they are the nearest approach that machine work makes to hand embroidered goods.

Handkerchief linen and fine batistes are being extensively used in the making up of high-class underwear. The first cost of the material is offset by the very plain styles in which they are made and trimmed. In some imported sets shown the drawers were only knee length and had a decided



Grip, Limited, Toronto.

slant upwards to a point on the outside of the leg. Two full lace-edged ruffles, placed so as to overlap, finished the bottoms of the drawers and the slant made the gartering easy without the bunching seen in the ordinary shape.

The desire to have everything to fit snugly around the hips is increasing the sale of combinations, and in the stores that sell the better grades of underwear they are more asked for than used to be the case.

Soft China silk is sometimes substituted for lawn or cambric in better goods, but though very dainty and pretty and having the merit of washing and wearing well, they seem to have but a slow sale in this country. In kimonas and negligees, this silk is more popular, and some very handsome lace trimmed and accordion-pleated models are shown. Kimonas and half fitting dressing sacques are taking a great hold on the popular trade at present, and are made of all kinds of washing materials and at all prices, but their sale does not seem to interfere with that of print and percale wrappers.



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MONTREAL AND TORONTO, JUNE, 1903.

AN INJUDICIOUS PRACTICE.

COMPLAINTS are heard now and then in regard to wholesalers selling to consumers; recently complaints have come from wholesalers in regard to retailers aiding and abetting consumers to buy from wholesalers. This may perhaps be putting the case rather strongly, but that is what it is in reality.

The particular method employed is for the country retailer to give an order on his wholesale house for goods his customer may require, but which he has not in stock. The consumer is under the impression that he is getting the particular articles he purchased at wholesale prices; that is of course the reason he goes to the city wholesale house for them; but the retailer has been keen enough to guard his own interests by notifying the wholesaler to charge the trade price plus a certain profit which is to be credited to him.

The practice is obviously a bad one. Unbusinesslike it certainly is. The fact that the number of retailers who are tempted into such methods is small does not alter the case. It is the principle which is wrong from a business standpoint, and will in time certainly become more general if persisted in. Mrs. Jones is certain to tell Mrs. Brown where she got her dress goods. Mr. Smith will tell Mr. Robertson where he got his suitings from. In small communities it does not take long for such knowledge to get round; and what a retailer does for one customer he is naturally expected to do for another.

But that even is not where the trouble ends. It tends to lessen the customer's respect for the quality and range of the local merchant's stock, and to cause him or her to look to the city store as the main source of supply. The department store, it must be remembered, is in the way as a temptation even if the wholesale house is closed to consumers except when they bear the retailer's order.

Country merchants cannot be too careful to shun that which in the slightest degree tends to belittle themselves in comparison with the city store. On the contrary, they should, by attractive window displays, judicious advertising and the employment of progressive business methods, make every effort to retain their local trade.

Besides the economical side of the question there is also the moral. To give customers the idea that because they are given an order on the wholesale house they are getting their purchases at wholesale figures is deceiving. And one of the last things a merchant can afford to do is to deceive his customers.

* * *

Every time a merchant pleases a customer he forges a link in the chain which binds the latter to his store.

* * *

HIGHER PRICES IN RUBBER GOODS.

THE long-expected advance in rubber goods has at last occurred, and the companies interested in that branch of trade have notified their customers that the old discounts and terms have been withdrawn, and a new set is being issued.

Our manufacturers have postponed this advance from time to time, hoping that lower prices would rule the crude rubber, but instead of a decline prices have gone up in the past few months from twenty to thirty cents a pound. This state of affairs, combined with the high cost of labor, has rendered a revision of prices imperative, and the forbearance of the manufacturers in maintaining the old quotations so long has accomplished nothing but a loss to themselves.

In the United States new prices were issued during the first part of January, and some advances were as high as twenty per cent. In Canada, however, some goods have gone up only a trifle, while the majority are quoted but five to ten per cent. higher. The price of cotton figures to a great extent, as in many lines of mechanical rubber goods, such as hose, belting, etc., it enters into their manufacture.

* * *

Apathy is the seed of business disintegration.

* * *

HOLD-UPS OF BUSINESS MEN.

MANY of the evils which exist in trade to-day could be removed by business men of their own volition. One of these is in regard to what are practically "hold-ups" of both wholesale and retail firms by promoters of advertising fakes and other species of schemes for squeezing money from merchants.

No business man, whether retail or wholesale, should allow himself to be used by such schemes, for it only redounds to his own injury.

The retailer knows when he is approached for money in support of such schemes by his own customers that it is

merely a scheme whereby funds may be extorted from him. In fact, nearly every retailer has been at times threatened that if he did not comply with the request of those promoters that they would have to turn their regular trade over to someone else.

Country merchants should not allow themselves to be used for extracting contributions whether direct or in the shape of advertisements or funds from wholesale firms.

The principle is bad and is scarcely less immoral than the method employed by the old time highwaymen.

All it requires to withstand these hold-ups is courage, and if this is practised for a short time by both wholesalers and retailers, promotors of various descriptions of hold-ups will learn that their source of supply is cut off and they will discontinue their methods and the evil will be reduced to a minimum.

* * *

One cannot mind his own business when he is watching his competitor's.

* * *

A YEARLY OCCURRENCE.

EVERY year complaints are made as to the difficulty of securing repeats of ladies' and children's cotton underwear, and towards the close of the Summer season there is always a marked scarcity in these goods, notwithstanding that the mills have been busy from November to May in turning them out.

The reason is that the Canadian mills manufacturing these goods cannot gauge the amount of cotton goods needed each year any more than can the wholesaler or retailer. Even in case they could, they are now worked day and night to keep up with the demand, and extensions would be necessary if they were to produce much more.

Of course the mills could keep on at these goods through the Summer instead of closing operations, as they do now, about the middle or toward the end of May, but they would find it to their disadvantage to do so. The mills turn out the cotton goods at prices ranging from 45c. to $3.75 per dozen. The mill price of the woollen underwear is about $1.15 to $9. Making about the same percentage on both classes of goods, it is small wonder that the manufacturers turn to the production of the woollen goods as soon as they are required. Usually the jobbing houses show their Fall goods about the first of July, and in order to supply them with samples and "keep them going" till the rush for delivery starts, the mills must leave the cotton for the woollen goods a month or six weeks earlier. The wholesale houses have tried importing American goods to overcome the difficulty, but they found that the American mills did not turn out any better garments than our own manufacturers, and being obliged to pay a duty of 35 per cent. on them and consequently to ask an advanced price for them, this method was not practicable.

So until the Canadian mills make a sufficient quantity of goods to satisfy the trade thoroughly, there is likely to be the usual scarcity of these goods. All of which means that until some change is made merchants should purchase heavily of cotton underwear for Summer at the first of the season, and not depend upon getting repeats.

LOWELL COTTON MILLS STRIKE OVER.

THE decision of the Lowell, Mass., cotton mill employes to return to work without getting the advance in wages asked marks the conclusion of one of the most unreasonable strikes of the year.

The executive of the employes' union, hearing of the advance in wages secured by workmen in other industries, called for a general strike to secure an advance of 10 per cent. in wages, regardless of the fact that the price of cotton and other prevailing conditions made such an advance impossible, utterly out of the question. The mill-owners knowing that to operate the mills at the advance would be to do so at a loss, promptly shut down their plants and have quietly and patiently awaited the enevitable result--the decision just announced, that the employes are satisfied to return to work under former conditions.

The case has served as an instance of what great loss can be inflicted by either capital or labor trying to force the other's hand without a thorough study of the conditions. Had the matter been arbitrated, it is now clear that instead of months of idleness without gaining anything in the end, both operatives and mills might have enjoyed a busy season.

* * *

He is lucky who is born into the world minus faith in luck, but rich in intellect plus a good fund of energy.

* * *

THE ADVANCING PRICES.

THE prospects for considerably advanced prices in all silk goods after the Fall are causing some comment among all branches of the trade. There is no doubt whatever but that there will be advances in almost all lines, varying according to the quality and value of the goods.

A Canadian importing house recently received a letter from a broker on the other side stating that the silk crop had been almost a failure. On account of the cold weather in both Italy and France a vast quantity of mulberry trees were destroyed. No hope whatever could be held out for a decline for a long time; on the contrary, the probability was that prices would go higher than they had been for the past twenty-five years.

Canadian houses have secured all the silks they need for the immediate demand, but repeats on Fall orders will likely come higher, the expected advance being from 5 to 10 per cent. It is estimated that the advanced prices on silks and satins will be something like 40 per cent. higher than the ordinary level. On one line of silks a Montreal house who paid $1.85 for their first order were asked $2.15 for repeats. So it appears that along with the high price of woollens and cottons, silks will hold their own, and even go proportionately higher.

Among the silk dress goods, on which purchasing has been heavy for Summer, the small black and white check effects stand out prominently. These for shirt waists have been received favorably by the very best retail trade, and a good deal is expected of them this season. Taffetas and peau-de-soies hold a strong place in the trade. A quantity of black peau-de-soies is being offered by a manufacturer to the wholesale trade at a very firm price, and there was some competition to secure it, in view of the fact that these goods are in brisk de-

mand and also that any repeat orders would have to be filled at an advanced price. The jobbing trade are now receiving a good number of repeats for silks, the retailers being apparently wide awake to their value at present. Tussores are moving well. The linen shade, while good, can hardly be said to have the prominent position that characterized it last year. It has too many rivals for public favor. Blue and black silicians have gone well.

The trade should secure some of the new lustres in lace patterns. These are in black, and so well have they been printed that the white imitation lace patterns stand out so prominently as to deceive the eye at a very short distance. All kinds of lace-stripe patterns are shown. The lace itself, if sewn on the dress, would cost 50c., where this whole cloth costs only that. This lustre is bound to go well.

* * *

A business man has got to stand still sometimes in order that he may go ahead.

* * *

THE BRITISH TARIFF QUESTION AND CANADA.

IT is evident that the speech of the Right Hon. Joseph Chamberlain, in the British House of Commons last week, in reply to a question put to the Government in regard to his now famous Birmingham address, that the question of customs tariffs in relation to trade and commerce is again to be fought out in Great Britain in the not distant future. Mr. Chamberlain's address in the House made more emphatic that which he said at Birmingham, He made it clear that he was in favor of foods being taxed; that a fiscal arrangement should be made whereby Irish industries and agriculture would be revived; that home industries should be protected against the highly protected industries and also the trusts of the United States; and that the part of Canada should be taken in her tariff quarrel with Germany.

Not since Gladstone's famous Home Rule Bill have political conditions in Great Britain been so disturbed or has so much interest taken in the trade question.

As to the relative merits of free trade and protection the average Britisher is still a devoted believer in the former, but he has evidently awakened to the fact that in commerce as well as in physical welfare it is not wise to be inactive while the enemy is aggressive. When the conditions are normal free trade is an ideal policy, just as peace is an ideal condition. Mr. Chamberlain emphatically delared that he is a free trader, but he was just as emphatic in his declaration that free trade had ceased to be common sense when every foreign nation had raised its tariff to keep out British products.

The leaders of the battle for free trade that was fought and won 60 years ago were business men. And history now promises to repeat itself in the battle for fair tariff, which now seems inevitable. The voice of the theorist will be raised in protest against any departure from the "let alone" policy which now prevails. But the voice of the business man is becoming more and more potent against the continuance of the present policy which allows foreign competitors to meet him on an equal footing at home, while in the markets abroad he is met by hostile tariffs, in some instances practically prohibitive in their character. Among the younger generation of business men in Great Britain this spirit of dissatisfaction is particularly marked. We gather this from not only the columns of many British newspapers, but from opinions Canadians have formed during recent visits to Great Britain, and from what English men who from time to time are visiting Canada on business have said

Great Britain has no doubt greatly increased her commercial prestige during the last fifty years. And to change her fiscal policy is a matter of very great moment and, consequently, demanding careful consideration But tariffs and truth are not synonymous terms. The one is changeable, the other is not, and, like a garment, must be made conformable to the prevailing conditions.

The turn affairs are taking in Great Britain is of the utmost importance to Canada; and to no part of the British Empire are they more so. We firmly believe that our political future in relation to the British Empire depends to no small extent upon our commercial relationship with the Mother Country. And nowhere, possibly outside Great Britain itself, will the trend of affairs there in regard to fiscal trade matters be more closely watched than in this country.

* * *

One merchant no more monopolizes all the ideas in the commercial world than does one star all the space in the stellar universe.

* * *

THE INSOLVENCY BILL KILLED.

THE insolvency bill introduced in the House of Commons by Mr. Monk has been killed. It was a foregone conclusion when it was introduced that it would not be adopted, for the Government refused to take it under its protection. In bringing the bill before the House, however, Mr. Monk served a good purpose.

On account of the absence of an insolvency law covering the Dominion our credit as a business community has been affected abroad, and at home merchants and manufacturers in one province often hestitate to do business with those in another on account of the diversity of existing laws and the advantage which local creditors have over those in distant parts of the Dominion.

It is about 23 years since the insolvency law of 1875 was repealed. The late law was deficient, costly and consequently unpopular, but the commercial interests of the country have long since come to the conclusion that it would have been better to have amended the Act than to have repealed it all together. And for several years all the leading Boards of Trade from one end of the country to the other have by resolution of deputations tried to persuade the Government to re-enact another measure.

If we are ever to have a Dominion insolvency law a bill creating the same must be introduced by the Government. It is to the task of persuading the Government to do this that the various commercial bodies throughout the country should set themselves.

The experience of the past is not encouraging; but Canada is not the only country in which legislation of this kind has been slow in developing. It took about sixty years to bring the British Act to its present condition, and the Acts dealing with this were nearly as numerous. In the United States it also took years of agitation before the present law was enacted, and experience is teaching them that it needs improving in certain particulars.

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Knicker Linens, in fancy shades, for ladies' costumes.

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Special jobs in Turkish Towels.

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Complete stock of Men's and Women's Cotton and Cashmere Hosiery.

Prompt Shipment of Goods our Special Motto This Month.

Letter Orders Solicited.

OUR LONDON FASHION LETTER

Bad Weather is Depressing Trade Openings are Earlier Notwithstanding — Various Interesting and Unique Styles in Automobile Costumes and Headwear.

109 Fleet Street, May 18, 1903.

WE are nearly at the end of May, and have as yet experienced nothing but continued bad weather, with the most depressing effect upon trade and temperament. The effect has not been good for the retail traders, who continue to throw the risks of the seasons upon the wholesalers' backs by holding as little stock as possible. As, however, fine weather may yet come to end the month and open June, a rush may be expected, when disappointment may follow for the retailers. The city houses, who are wonderfully philosophic in these matters, keep to their regular course, and will not make provision for a belated season's needs. They are not complaining of the early opening trade (indeed, some of the houses report that they have been kept fairly busy right up to now), but already attention has been turned to the needs of the very earliest Autumn season.

• • •

The openings come earlier each year, and it is in the millinery and straw houses that one sees the earliest possible movements. Here one sees already faint indications of the way things will go as regards (more particularly) ready-to wear styles, as the tailored hats are now called. The strapped and tabbed ideas in the rough straw toques of the Spring will be re-emphasized in the cloth toques for the Fall. What are



A motor toque in dark blue straw, by favor of Messrs. Walter Webb & Co.

called motor toques are freely sold for ready-to-wear hats, but have not a few wearers who never rode or ever hope to ride in a motor. They gain their distinctive appellation from their neat business-like appearance, as so observed in all the special modes now produced for the large army of male and female automobilists. Their needs have caused quite a development in this branch of the trade, and men's and women's motor wear in hats, caps, coats and various protective garments have considerable influence in the general trend of the mode.



Automobile apron, fur-lined.

Firms such as Messrs. Birnbaum and Messrs. Bryce Palmer have specialties of smartly cut and well-thought-out rainproof garments, which are strengthened in special points that make them weather and windproof and of great practicability. The majority of the rainproof manufacturers turn now much attention to this expansion of their scope, and improvements in the cut of the special motor garments are most marked, where formerly they were frequently unsightly to a degree. In the West End trade, the better class tailoring trade, notably those who specialize in sporting garments, make a great feature of motor coats for men's and women's wear, and certain firms have added considerably to their reputation and vogue

by the success attendant upon the various devices they have produced and patented. There are specialists and specialists, and some who have gained distinction and deserved it.

* * *

Messrs. Allweather, Ltd. (who manufacture the productions of Messrs. O. Strom, Fils, Paris, under their license) are



The "Benz" motor coat, in reversible, fleecy, Angola wool, cut very full, with double-breasted fronts, and the new Prussian collar, which, when turned up, forms its own tab. There are wind-guards in the sleeves. Allweather's patent.

specialists in motor requirements whose pronouncements may always be safely followed. They claim that they put forward "no fads" and that every article, whether garment, apron, leggings, hood or goggles, has, before being submitted, been carefully thought out, altered and improved until its practical utility has been amply demonstrated. Amongst the best of the men's coats they do is the "Bristol," which is intended for either motoring, walking or driving, and is designed to serve a triple purpose. There is no throat piece to this coat and the collar is so cut that when turned up it forms its own tab, doing away with the necessity of any loose appurtenance, By the unfastening of two small tabs on the side of the coat, a very full apronlike garment is obtained, giving the wearer ample skirt and foot room. In addition it is fitted with storm fronts, and patent adjustable wind guards in the sleeves.

* * *

Another capital idea is the "Duplex" (patent) a combined coat and apron. It is made with a double front (invisible) and soft waterproof silk adjustable wind guards in the sleeves, which effectually exclude the severest rain and wind. A piece of cloth is attached to the lower portion of the skirt which, when buttoned over, forms a perfect apron with ample room, without any opening over the knees. In an easy manner the apron can be disposed of so as to allow the garment to be worn as an ordinary motor coat and the wearer has thus two articles in one. The "Duplex" is made with complete success in any of the following approved cloths for motor garments:—Waterproof super cashmere, fawn and black; waterproof super cashmere, lined italian, fawn and black; waterproof canton, light weight, fawn, drab and blue; waterproof fine covert coatings, in fawn, heather, and grey; waterproof double texture, straw-colored twilled silk; waterproof straw-colored twilled silk, lined italian; waterproof Scotch tweed, lined wool, in heather and grey mixtures; waterproof grey, fine French tweed, lined Scotch plaid; waterproof super woollen tweed, lined wool, in black and white mixtures; waterproof super melton, lined woollen check, in brown, mid, grey, oxford, and greenish fawn; waterproof herringbone super tweed, lined woollen check, mid-grey, and oxford; waterproof super speckled tweed, lined woollen check,



Showing back view.

The above illustration represents Thomas' (Registered) "Surtout Militaire," worn in three different ways.

heather and grey mixtures; waterproof super cheviot mixtures, super woollen check, in brown, heather, grey, and oxford; waterproof diagonal super Scotch tweed, lined super Scotch plaid, heather, and mid-grey; waterproof super woollen mixtures, in grey, lined fine woollen check; waterproof box cloth, lined woollen check, in drab and fawns; waterproof super pearl box cloth, lined super woollen check; waterproof

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MALINES TULLES
COTTON DRESS FABRICS

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OUR TRAVELLERS ARE NOW ON THE ROAD WITH A COMPLETE RANGE OF SAMPLES FOR FALL, 1903. WE TRUST ALL MERCHANTS WILL INSPECT THEM.

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CAPE TOWN,
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MELBOURNE,
ST. ETTIENNE.

77 York St., Toronto · Debenham, Caldecott & Co.

single texture corduroy, drab, brown, slate and grey, lined across yoke and in sleeves with silk. It is also done in rain-proof (no rubber) grey woollen frieze, heavy weight, in medium weight or extra heavy weight.



Shown buttoned and with T. & S.'s motor cap with curtain attachment.

The "umbrella coat" (Strom's patent) is a rubber coat intended largely for the use of the Chauffeurs as they wear them in Paris, and is an excellent idea. It is cut with a very full skirt and large armholes, and fitted with an india rubber yoke which fastens securely round the neck and, when desired, at the wrists. Easily slipped on over the head, and having no buttons or button-holes, it is an ideal garment for motorists as a wind, rain, and dust excluder.

* * *

Ladies' motor clothing is distinguished by the same practicability, but has much more style. An extremely stylish garment is a long coat, the "Sydney," made in various cloths, silks, fine covert coating and fine tweeds. The shades range from biscuit to black, and the silk trimmings of the collars and cuffs are overlaid with the body material. It is cut very full and loose, with the cape attached underneath the collar.

* * *

A very elegant looking driving, coaching or motoring coat, the "Cromer," is made of waterproof Japan silk, twilled silk, single texture satin in biscuit, fawn, pearl grey, slate, navy, crimson, blue or black, and in black and speckled tweed and herringbone tweed in drab, brown, and grey. The collar is trimmed with silk applique, and the cuff is piped on all the curves. Another has five capes each joined to the other, giving all the effect of the old coachman's cape, but without any weight. Messrs. Thomas and Sons, of Brook Street, W., are other motoring specialists, whose ordinary sporting garments for ladies' wear are of high repute.

Their "Surtout Militaire" is a most successful rain-proof, wind-resisting garment that has found favor with many fashionable women. The earliest of these garments made was for the Duchess of Sutherland, and was fully described in these notes from London. An illustration (by favor of Messrs. Thomas & Sons) will more clearly delineate its useful, yet, very smart, qualities.

* * *

Toques of tweed with their brims slashed and bound with leather are stylish and practicable driving head-gear. The slashed brims when turned downwards provide ear-flaps and curtains at the back. Something similar is seen in very rough straw plaits. This material, by the way, is much used for straw plaited waist belts to wear with morning dresses of linen, crash or tweed.

A. MEEHAN.

THE GREAT WEST.

THIS is rather a between season time with the jobbers, and beyond the fact that they are very busy shipping sorting orders, there is not much new to say. Next month there will be all the Fall goods to talk about, and judging from the glimpses already seen they are handsomer than ever.

* * *

The retail stores are charming spots these days. The Summer goods are so beautiful and so varied that the wonder is how any woman ever succeeds in really choosing a gown. Your correspondent had a few minutes to spare the other morning and dropped into just two retail houses and came away filled with envy, malice and all uncharitableness because it was impossible to possess all the good things shown.

* * *

Archibald Wright is recognized as an exceptionally able buyer; he visits the European markets twice a year, and as his brothers are manufacturers in the Old Land, there is no one in a better position to buy. Among the many lovely things shown just now are a line of imported Summer gowns that are simply dreams of loveliness. A silk and linen batiste of Arab shade was trimmed with scant frills of handwrought Irish lace of the same shade, while above the frills were bands of lace insertion and bands of hand embroidery in a darker shade of Arab. There was a wonderful range of thin, black gowns in silk organdy, mull, grenadine and silk mohair gauze, black silk organdies with the white point spot, Arab gauzes, with silk embroidered dots in contrasting colors, and lovely white gowns of the sheerest lawn and organdy with exquisite decorations of lace and Swiss embroidery, almost as fine as lace. The particular beauty of these gowns is that no two of them are alike. This is a great recommendation in the eyes of lady purchasers. Mr. Wright also shows a great range of the novelty fancy goods in silk gauze, leaf and grape embroidery trimmings and Persian embroidered bands. In this house also were noted the quaint lace mittens of the early Victorian period, with point falling over the fingers and the tiny lace frill round the point. Nothing could be more fetching for a pretty hand with pretty rings.

* * *

Lace seems to predominate over every other trimming and the variety and beauty of the band laces, particularly the antique designs shown by this house, is wonderful. Among other pretty goods noted here were the American-finished Shantung and English-finished tussore silks, which are very popular here, not only for entire costumes, but also for blouses and Monte Carlo coats. In fancy silks were noted a large range of Dolly Varden foulards, fancy point spot louisine and China silks. Infants' and children's goods are also specialized, and at present Mr. Wright has five women constantly employed in making up children's dresses. These are made from the finest French lawns and organdies, and trimmed with the daintiest of Swiss embroidery. They are made of wash silks in white or cream. Winnipeg is noted for the number of children, and the proportion of them that are pretty and daintily dressed is very large. Mr. Wright has an ever growing clientele who prefer to pay higher prices and get genuine handmade articles exquisitely finished.

* * *

At The Imperial Dry Goods Company's department store I had a glimpse of some of the loveliest dress materials I have ever seen. Wonderful French organdies, in black and colors, with flowers that look as if they were hand painted. These materials are brightened by the embroidered satin polka dot that heightens the effect of the delicate colors.

The number and beauty of the black weaves for Summer wear shown by this house are quite large. In silk grenadines and silk and wool grenadines, crepolines, colines, crepe-de chines, silk sublimes, and voiles there must be at least 30 different lines, and each of them with some special merit of its own. Then, in a little heavier line, are the curious knop cloths, or twine cloths. All the same fabrics are also shown in the beautiful pastel shades, rosedas, French greys, old rose, champagne and cream predominating.

The Imperial was the first house in Winnipeg to introduce the expensive American cottons for blouses. Of course, 1903 is a white season, and sheer white fabrics as well as the heavier lines of Oxford mattings, linen batistes and Bedford cords are much in evidence.

It is said that The Imperial Dry Goods Company, Limited, is the only strictly cash dry goods house in the West. If this is so it is a good advertisement of the system, for the growth of the business has been rapid and steady and to-day they have one of the best paying clienteles in the West. Mr. Hunt, the manager, is an excellent buyer and has a quick eye for novelty and the advantage of new methods.

* * *

A. F. Banfield inaugurated the final completion of his new building on Saturday evening, May 23, with a grand concert. The ground floor of the building includes the carpet room, with ceilings 21 ft. high and which is 100 ft. long. The curtain room is 60 ft. long, and with a floor sloping upward sufficiently to give a good view of the Main street entrance to those seated at the King street entrance. This floor was furnished for the dance with comfortable chairs, with a space down the centre for promenading. Over 1,000 invitations were issued, and the card contained the concert programme also. The carpet room is galleried and the band of the 90th Battalion was stationed in the gallery immediately over the main entrance. The curtain room is divided from the carpet room by an arch of grill work, from which numerous quaint and curious Moorish and Roman lamps were suspended. The scene was a charming one, and between the band selections the crowd examined the building thoroughly. From the curtain room a flight of shallow oak steps led to the linoleum in the basement. This is 120 ft. long, the largest room for the purpose in Canada. The second, third and fourth floors are also reached by a fine oak staircase. Between the first and third floors this stairway is utilized for the display of bric-a-brac, and is one of the most artistic spots in Winnipeg. The second floor is devoted to house decorations, the third to a great room for the display of rugs. This room is hung with Persian and Indian rugs and hundreds of Crossley and Templeton rugs are carried in stock.

On the fourth floor is the carpet-cutting room, and here is installed one of the Singer electric carpet machines with a capacity of 280 yards per hour. The machine is the third to be installed in Canada and Winnipeg feels proud of being so strictly up-to-date. At the rate building is going on in the city there will be need to make up carpets quickly to comply with the ever increasing demand.

E. C. H.

The Merchants' Mantle Manufacturing Co.

LIMITED

36 Wellington Street East and
1, 3, 5, Leader Lane

TORONTO

STYLE, FIT and FINISH

in the clothing of a well-dressed woman are indispensable. These are noticeable features of the Garments made by us, and combined with their profit-bearing qualities make them desirable Goods to handle.

Full range of samples for Fall and Winter now in the hands of our Representatives.

Prompt and careful attention given to orders for immediate wants.

LADIES' READY-TO-WEAR

Coats, Costumes, Skirts and Capes.

By His Majesty's Royal Letters Patent
PATENT No. 5295
"The Premier"
ART PROOFING

Ladies' and Misses' Garments Bear this Label.

HIGHEST GRADE

BRITISH-MAKE

FOR LADIES, GENTS, MISSES AND BOYS.

(Guaranteed)

"PREMIER" WATERPROOFS and SHOWERPROOFS

"Premier" Waterproofs are guaranteed not to harden, and to be thoroughly waterproof. Showerproofs are suitable for Spring and Fall wear.

STANDARD OF THE WORLD.

Established 1873.

(Guaranteed)

THE TRADE SUPPLIED THROUGH WHOLESALE HOUSES THROUGHOUT CANADA.

The PREMIER WATERPROOF GUARANTEED TO RESIST ALL CLIMATES

Gentlemen's and Boys' Coats Bear this Label.

CLOAKS, COSTUMES AND SKIRTS

THERE is nothing really new in the cloak and suit situation for Fall. That the retail trade generally accepts as about the right thing the styles put on the market, is shown by the large placing orders received. These have been placed in a most encouraging quantity, and go to show the healthy state of trade. The orders, so far received, are for staple lines, as samples of novelties are not yet out, and it will be the end of July or the beginning of August before they are shown to the trade.

* * *

But, as before said, a large amount of business will be done on the lines already laid out. The day is past when one prevalent type of garment or variety of material was the accepted wear for all women, and variety and individuality rule. Paris is the cradle of all new styles, and though we have well rounded ideas of what suits us on this side of the ocean, and do not hesitate to modify foreign fashions to our own needs and tastes, and though our progress in this direction has been great, we are by no means independent of the style influences and suggestions that emanate from foreign sources; therefore, all cloak and suit buyers should carefully study the Paris and London letters published each month in "The Review."

MATERIALS FOR FALL.

THERE is a strong tendency this Fall towards lighter weight cloths. Of course for the Northwest, and for some classes of trades, the heavy cloths will still be in request, but generally speaking the lighter cloths have the call.

In kerseys, medium weights dominate the market, and the grades having the readiest sale are from 18 to 23 oz., as these are the weights most suited to the garments to be worn.

The very character of Fall styles makes a necessity of lighter weight cloths, as the popular lengths for coats are about 30 or 36 in. and 40 to 42 in., and in suits the three-quarter coat. Zibelines are strong, both in the high-class and medium grades. Cheviots and knickerbocker effects are also quite popular. Etamines and voiles have sold too well this Summer to be neglected for Fall, and suits of these goods have been put on the market in heavier weights than those shown for Spring and Summer wear.

There is a feeling amongst manufacturers that there will be a return to the plainer tailored types, and that not nearly so much trimming will be used as was the case for the Spring season. This, of course, applies only to strictly tailored styles, intended for street wear, and the attractiveness of the suit will depend more on the perfection of cut and finish than on the elaborate embellishment of the garment.

Black is to be the leader in coats this season, though to some extent browns, castors and tans will be sold, but every indication points to the prominence of the black coat for Fall. For suits the instep length is likely to be exceptionally good, but the trailing skirt is by no means driven out of the field. Of course, there is more or less of speculation at this time of the year in announcing just what will sell for Fall so far ahead, but present tendencies point strongly to the fabrics and styles indicated.

HOW FASHIONS REPEAT THEMSELVES.

THERE is nothing new under the sun," and especially is this true in the world of style. Some play, or series of plays, or a popular historical novel, may give fashions a bias, but they are always to be traced back to bygone days. At the present time the fashions are copied from those that the beautiful and unfortunate Empress of the French, Eugenie, made popular when at the height of her loveliness and power she ruled the styles of France and the world.

Practically the same materials for the diaphanous draperies are represented, though the veilings and batistes are called by twentieth century names. Sleeves are loose and flowing and elaborately trimmed; shoulders drooping, and waists full and loose. These are the styles of to-day, as they were those of the 50's. The same trimmings, or naments and laces, fringes and passementeries are re eated. Even the little berthas and capes, the parasols, gloves and handkerchiefs are worn. Only on one point has the woman of to-day compromised: She will have none of the hoop skirt and crinoline, so her skirt still fits snugly o er the hips and to the knees, from whence it is full and flowing and all billowy with ruffles, flounces and laces.

The milliners show large drooping hats with floating veil or a long sweeping plume or garlands of flowers, and these are all in keeping with the hats that Eugenie wore.

THE SPRING TRADE.

THE Spring season for coats and suits is now coming to an end in the retail trade, and price-cutting is being resorted to in many lines. But this is not very pronounced, as stocks generally are in a well sold condition, and in Canada, at least, the makers of ready-to-wear garments have no job lines to throw onto the market at such a price that they will come into strong competition with the stock the retailer has yet on hand. This being the case, reductions will be small and the stocks will be gradually cleared out in such a manner that the best can be made of them.

WASH LINES.

SHIRT-WAIST SUITS, in tailored styles, with the pleated skirt, to retail from $5.50 up, are catching the popular trade, while suits, indeed, they ought to be called costumes, of white organdie, lawn and muslin, beautifully designed and trimmed with lace, generally valenciennes, are shown, ranging from about $7.50 up. It is wonderful to note the great improvement made this season in the general style and get up of these costumes.

Some pretty suits of printed organdie are displayed, but, as before remarked, this is a white season, and white costumes have the call.

The fashionable Summer wash suit in expensive lines will be of white linen, trimmed with cluny or saxony lace. Colored linen suits in blue, reseda, and the natural shades, are also very popular. The flaked cotton etamines have sold extremely well. For the trade for the masses are separate skirts of white and navy, and black duck, either plain or showing a small white spot.

EXTENSION OF THE SURTAX.

THERE is one section of the dry goods trade that is not quite satisfied with the new ruling re the surtax, granting an extension of time for importing German goods into Canada, and that is the manufacturers of cloaks.

What are called open orders are placed early in January with the German cloak makers, and that means that perhaps half a dozen of 50 coats of a certain style may be ordered, and these may be cabled for at any time during the season, yet, in a certain sense, the order was in the manufacturers' hands before April 16.

It was hoped that the surtax would keep out these re orders, but owing to this last extension the bill cannot have this effect, as most cloaks wanted for Fall will be in the hands of the retailer by the end of September.

LIGHTWEIGHT SUITS FOR THE SUMMER TRADE.

THOUGH the trade in Spring lines is practically over, suit departments are still busy places. The array of garments for hot weather wear was never larger than this season, and the variety is simply amazing. To the usual washable lines, with linen at the head of the list, has been added silk shirt-waist suits in foulard and pongee, and the styles, even in the lower priced lines, show the progress Canada is making in the designing and manufacturing of these goods.

Light weight suits of all descriptions are now showing, and suits of lustre, etamine, both plain and flecked, and also of the popular pongee, are proving strong sellers.

Some shirt-waist suits of foulard are showing, but they do not seem to meet with much favor, and, according to the ordinary price of these silks by the yard, are very much reduced, but they do not count for much, as they are not seen in sufficient quantity to influence the trade. Pongees and tussores are the silks now used for shirt-waist suits and separate skirts, and are much trimmed with the heavy lace shirrings, to which these silks are well adapted, and are much used in their make-up.

Etamine is still holding its place in popular favor, and tailors are learning to make it without puckering the seams, though one occasionally is still seen that has pulled out, but even with these faults, etamine and voile suits, with black as leader, and in navy, and French navy, as well as white, cream, biscuit and pale grey, have sold and are still selling extremely well.

Lustre suits are the newest for Summer wear, and there is no other material so well adapted for that season's wear. It sheds water, and just give it a shake and the dust drops out; then it is light and cool; yet is not limp and dragging; it does not crease, yet tucks and pleats well, and, in the finer weaves, it has a sheen and lustre like silk.



Unlined luster suit and tailored hat.

And what more could be wanted when it is considered at what a moderate price a fairly good lustre can be bought?

Our illustration is taken from one of the newest models for a lustre outing suit, and is an instep length skirt, with a long skirted blouse coat, and is both an attractive and good selling style. Separate skirts of this material are still interesting the retail trade, and some good styles in white lustre skirts are sure of a ready sale.

Cater, Platt & Co

MANTLE MANUFACTURERS



OLD CHANGE BUILDINGS. OLD CHANGE. LONDON, E. C.

WHOLESALE MANTLE MANUFACTURERS

Canadian Buyers are asked to look in at our showrooms when in London and see our samples. Patterns shown are sure to be the latest and most popular, and our lines include full ranges of medium-priced

English Tailor-made Ladies' Coats,

Costumes, Childs' AND Maids' Coats

ALSO MACINTOSHES, SKIRTS, BLOUSES, FURS, ETC.

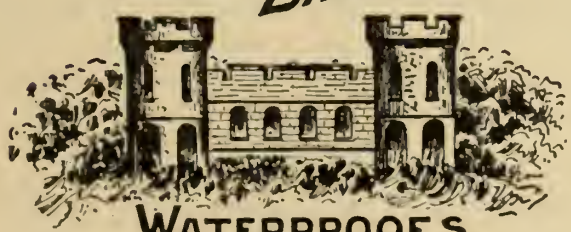
OLD CHANGE BUILDINGS OLD CHANGE, E.C., LONDON, JUST OUT OF ST. PAUL'S CHURCHYARD

Ask your jobber for, or order direct,

WATERPROOFS

BEARING THIS TRADE MARK ON INSIDE NEAR THE COLLAR

TOWER BRAND



WATERPROOFS

Our representatives are now on the road showing a ful range of the latest styles. No better selection is offered by any house in Canada. It will pay you to inspect them before placing your order.

London Rubber Co.

Manufacturers

591 Craig Street (Opposite Bank of Montreal) MONTREAL

PEWNY'S KID GLOVES

Are sold by all the leading stores throughout Canada.

What has made them so popular with the trade?

The **FIT** and **QUALITY**,

backed up by the maker's guarantee with every pair.

Handle this line and make handsome profits.

GREENSHIELDS LIMITED

MONTREAL

Sole Selling Agents for Canada.

LADIES' WAISTS

IMMEDIATE DELIVERY

WASH SILKS, ANTIQUE TRIMMINGS.

IRISH LINEN, DRAWN WORK.

EMBROIDERED MUSLINS.

Our representatives are now showing Fall Samples. They will interest you.

MAKERS OF
SALEM Shirts, Boys' Waists.

SALEM COMPANY, LIMITED.
MONTREAL.

"The best that have ever been shown"

Leading in Styles
Leading in Workmanship
Leading in Quality
Leading in Value

are all led by our right prices.

Before ordering for the coming Fall season see our latest creations, which are still "the best that have ever been shown."

AMERICAN SILK WAIST MFG. CO.,
30 St. George St.
MONTREAL, P. Q.



Fall Styles Now Ready

Our Patrons are the successful merchants.

Why ?

Because we make only one grade, and that, the best.

OUR MOTTO: PERFECT — FIT, FINISH, STYLE, QUALITY, VALUE

OUR LINE: WAISTS, JACKETS, SKIRTS, KIMONOS

THE
NEW YORK SILK WAIST MFG. CO.
40 St. Antoine St., MONTREAL

WAISTS

IN the samples being prepared by Canadian manufacturers for Fall spangled trimmings appear prominently, and very beautiful designs are shown in jet and cut steel effects. These spangles are the same goods that were in such great demand some 12 years ago, and wholesale houses are likely to now obtain full prices for them. A number of handsome braids and other trimmings are shown by the German houses, who are leaders in the manufacture of these articles, and our manufacturers are awaiting with anxiety the effect of the surtax on these goods. As a rule, they endorse the action of the Government in raising this barrier against German goods, although it creates a disadvantage for them. "I hope the Government will maintain this duty, and also impose higher duties on all other articles," said one manufacturer of waists. "Canada for Canadians is a motto good enough for me."

* * *

The Fall season will be characterized by the use of as much lace as ever in the blouse trade. Many silk embroidered medallions are shown, in which retailers will make no mistake in stocking up. Some very pretty taffeta blouses are shown, trimmed with grape medallions. These ornaments are usually shown in white only, but one enterprising firm is using in several of its styles colored silk medallions to match the goods. Lace, dyed the same shade as the garment, is one of the latest fads in the United States, and will likely last throughout the Fall season.

* * *

Large buttons, 36 size, are also to be used in pearl and composition. Some of them are really works of art, putting the finishing touch to the garment they adorn.

* * *

The colors in flannels for Fall are to be cardinal, navy, black, white, sky, biscuit and pink, selling in the order given, and in silks the demand is for black, cream, ivory, sky, navy, reseda and biscuit.

* * *

French merveilleux in black and cream will sell well for evening wear, and many beautiful designs are shown by one of the largest manufacturers.

IMPORTED GOODS.

A LARGE buyer of costumes and waists, who has just returned from visiting the New York market, told a representative of this paper that business conditions in the garment making industry were anything but bright in that city. He predicted that next season's business, in waists and costumes particularly, would not be as profitable by a good deal as in previous seasons. This condition has been brought about by over competition in the trade, his opinion being that there are enough manufacturers in New York City alone to satisfy the demand for these goods throughout the whole United States.

"The American manufacturer would be very well pleased to have us take down our tariff wall," says the gentleman above referred to, "so that this country would become a profitable dumping ground for all their misfits and ancient styles." The desire of the Americans to cultivate this market is apparent to anyone visiting the New York manufacturing houses.

Many manufacturers who in previous years did not care to open a Canadian account now cater specially for that business, but we are fortunately in a position to resist all inroads. We have in Canada manufacturers of silk waists and costumes whose products compare most favorably with the best produced in the United States, and it is difficult to understand why it is that any of these articles are bought outside of the Dominion, unless it is that some firms insist on having exclusive styles. The Canadian manufacturer, by the way, should cater most carefully for this trade. Some of them do now, and one large waist house does a good business in the finest goods, by supplying exclusive lines to the large retailers. There is no necessity, however, for the frequent visits to New York by our large retailers.

It was with much regret that the foremost waist manufacturing houses in Canada were compelled to buy their heavy cotton vestings in the United States, as they were well aware that these goods could be bought, both better and cheaper, in England; but the English houses did not show their samples until it was too late, and this being a staple line, Canadian garment makers had to make their purchases in the United States. This is not likely to happen again, however, as the English houses are apparently awakening to the value of the Canadian trade, and are showing both a better and larger range than any American house.

Mr. Jacobs, of The New York Silk Waist Co., informs us that in the Fall samples now being prepared by the American houses, flannels appear to be completely superseded by the heavy cotton vestings which are, no doubt, to be a staple article for Fall. "Pean-de-soie and taffeta," he said, "are at present fighting out their points of superiority. The former is likely to win, owing to its wearing qualities, but, of course, taffetas have come to stay and I feel sure that they will be used extensively for waists, skirts and jackets for many years to come. Every season the same cry has been raised that taffetas are dead, but when the manufacturers are in possession of all their orders, there are always a good number of them for taffetas. Many materials prove unsatisfactory, but I think that a taffeta waist, well fitted and supplied with water-proof shields, will wear as well in most cases as pean-de-soie or any other silk material.

"Yes, I believe there will be an increased demand for heavy cottons for Fall, though this will in no way interfere with the demand for French all wool flannels."

THREE DAYS' HOLIDAY.

IN order to afford their employes a good holiday all the leading wholesale dry goods houses in Montreal closed from Friday night, May 22, till Tuesday morning, May 26, as Monday being the day for the celebration of Victoria Day and the Saturday before it being a half-holiday, only half a working day was really lost.

An agreement was signed to this effect by the following firms: Greenshields Limited; Gault Bros. Co.; Caverhill & Kissock; Kyle, Cheesbrough & Co.; Brophy, Cains & Co., W. R. Brock Co., McIntyre, Son & Co., A. McDougall & Co., Hermann H. Wolff & Co., John Fisher, Son & Co., Debenham, Caldecott & Co., Chaleyer & Orkin.

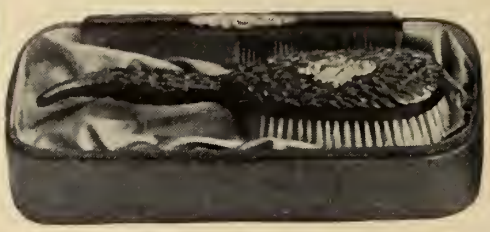
FRENCH STAG WARE

The Very Latest in Fine Fancy Goods.

Fifty New Lines Now Ready.



Gent's Brush Set.



Comb and Brush Set.



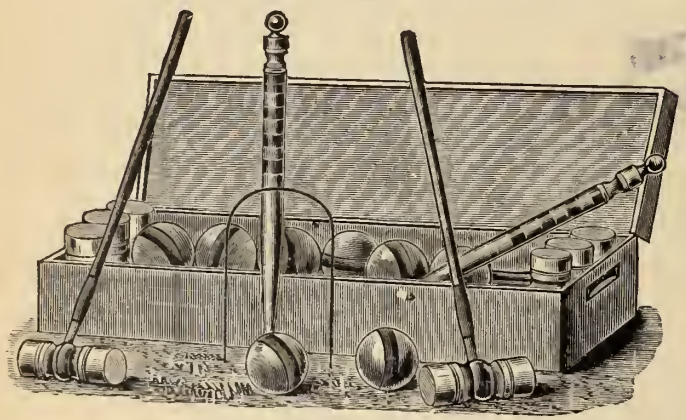
Military Brushes.

NERLICH & CO.,

146-148 Front St. West
(Opposite Union Station)
TORONTO

MONTREAL—301 St. James Street, (cor. Victoria Square.)

Croquet



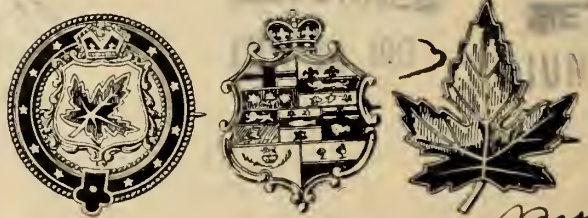
A postcard will bring you our prices on Croquet Sets, Hammocks, Baseball, Tennis Goods, Toy Garden Tools, Paper Lanterns, Flags, etc.

Nerlich & Co.

146-148 FRONT ST. WEST, (Opposite Union Station) Toronto

Enamelled Jewelry

Patriotic Designs.



Brooches,
Hat Pins,
Belt Buckles,
Souvenir Specialties.

WRITE FOR PRICE LIST.

Nerlich & Co.,

146-148 FRONT ST. WEST, (Opposite Union Station) Toronto.

FANCY GOODS

THE trade in the various lines embraced in the term "fancy goods" has been very brisk during the past month. In addition to this wholesalers are busy preparing their travellers for the Fall trips and already some have started. Considerable difficulty is reported in the import orders of toilet articles, as, although ordered some months ago they have only arrived in part as yet, and travellers are already prepared to go out. Special efforts are being made, however, to have the travellers supplied with all the new things.

Already a few Fall orders have come in, and there appears to be a disposition among merchants to buy earlier and avoid the delays in delivery which are so annoying when the Winter holiday season is drawing near. Nowadays with the plethora of orders that is flowing in on fancy goods men, and the difficulty encountered in the manufacture of certain lines, through labor agitations and strikes, the early order seems to be the wise one.



A German Doll.

* * *

Speaking about the large orders and immense business done by the fancy goods houses, a manufacturer remarked the other day that during the Spring he had purposely absented himself from his office on account of his inability to supply the demands of his customers who were sending in late orders. Many of these were merchants who had dealt with him for years, but whose orders this year were crowded out. Many would apply personally to the manager and a straight statement that no more orders could be filled was never satisfactory. To avoid unnecessary trouble he had to stay away.

* * *

Great preparations are under way for next year's diary trade. One firm has recently issued a catalogue in which 16 sizes of pocket diaries (embracing 228 styles) are shown. These include all prices and varieties that any man could ask for. Twenty-seven different styles of office diaries also are a part of the catalogue.

* * *

The manufacture of toys is one of the few industries of Germany which does not encounter serious foreign competition, remarks the German Export Review. The export trade is practically the whole business as it finds sale for fully 80 per cent. of the total production. The following figures demonstrate the increase that has taken place in the exports of toys and also shows how little is imported by Germany in this line:

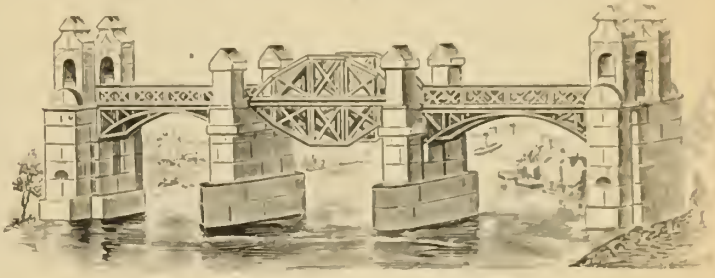
	Imports. Marks.	Exports. Marks.
1897	500,000	40,400,000
1898	400,000	38,800,000
1899	400,000	43,000,000
1900	360,000	53,400,000
1901	380,000	53,100,000

Great Britain is the largest buyer of toys from Germany, taking two-fifths of the total export, but for four years there has been no increase. The Chamber of Commerce at Sonneberg attributes this to the fact that German manufacturers of dressed dolls are obliged, in buying the materials for the dresses—principally from England—to pay a heavy import duty, while the British manufacturer obtains all his materials duty free and can thus produce more cheaply. The United States of America comes second in importance as a buyer of German toys, but there again no increase was shown from 1896 to 1899.

Canada last year imported $163,210 in toys from Germany, an increase of almost $27,000 over the preceding year. In this line, too, then, the surtax will have a great effect on Canadian trade with Germany.

* * *

The bridge illustrated is built with the new architectural toy sets that are shown by a Toronto house. The parts are of stone and steel-work and are designed on the most modern scientific principles. The educational advantages that are supplied by these blocks make them of the greatest benefit to children, who thus learn something of building construction apart from the crude ideas that are obtained from the use of square conventional blocks. They were introduced in Canada last fall, but have not as yet been brought very prominently before the trade. Considerable success has attended their sales up to date and when they are properly known this success will increase. They have been on the market in the United States for some time and it was from their popularity there that the wholesaler here had his attention attracted to them. The blocks come in three natural stone colors and the steel work is made from bright finished cold-rolled stock.



Built with the new blocks.

They can be retailed at from 25 cents a set, up to almost as many dollars.

* * *

Some wonderful fans are shown in the United States and by the demand the public there seem to be desiring novelties. A flower fan has the fan part one large flower with two leaves on either side, and is made up in various styles of flowers and colors; small Empire fans, with bone sticks have sold well; butterfly fans are not beautiful, but are certainly unique, and some small fans made of small palm leaves bound with ribbons and decorated through two holes and on the handle with bows of ribbon are cheap and pretty. Japanese fans in plaited straw and covered with black stripes sell as low as two cents.

* * *

Enamelled jewelery in patriotic designs is again a popular souvenir line. Among the new designs is a belt buckle quite different from anything previously put on the market. The centre is a shield design in various coats of arms and outside this is a garter border enamelled a delicate blue. This retails at $1.25.

FRAUDULENT "PURE LINEN."

In Ireland numerous prosecutions have been successfully carried on by the Belfast Flax Spinners' Association, to put a stop to the practice of selling as "pure linen" any article which use any other material. Thus three or four firms advertising collars as "pure linen" were fined on account of the cotton filling, although it is acknowledged that such a filling does not injure the collar in the least. Were it not that bad taste is shown in the selection of the firms prosecuted such a step is commendable. It has become a habit to call articles only partially linen, "pure linen," and customers should be protected by law from misrepresentations.

DRESS GOODS

FEATURES OF THE TRADE

THOUGH the Fall lines of dress goods stocks in the wholesale houses were only completed about the middle of the month and all the travellers are not yet out on the road with samples, the orders received up to date are very large. The Spring trade has been very encouraging and retailers are well able to purchase freely. Another cause of the free placing of orders is the rising market for raw materials. Jobbers are advising their clients to buy literally at to-day's figures, as the prices now asked for finished goods is not nearly equal to the advances made in the wool used in the manufacture of the goods. The advances in the finer grades extend up to 60 per cent.

* * *

It is realized by retail merchants that many lines of goods have advanced in price, and that when stocks now in the hands of the wholesale trade have been exhausted, it will be difficult or impossible to get repeats at former prices. The hot weather in the middle of May meant an instant improvement in the retail trade in Summer goods, which necessitated the sending in of good-sized orders to meet the demand, and should continue for another month.

DRESS GOODS FOR FALL.

REPORTS from various centres but confirm the advance view of the class of goods chosen for the Fall trade. Fancy materials are to occupy the centre of the stage, and to have the most prominent position; but, though this is to be the case, plain materials are by no means to be neglected, and the woman who makes choice of a plain cloth in preference to a fancy material will not by any means be conspicuous.

Broad cloths promise to be very important this Fall, and if a well-assorted stock is to be carried, these cloths must not be neglected. Venetians, too, are extremely well thought of, and should not be missed out of the lines bought. Friezes that have been such good sellers for the past few seasons are being received with considerable caution, as they are heavier than the general run of Fall cloths, which come in medium weights, in anticipation of a fuller and pleated skirt; but as this style of skirt is very slow on this side of the ocean, in catching the popular favor, there will likely be some demand for this material when the snow begins to fly, at least from the country trade, where comfort is more considered than style.

The dress-goods buyer has a wide choice in fancy materials for Fall. Tweeds are the lines that are being first taken, both in the plainer mottled kinds and in the numberless fancy effects, obtained by the use of nub, bouttone and flaked yarns, of worsted or silk. Self-colored nubs, with the same ground, are greatly favored, as also are white and two or even more colored nubs that illuminate the dark grounds of the cloth. There are also broken checks of the mohair or silk yarns which are well thought of by the trade. These are the only approach to checked goods seen this season, except in some very high-priced lines far removed from the popular trade. Even they are only likely to have a limited vogue.

Besides the nubs the boucle, or, as it used to be termed, the nigger-head cloth, in many really pretty effects, is strong in Fall lines.

A combination prominent in all weaves is drake's neck, a mixture of blue and green, which promises to be well taken by the trade. In basket cloths, which are strong for Fall, this combination is particularly pleasing. Donegal and similar makes of Irish tweeds, named from the principal towns in the districts where they are made, are going to be a standby in the trade, as nothing wears better than an Irish tweed; and if it is a little high in price it can be recommended with a clear conscience.

From present indications yet another season's good selling will be gotten out of creams and white in serge, mohair, bedfords, etc., and they should receive a share of the retailer's attention.

SILKS FOR FALL.

IN colored silks plain taffetas are again in the lead, as they are wanted as a foundation for light-weight goods. Black taffetas and peau-de-soie are strong in Fall lines. Fall styles are not well settled yet, but there is a feeling for small broche designs, small scroll, stripes and spots in white, cream and pale blues, reseda, nile, pink and navy. Lace-striped silks are also shown for Fall wear. Habutai silk promises to be good for the Fall trade also.

THE POSITION OF ZIBELINES FOR FALL.

THE present popularity of zibelines and similar effects has given a great activity to the mohair market, and mohair has sold freely for the past few months; but the claims made in some quarters that there is likely to be a mohair famine seem to be without adequate foundation, as the majority of zibeline effects require but a small percentage of mohair, the ground work being ordinary stock.

Many, indeed, of the so-called mohair mixtures contain no mohair at all, the lustre effects being obtained by the use of lustre wool. For these reasons the consumption of mohair is small compared with the quantity of goods containing it sold.

There seems to be no doubt of the high position of zibelines in the trade this Fall, nor of the fact that high-priced lines will have considerable vogue. But caution must be exercised in the stocking of cheap grades. There is considerable danger that the sale of this class of zibeline will hurt that of the better goods, and even eventually put them out of the market. As every manufacturer knows a poor zibeline gives no satisfactory wear, we would urge retailers to be careful in buying the lower-grade goods.

There is really no necessity in the present state of trade for buying a risky article, as dressmakers' charges are so high that there is no even apparent economy to tempt a customer to buy cheap materials.

JUNE--The Month of Brides.

It is certain to be a profitable investment to have on hand a few

Gilt Clocks, Silverware, Silver Novelties, Photo Frames, Mirrors, etc.

for Wedding Gifts. You'll sell them if you have them, and your competitor will sell them if you haven't them,—a loss of profit and prestige.

Write—In asking us for Specific Suggestions you can be sure we'll do the right thing.

E. W. GILMORE & BRO., 86 Bay St., Toronto

C. & P. PRINTZ & Co. LIGHTNING NEEDLE TRADE MARK

SOLE AGENT SIG. BLUMENTHAL Sharps No. 5/10

The LIGHTNING TAPERED NEEDLE is Needle Perfection. Sews with half the effort of other needles.

A Favorite With all needle workers.

Sold By

Sig. Blumenthal,

591 Broadway, - NEW YORK CITY.

Fancy Parasols Sunshades Umbrellas

Sorting up Orders shipped with Accuracy and despatch.

The Irving Umbrella Company, Limited

MANUFACTURERS

20 Front St., West, - TORONTO

THE

'PIRLE' Finish

Indispensable for the Open-Air Girl.

"LADY'S REALM" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will **remain unspotted** and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."



REGISTERED TRADE MARK

"Madge" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer.

"The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

TO BE OBTAINED FROM THE LEADING IMPORTERS,

or full particulars from

E. RIPLEY & SON, Limited,

100c, Queen Victoria Street, LONDON, E.C., ENGLAND

The word "zibeline" has come to mean anything that has a rough, hairy effect, and it is said that they are making some of these cloths with horse hair and the refuse of carpet factories and backing it with cotton, to put on the market a cheap cloth. The man who buys this class of stuff is certainly booked to lose trade, and will undoubtedly lose the confidence of those who purchase it expecting it to wear. On the other hand, there cannot be too much said in praise of the good qualities of this cloth. It is rich in appearance and thoroughly adapted for modern needs, and is bound to give the best of satisfaction.

VEILINGS.

PERHAPS it is hardly necessary to remind retailers that the experience of the past Fall is likely to be repeated, and that the trade will divide sharply on two distinct lines—that is, the cloths for street and general wear and the thin woollen veilings for dressy occasions.

Some buyers have had their doubts about the continued vogue for this class of materials and have been hanging back, but it seems as if there would be another season's good trade gotten out of them, and the dress goods buyers for several large firms are adopting them for the Fall and Winter seasons.

WAIST MATERIALS.

THE separate waist is again a factor to be reckoned with in buying Fall goods, and the sale of materials made exclusively for this purpose will be very large. Mercerized cotton goods with repp, crepe, and basket grounds in stripes and small designs are to be strong for the Fall, and manufacturers of these materials are sold away ahead for the season. The ready-made trades have taken large quantities of these goods for cutting up into Fall blouses.

Cream and white, in serges, lustres, bedford cords, etc., are again strong for Fall selling, and lustres in navy, French blue and other mid blues, and in browns and blacks will be among the popular materials for a separate waist. Then there is a large range of extremely attractive fancies in various stripes, some of the best of which show chene patterns with plain stripes.

One of the best striped lines noted was of opera flannel with ombre stripes, the color-effect of which was brought out and heightened by narrow black stripes.

Opera flannels, embroidered with a small leaf or flower design, while not very novel, are so pretty that they are likely to find a ready sale.

WASH GOODS.

THE warmer weather has had a stimulating effect on the sales of wash goods in all the popular lines, and as the temperature rises it is expected that there will be a steady increase in trade, as the continued cold weather has made things in this department somewhat slow. As stocks have been ample in most lines the higher prices of raw cottons have not as yet affected the general trade.

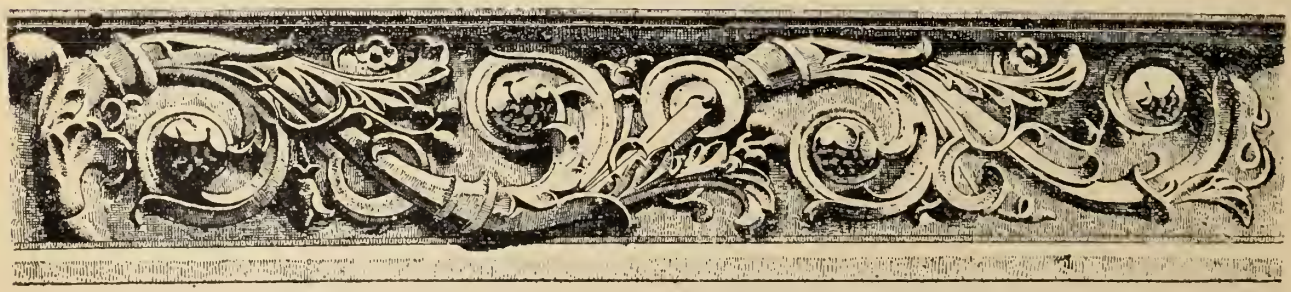
While the weather has certainly been a drawback there is every reason to expect that there will be a very large and satisfactory selling throughout the Summer months.

Retailers are now beginning to push the stocks of colored-ground goods, as the strong bias in favor of white is interfering with their sale, particularly in the cities.

White goods are what are most in demand now, and in the large retail stores the counters devoted to the sale of white goods are crowded with busy shippers. Perhaps this tendency is not so marked in the country districts, but it is a tendency that all retailers should note, as there is no doubt of the continued call for white in all dress materials this season. This holds good with the exception of black and linen and ecru grounds will also be extremely popular. Small patterns are what are selling, and there is a marked absence of large designs. Dots, little geometrical and floral patterns and neat stripes are what suits the taste of to-day.

The mercerized waistings have sold well this Spring and there is still some demand for them, as they are fine for wear on the cooler evenings, and the makers of these goods are in a generally sold-up position.

White linen, both in the fine handkerchief weaves and in the coarse makes, is coming more and more into favor.





I. B. KLEINERT RUBBER Co.

24, 26, 28 Front St. West, TORONTO



The Largest and Best Equipped

Dye Works

in the Dominion.

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,

DYED, FINISHED AND PUT UP

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

NO EXAGGERATION—Our statement, also Cut of Works, is absolutely true and unexaggerated.

OUR SURTAX ON GERMAN GOODS

Views of the British Textile Press

A BRITISH VIEW.

THE TEXTILE MERCURY, of Manchester, England, after commenting on the large number of emigrants who are now leaving the British Isles to settle in Canada, goes on to speak of the trade relations of England and her colonies with Germany in the following terms :

"That country has taken it very ill that Canada has given preference to commerce with the Mother Country, shown by tariff concessions in our favor. Germany evidently wants a monopoly of making and modifying tariffs at her own sweet will, but is not disposed to allow other countries corresponding freedom. She has established differential treatment against Canada and threatens to do more. The German press is crying out in an indignant chorus, demanding the immediate introduction of tariff hostilities against Canada. The Neueste Nachrichten asserts that the larger portion of the Canadian exports to Germany are introduced as British goods, and must be extinguished by means of certificates of origin. Thus, Great Britain exported to Germany last year £800,000 worth of furs. Doubtless, says The Neueste Nachrichten, these furs were mainly of Canadian origin, and should therefore be brought under the cognizance of the German tariff enhanced against the productions of our offending Colonials.

"Canada has promptly responded to the challenge, and we believe very properly so. Having been granted fiscal independence by the Mother Country, it is rather too much to have it curtailed by a foreign power. Germany is, of course, blaming this country, and would like to make us responsible, but finds difficulties in the way. In order to raise her own tariffs against every nation, she has terminated her treaties of commerce as far as she could, and is awaiting an opportunity of renewing them to advantage. In the meantime she is graciously continuing to us the privileges of the most favored nations, specially granting the terms annually, so that when she decides upon the change she will not be hampered by any lengthy engagements. We were glad to perceive that the Canadian Premier, in his budget speech the other day, placed a surtax upon imports from Germany, probably much to the surprise of those who will be affected thereby. These matters, however, are very complex and their ramifications will have a great range. They cannot be left as they are, as it will be quite impossible for us to stand by and see one of our Dominions attacked and battling with a colossal empire such as this picture gives us. The only safe and proper course is for us to revise all our treaty arrangements, and to resume the power of managing our internal affairs without foreign intervention. This will give us a freedom we do not now possess, but very much need to have."

* * *

AN IRISH VIEW.

The Irish Textile Journal also, in a recent issue, speaking of Canada, says :

"The vast increase year by year in cultivated areas, increasing population, and increasing exports, all tell in favor of larger imports from the United Kingdom under the existing preferential arrangement. Canada has, however, taken a further step, which should have far-reaching effect at this side. We allude, of course, to the action of the Dominion in levying a surtax of 33 per cent. on the import tariff in regard to German goods. In other words, German goods will in future pay twice the duty levied upon British goods, and one-third more duty than goods entering Canada from foreign countries. It means, in brief, that German trade with Canada is practically ruined, and Germany has only herself to thank for her present unpleasant position. She complained in most unjustifiable fashion that she did not receive the same treatment as that accorded to the United Kingdom, although she was on exactly the same level as all foreign countries. Mr. Fielding, the Canadian Minister of Finance, in delivering his budget speech on 16th ult., stated that Canada had been willing to give Germany all that she gave to any other foreign nation. Germany was not content with this, but insisted upon having the preference which Canada gave to Great Britain. Then, being refused this, Germany penalized Canadian trade by imposing the higher duties. The Canadian Government has often been criticised for not meeting this by special legislation. They had preferred in an international matter to move carefully and patiently, and had represented their views to the German Government. This had been done both through the British Government and by direct negotiations, with the Imperial German Consul in Canada ; but, after five years of such negotiations, all efforts had been unsuccessful. He now proposed to insert in the tariff a clause which, he said, was to some extent taken from the new German tariff. He proposed that, when any foreign country treated the imports from Canada less favorably than the imports from other countries, a surtax might be imposed on the goods of such foreign country, such surtax to be one-third of the duties of the general tariff. The clause was general in its character, but would apply at once to imports from Germany, with the proviso that it should not affect goods actually purchased before April 16. Germany's discomfiture is our opportunity."

NEWLY INCORPORATED COMPANIES.

THE Simcoe Mitt, Glove and Robe Company, Limited, has been granted a charter. The capital is $40,000, with shares of $25 each. The provisional directors are Robert A. Speare, John Jago and John Chandler.

* * *

Woods, Limited, have bought out the business of James Wm. Woods, of Ottawa, for $250,000, payable through the stock, shares in which are $100. They will continue the said business and manufacture and deal in lumbermen's supplies, tents, tarpaulins, flags, dry goods, smallwares and generally carry on the business of a wholesale merchant and manufacturer.

* * *

Forty thousand dollars is the capital of the Peerless Suspender Company, Limited, Point Edward, Ont. The provisional directors are Maurice Krakow, Charles Runnels Morrison and Nanon Krakow, and suspenders, braces, belts, garters, brass novelties, leather goods and gentlemen's furnishings will be manufactured.

* * *

The Ontario Neckwear Co., Ltd., of Toronto, has a capital of $40,000, shares valued at $50 each. The provisional directors are E. A. Taylor, T. J. Wardell, Isabella F. Taylor, Ida S. Wardell and E. J. Duncan. They will manufacture neckwear, furnishings, smallwares, clothing and wearing apparel.

* * *

The provisional directors of the Walkerton Hosiery Company Limited, (capital $40,000) are John Henderson, J. B. Huether, S. W. Vogan, and David Traill. They will manufacture hosiery, gloves and other woollen and cotton goods.

* * *

The National Woollen Mills, Limited, Streetsville, Ont., has been granted a charter. The capital is $150,000, divided into 1,500 shares. The provisional directors are Peter Ryan, J. S. Heath, J. I. Davidson, A. Nelson, J. M. Staebler, M. H. Aikins, John McMurchy, G. S. Bingham, Samuel Merner and R. A. Wilson. They are chartered to manufacture and deal in woollen and cotton goods, knitted goods and carpets.

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ALL THAT EXPERIENCE, INDUSTRY AND RESOURCE ARE CAPABLE OF HAS BEEN CONCENTRATED IN THE CREATION OF OUR NEW LINE OF

WALL PAPERS FOR 1903-4

WHILE "POPULAR" GOODS HAVE HAD OUR FIRST CONSIDERATION, ARTISTIC NOVELTIES AND ADVANCED DECORATIONS WILL BE SHOWN IN MANY VARIED EFFECTS DESIGNED TO SATISFY AN EXACTING DEMAND INCREASING IN EVIDENCE.

ALTOGETHER THE LINE, NOW READY, IS THE STRONGEST IN DESIGN, COLOR, ORIGINALITY AND VALUE ATTEMPTED IN THIS MARKET. AN INSPIRATION IN EFFECT, IT WILL INVITE AND COMMAND THE INTEREST OF EVERY PROGRESSIVE DEALER.

THE WATSON, FOSTER CO., LIMITED

MONTREAL.

OFFICERS OF THE LONDON BOARD OF TRADE.

PRESIDENT JOHN R. MINHINNICK.

AMONG the merchants and business men of Western Ontario, no name stands more prominently than that of John R. Minhinnick, the newly elected president of London's Board of Trade.

Mr. Minhinnick is a typical solid Englishman, having been born 65 years ago in the town of Tavistock in Devonshire. Receiving an ordinary school training in his native place, he as a lad of 19 years came to Toronto, where for about one year he diligently applied himself to the gaining of experience in the plumbing business, which at that date had not gained the enviable position as a trade that plumbing can claim to-day. In 1859 the subject of our sketch went to Wellington Square, now known as Burlington, Ont , where he went into business, meeting with fair success. Five years later, in 1864, he came to the Forest City, and for 14 months engaged in plumbing, and became interested in the coal oil business, which was booming in Canada West at that period. Until 1898 he was actively engaged in the oil business, and still retains an interest in oil wells and refineries in Canada and elsewhere.

In the mellow years of an industrious life, he is still vigorously engaged in business, having recently helped organize the Empire Manufacturing Co. of London, for the extensive manufacture of plumbers' and steamfitters' supplies, and specialties in brass goods.

J. R. Minhinnick has been closely connected with the London Board of Trade for over 30 years, his aptness for practical discussion of matters connected with the growth of



President Minhinnick.

a manufacturing centre having been invaluable on every committee. He was associated with Sir John Carling, and the late Robert Lewis, as the first Water Commissioners of the City of London.

In 1878 Mr. Minhinnick was a candidate for the mayoralty, but was defeated ; and although delegations have several times since then tried to persuade him to contest the mayor's chair, he did not consent.

SECRETARY J. A. NELLES.

Mr. Nelles, the courteous and obliging secretary of London's Board of Trade, whose portrait appears in this number of THE REVIEW, was born in London, Ont., 50 years ago, and with the exception of a short interval has lived here ever since.

He has been associated with his brother as official assignee, and in the insurance business for 25 years. Mr. Nelles has been chosen by the Board of Trade as the right man in the right place for the last 23 years, and for 21 years the cheese association has had his valuable services in the same capacity;



Secretary-Treasurer Nelles.

while the directors of the Western Fair have also retained him for the last five years as their efficient secretary. Besides being a director of the Y.M.C.A. of London, Mr. Nelles is a much-respected official of Dundas Street Central Methodist Church in this city.

PASSING OF A PIONEER.

IN the death of William Charles, late inspecting factor of the Western department of the Hudson's Bay Company, an important link between the present and the past has been broken. In 1887 Mr. Charles was stricken with paralysis and has been a confirmed invalid since that time.

Deceased was a son of John Charles, a Hudson's Bay factor and was born in 1831. He was educated in Edinburgh and came to British Columbia in 1852, joining the Hudson's Bay Company's staff in 1854. He has seen service in Fort Vancouver, Fort Hall, Utah, Fort Boise, Victoria, Fort Hope, Fort Yale and Fort Kamloops. In 1874 he was made chief factor and throughout his career his name is linked closely with the development of the history of British Columbia.

HENRY MORGAN & CO.'S EXTENSIONS.

Extensive alterations are planned for the present fine building of Henry Morgan & Co.'s departmental store, Montreal. Their old building is ten feet back of the line, and they purpose extending it to the front of their lot and two storeys higher than the present building. By doing this they hope to lessen their taxes $4,000, and with the increased space they reckon it will mean $9,000 a year gained.

The new building will be simple and plain, with frame work of steel and facade of red brick. The construction will be by their own staff on their own plans, and will not interfere with the business at all, as the old walls will not be touched till the new part is completed.

IS IT SOLD IN CANADA ?

A reader of THE DRY GOODS REVIEW is anxious to learn whether Ringheim's Ramie underclothing is at present on sale in Canada and if so, by whom and where. Any information in this regard will be appreciated.



THE CELEBRATED **C.B. CORSETS** ENGLISH MANUFACTURE

have far and away the largest sale of any corsets in the world, being sold by 13,000 Drapers and Ladies' Outfitters to upwards of 4,000,000 corset wearers. C.B. Corsets are preeminently suited to Canadian requirements, and once stocked in good assortment quickly attract an important trade, easy to cultivate and capable of a considerable degree of expansion.

The Celebrated **C.B. Corsets** represent a standard of excellence to which lesser known corsets do not pretend.



The many imitations of **C.B. Corsets** are flattering testimony to the stirling merits of the latter.

The production of C.B. Corsets furnishes employment for nearly 4,000 workpeople in eight of the most up-to-date factories in England.

Sole Agents for Canada: The British Import Co., 44 Yonge Street, Toronto

Who will be pleased to submit samples upon application.



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on Book 34
Page 11

Wake up, "Old Chap," Wake up

to this fact,

That you need never fall asleep

trying to convince your customer

"What"

Unshrinkable Underwear Means

if you handle our

Pen-Angle Brand,

fully guaranteed.

Penman Co.

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK.

THE Crown Tailoring Company has entered suit against the Toronto City Council to prevent it withdrawing the order placed with that firm for the firemen's clothing. The contract was opened some months ago and the Crown Company's offer was accepted. Immediately, some labor union leaders conferred with the Council and convinced them that, as the aforementioned firm was not using the label that they had set their affections on, it was only just that the contract should be withdrawn. The Council, for some unknown or unuttered reason, agreed, and the Crown Tailoring Company were out of a large order. What right the City Council, which is supposed to represent the entire city—union and non-union—have to recognize any label, does not appear to any right thinking person, and at the time, the City Solicitor warned them of the illegality of their action. However, whether from fear or policy, the Council gave the contract to the second lowest tender, although it was $600 higher than that of the Crown Company. The incident is not by any means closed, and it is to be hoped that aldermen will be forced to recognize the fact that they can be held to an absolute neutrality with regard to labor unions.

Arbitrary Action.

* * *

THE fashion of wearing moleskin is reported from England to be revived on account of the action of the King, who has been wearing a moleskin waist coat. The ancient profession of mole catching has, as a result, received an impetus that is sending thousands of skins into London from all parts of the United Kingdom. Four thousand came in one consignment to a Bond street firm, but, from the uses being made of them, the demand seems to promise to overrun the supply. Ladies have been wearing moleskin muffs, stoles, jackets, motoring garments and gauntlets. The fashion is very expensive, as the skins are fragile and cost about 8d. apiece. One pair of gloves contains 40 skins.

Moleskin Garments.

* * *

AN interesting story is told by a men's furnisher in Toronto, which, perhaps, accounts for many of the frolics of fashion. The story is about the rage for white woollen mitts of two Winters ago. This ingenious merchant had in his cellar a couple of pairs of old white mitts which had lain there for years, when one day his heart was moved by seeing his laundress hanging out clothes in the cold air with no protection for her hands. Suddenly he remembered these old mitts, and hastening to his store, he sent up a pair. That started him thinking, and he soon got the idea that those mitts had been out of style long enough to have a big run to their credit, so he sent to his supply house and ordered two dozen pair. He soon induced four or five young men to buy them as the very newest thing, and seeing an account soon afterwards in a Yankee paper of a large order in white mitts being filled for a New York house, he sent in an order for 65 dozen. The customers for the first four or five pairs and his elaborate window displays soon started them going, and before the furnishers generally realized the demand, this merchant and one other had cornered the entire stock available. "And," said he, as he showed a few pair in a box, "there's all I have left, after making a penny or two."

The Boom in White Knitted Goods.

* * *

AN Australian paper contains the following: "Amongst the novelties that take well is the new patent spring stud. The top of this can easily be removed by means of a spring, and the stem of the stud can easily be pressed through the collar. The top is then replaced on the shank and the collar is held steadfast." As far as I can make out, that is the very same stud we men had such trouble with something like 20 years ago, and which is occasionally seen now in looking over some old stock. If they really are a success in Australia, the chances are that in this country cartloads of them can be found (in detached halves) in almost any place that has not been cleaned up in the last decade. If they had been collected as soon as manufactured, many tempers and grey hairs would have been saved.

Spring Collar Stud.

* * *

THE same journal has an account of a wonderful collar that is so cleverly made that it is reversible. What a boon that would be to mankind,—to have the nice dirty streak, that appears on the inside of our collars after a forenoon's wear, transferred to the outside! Would the same inventor, during his spare moments, please turn us out hosiery that, after worn out, could be used as cravats, or some other equally useful invention along his line.

A Reversible Collar.

* * *

IT is a noticeable innovation, that a great number of the men's furnishers are branching out into handling ladies' shirt waists. In some of our cities a few have gone into these lines within the last half year, and others are thinking of it. In New York, a few of the best furnishers are now showing ladies' shirt waists, and have large show-cases devoted to their display. The same material is used now in ladies' shirt waists as in men's shirts, and, accordingly, the two seem to go more or less together. A point in this that is worthy of attention is the implied cognizance of women as factors in down town life.

Branching Out

CURRENT STYLES IN NEW YORK.

Office of "The Dry Goods Review,"
New York Life Building, May 27, 1903

THIS Spring there is apparent a greater similarity than ever between our styles and those illustrated in the English journals as being worn in London. We are now donning as one of our most fashionable coats the English walking coat, and the Norfolk jacket has also taken a strong hold on us for Summer.

THE NORFOLK JACKET.

This coat will be worn more than any other for an outing jacket. Wherever seen, this coat is simply a Norfolk coat, and as such is so well known that it requires very little description as a whole, but in detail it has innumerable distinctions. The one illustrated is made without pleats and is one of the newest styles, although it has not any special predominance in popularity over the pleated variety. The double patches and position of the top pockets give a similar effect to the pleats and there is therefore very little difference in appearance.



The belt is sewn on around to the front seams and is loose the remainder of the way, buttoning in front. An oddity is the overlapping of the large pocket by the flap of the smaller one. The shape is loose and hangs straight down over the hips.

THE ENGLISH WALKING COAT.

This style of coat is peculiarly suited to tall men and men of good figure, and can be worn for business or street wear. The material is a grey or brown and has a pattern in the latter case which is a plaid or overstripe, and coat, vest and trousers are of the same material, except when the vest is white. The upper half is like the sack coat and the slant from the bottom button to the bottom of the skirt is more noticeable than it has been for some time. A tendency is appearing that leans towards a more cutaway effect. The sides fit into the waist and a waist line runs around the back from the bottom button. No pocket, save one in the breast, appears, and a cuff is often worn on the sleeve; where there is no outside cuff the sleeve buttons over.

THE TENNIS SUIT.

The fashionable trousering for tennis is flannel, although many wear white duck. Six loops in the waist hold the belt, and the turn-up at the bottom of the leg is a distinctive Summer fad. In belts, tan leather has the preference, and covered rings at the side afford the necessary play. Wool half-hose are the most suitable and the high shoe gives a feeling of snugness and tightness which the low shoe cannot supply. White duck hats are the proper thing when any hat is desired, but most players use no covering on the head. The shirt is a soft-front negligee Madras or linen and has a detached collar and a breast pocket. The sleeves are loose and extend only to the elbow to give freedom of action and coolness, while a low-band collar without a tie usually is all that is worn on the neck.

SHOES AND HOSIERY.

On the streets the calf boot has the lead, and a great many are wearing light-colored spats in grey or pearl box-cloth. Low shoes promise to supersede the use of all other styles and although calf is the most worn, tan is fairly popular and with a flannel suit looks even better than the calf or canvas.

Hosiery has settled into quiet patterns and colors in spite of the efforts of some furnishers to boom the purples and reds. A detail that is observed is the matching of the colors in the hosiery to that of the suiting material and to the color of shoe worn

BATHING SUITS AND ROBES.

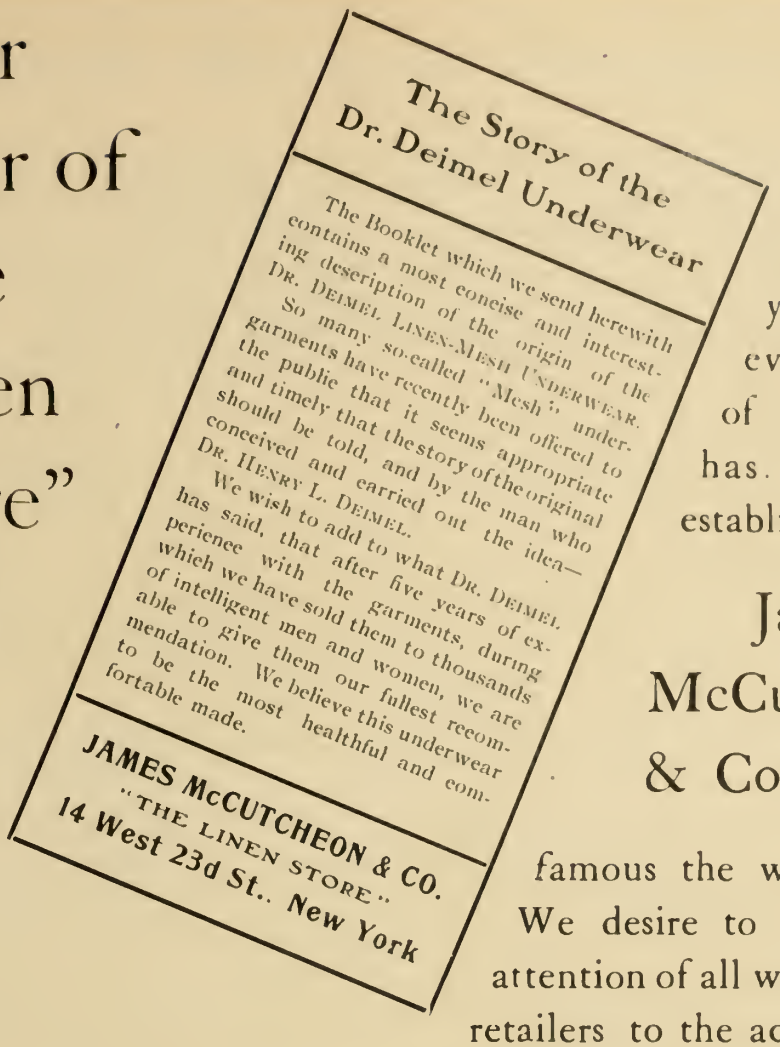
The two-piece suit, of course, is the only style used to any extent. Short sleeves or no sleeves are seen, with the preference for the latter, as it is more free and neater in appearance. Navy blue is, as always, the favorite color, with stripes at the ends of the legs and around the armholes.

The robes which are often rendered necessary by the distance one has to walk to the water, have taken on a somewhat new shape. Thick mercerized goods are used, with patterns in both stripes and figures, although the former are the better on account of the effeminate air imparted by figures. Reaching to the ankle and buttoned tight to the throat, with collars 3 in. deep, a cuff of the same depth and a girdle that ties in large bows in the front, the general effect given is that of a woman with her hair cut short.

COLLARS.

The high double-band collar has lost its popularity and a medium height variety will be the Summer collar. The height is usually from 2 in. down to ½ in. lower, with rounding corners and close-shut fronts. The wing collar is here for good and it is the exception to see more than one man in three wearing anything else just now. Rounding corners appear on it as on the double band.

Ever Hear of "The Linen Store" ?



Of course you have—every seller of dry goods has. It's the establishment of

James McCutcheon & Company,

famous the world over. We desire to direct the attention of all wide-awake retailers to the accompanying reproduction of the back page of a recent leaflet sent out by this great concern. They have sold at retail several hundred thousand dollars' worth of Dr. Deimel Underwear. Depend upon it, JAMES McCUTCHEON & CO. lend their endorsement to nothing but the best.

WRITE FOR TERMS AND DESCRIPTIVE BOOKLETS.

The Deimel Linen-Mesh Co.

(ORIGINATORS OF "LINEN-MESH")

Montreal, Can.: 2202 St. Catherine St.

London, E. C., Eng.: 10-12 Bread St.



The mark that's always on the genuine. Look for it

EFFECTIVE WINDOW CARDS.

THERE can be no doubt that the modern merchant appreciates the advantage of having cards containing a scrap of information or prices, or at least something that will cause the passer-by to stop and think. A display of articles alone may not accomplish this, but the contrast of colors on a card is sure to catch the eye where other plans fail. Of course, the card must be neat, or it is worse than no card. vacated, and is "To Let" or "For Sale." Such a system of card display is a hindrance to business instead of a help. There is a "junk-shop" feeling pervading the air that makes a man look slyly around to see if any of his friends are observing him looking at the window.

With neat cards, however, the attention is attracted, and the next thing is the reading of those cards. Unlike a display without cards, when the attention is drawn the mind

OUR BEST SALESMAN IS THE MAN WHO BUYS THIS SUIT.	TAKE OFF THE OLD, PUT ON THE NEW.
THE SHOE STORE OF THE PERIOD—JUST ONE—OURS.	THESE COLLARS SAVE DOLLARS. THEY DEFY THE LAUNDRIES.
THE NEWEST EFFORT IN TIES.	YOU'RE FAIRLY WELL DRESSED; BUT LOOK AT YOUR HAT!
LOTS OF ART AND BEAUTY FOR LITTLE MONEY.	WE SAW THEM ALL AND PICKED THESE.
TO BE SURE YOU'RE RIGHT CHOOSE ANY OF THESE.	WE ENCOURAGE COMPARISONS.
These trousers act as a powerful tonic in building up the run-down, tired appearance of an old suit.	THE NEWEST NEW YORK NECKWEAR.

I have in my mind at the present moment a grocery store where little else can be seen in the windows but huge irregular pieces of pasteboard with lettering done with a whitewash brush, I suppose. These cards are hung and placed in every position, and slanting at every conceivable angle. The outside of the store is plastered with them until it looks like the modern house which has just been has to work to understand the words of the cards, and when this is accomplished, and with the addition of a judicious arrangement, the window has fulfilled all that could be expected of it. Show-cards alone will not do, but show cards well placed in a good window display will bring better results than would follow the window without the cards.

AS SEEN ON LONDON STREETS.

Office of "The Dry Goods Review,"
109 Fleet Street, E. C. London, May 20, 1903.

THE styles that will be worn during the coming warm season are at last open for inspection and I can, with a tolerable degree of certainty, describe the demands of the man who is subject to Fashion. As a London journal remarks in a recent issue, the man who invented the word "Flangola" as the name of the material that is supplying the Summer suits for men has filled a long-felt want, as the material is not a flannel properly speaking, but an angola with a flannel finish.

Stripes in this cloth are just as popular as ever, and any other style has only a limited demand. Dark blue is the background for the narrow, white stripe in many suits, but the newest creation is the grey. Perhaps it is the coolness and lightness expressed by a grey that has brought it out this year, but whatever is the reason, it has a good demand and presents itself with black, dark grey or white stripes. Browns, which were worn a little last year, will be seen very little this season. In cheviots, however, various shades of brown are shown, from the light grey-brown to a deep rich shade that looks very neat.

THE SUMMER COAT.

The shape of the Summer coat is the same as what we call the lounge coat, and is intended to be worn, for the most part, open. The only difference is that the cuff is omitted in the Summer coat, but sometimes appears as a turn-back cuff, cut off at the corners to a rounded shape. The collar is rolled quite low down in the front and the sides are quite noticeably cut away.

THE NORFOLK COAT.

For outdoor-wear generally and in certain sports, the coat most commonly seen is the Norfolk, with knickers, although trousers are sometimes worn. There is no difference in this coat from what the old Norfolk was, so that no description is necessary. Of course, minor details vary according to the aims of the makers in always desiring something special of their own, but the coat is still simply a Norfolk, and as such is an ideal coat for out-of-door sports of not too violent a nature. The knickers that go with this coat are full all the way down the leg, except in the case of riding knickers, and are buttoned with an overhanging fulness just below the knee. Plaid hose are often seen, and gaiters are sometimes worn.

THE PANAMA HAT.

There is every prospect that the Panama hat will be worn more than any other kind during the hot weather, and even the cheap imitations will be worn. The price of Panamas has given them a sale that is not so easily affected by the trend of fashion, and as long as the better variety is worn the imitations will sell. The old time sailor is encroaching rapidly, however, on other popular shapes, and well dressed men this year recognize their nattiness more than ever, and where Panamas are not left from last year there is no doubt but as many sailors as Panamas will be bought. Many of the new hats are very rough in appearance, from the peculiar style of weaving in the straw. The shape is not an ideal one for Summer as the crown is low and the rim narrow, but fashion often laughs at convenience and comfort.

THE COLLAR.

The wing collar is steadily maintaining its superiority of demand and encroaching more and more on the straight front. It is now worn almost entirely for evening wear, and as this was the only position it had not acquired a couple of months ago, it can be now said to be the collar of the well-dressed man. The favorite seems to be the round corner, but the sharp has many adherents; in any case, the wing is small and the opening in the front very narrow. Certain occasions demand the turn down, and there will be for a long time a fair demand in this style, but it is an undress collar and does not conflict with the wing style.

SUMMER SHIRTS.

The prevailing color in Summer shirts here appears to be the same as in Canada, namely, blue. Black and white is worn very often, and heliotrope is a favorite, showing stripes of white in all widths and distances apart. There has been a great sale in soft shirts this Spring, and Summer promises a still busier time. Soft front shirts have been a feature of this month's wear, and, of course, the arrival of hot weather will be an incentive to sales in this line of goods. Stripes appear in all lines of Summer shirts, and although it may be wavy, it is still a stripe, and very few disconnected patterns appear.

THE CORSET CRAZE.

All the trade newspapers, as well as one or two of the daily newspapers, have been greatly exercised of late in the corset fad for men. There is no doubt but that a few more are wearing corsets than have done so during the past few years, but there is not enough importance to be attached to it to draw forth the heated discussions and large headlines that are taking the place of paid advertisements for the gentlemen's corset makers. Certain officers in the army appear to be favoring the use of the waist decreasers, and a few of a certain class of men are to be seen who savor of corsets, but the habit has not by any means acquired the popularity "copy" writers give to it. Corset makers are pushing it, and a number of men who have worn corsets for the past ten or fifteen years are shouting its merits, but as yet there scarcely seems cause for the predictions of England's downfall through rapid strides towards effeminacy, as illustrated by the wearing of corsets by men.

"ARE YOU IT?"



NIAGARA NECKWEAR COMPANY

A CREATION FOR SUMMER TIME.

SHIRTS AND COLLARS

THE friends of the wing collar apparently do not intend to let it entirely disappear during the Summer months without a struggle. To sell alongside of the low fold collar there has appeared a very low wing collar, the wings small and turned back more than in the Winter styles. What result this may make on the sales of the wing during the coming months is not to be told; but it can be guessed at. The wings, or tabs, on these collars, grew out of the habit of turning over the points of the old-fashioned straight standing collar, which was very high. In a low collar, except for the purpose of a new fashion, there is no need of wings, and even when they are introduced, their addition does not help the appearance of the collar. While a low turn-down or fold collar, by the very form of it, closing at the neck in front, still looks as well as a higher collar; the wing collar, with its wide-open front, is not suitable for any but the medium or wide widths. It should not do any harm to the sales of the low fold collar. But there is no knowing what those looking for something new will take; so it is advisable to keep an eye on the progress of this style.

• • •

The low fold collar again appears at the front of all Summer styles. It is offered in some very low widths. This collar in ladies' sizes is being carried by some dealers. The widths are the same as those of the men's collars, and the form of the collar is the same. Frequently, however, collars with white tabs in front are shown. The handling of ladies' linen collars and various sorts of neckwear, by the way, is being seriously considered by several men's furnishers as an addition to their lines. Any ladies' garment of a mannish character, might be profitably handled by the men's furnisher. The fair customers would be very likely to purchase there in place of an ordinary dry goods store.

• • •

More difficulty is being experienced in the introduction of the wing collar as a regular article of dress than is usually encountered in the case of a new thing that has become so popular in England and the United States, and promises to have arrived for good here. Those who do wear it, feel decidedly "in it," and so there can be no doubt but that in the Fall it will be the collar. Those who are wearing the double bands and straight standers, do not by any means feel old fashioned, as they have, as yet, the majority of men as followers. Two things are telling strongly against the wing. The first is that it does not by any means look as neat and "tight" as the other styles, and the second is that the approach of Summer drives all shapes but the double band from the minds of men. The poor wearing qualities of the wing, on account of the poor work of our laundries, will also decrease its use. Still, in spite of all this, every well dressed man feels that any new collars he may get of the standing style will have to be wings.

• • •

The Draper, of Australia, publishes cuts of a new collar, or rather contrivance, for the tie. It is the double band style, and instead of having it necessary to run the tie completely around the collar, thus making it very difficult to slide to the proper length, a slit is made in the inside fold, about 2½ in. from each edge of the front, and the tie is simply put through one and out the other, providing precisely the same appearance as if it went completely around, and making it much easier to tie. The collar is called the "Aeolus."

• • •

The demand in the Summer shirts runs on the black and white effects, which have been to the front for some time. Stripes and figures in these are both shown, the latter being in the neat effects, so far removed from the wide, strong stripes of a year or so ago. Green and tan are also good colors this year, and Canadian shirt manufacturers have received large orders on these lines, and on the grey effects which they show.

The blue stripes on white grounds are as usual a feature of the trade. In some of these patterns the stripes are little more than lines; in others they are about ⅛ in. wide and formed of minute figures or dots. In either case the effect produced is most pleasing, and the shirts sell well. White madras negligees with white stripes or figures have proven acceptable also, and there is a good demand for this handsome shirt. Percales sell as usual. They are well liked in white grounds, with patterns in blacks, blues, and other colors. There is, however, a marked predominance of black patterns in these shirts.

• • •

It appears that there is to be a revival in shirts with plain bodies and fancy bosoms and cuffs. The rule in these is to have the bodies in a dark shade and the figures or stripes on the bosom and cuffs in a lighter shade of the same color. They are reported to be selling already. Such shirts were on the market before with no more than moderate success, and there seems to be no good reason why they will be better received if they reappear. There is a certain air of cheapness about this sort of garment which is not good for sales with the best trade.

• • •

Cross stripes will be offered to the trade for Fall. This is an annual offering, which may be accepted one of these years, when the trade tires of vertical stripes and figured patterns.

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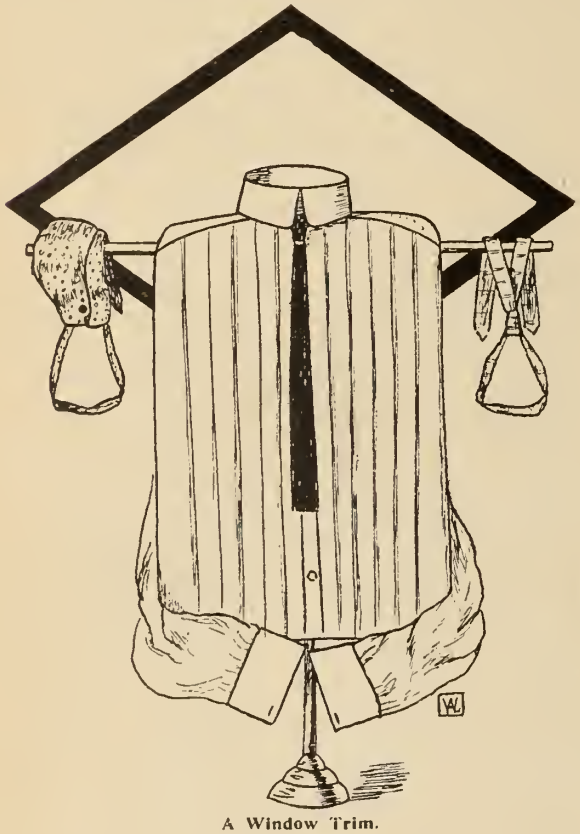
Pleated front shirts, in whites and colors, are well spoken of. They will doubtless go well, as they certainly make a stylish shirt for wearing without waistcoat.

CRAVATDOM.

THE ties for the coming season promise to be of the small, neat variety, in blacks and greys for the most part. The neatness of those two colors combined with white or a certain shade of blue has obtained for them a place that will need to be assailed very steadily and strongly to be taken by any other colors or combinations On the really well-dressed man at the present time scarcely any other color is ever seen. Of course, there will always be men and furnishers who will handle purples, reds, etc., but the sale for such goods is so limited that they are mostly disposed of as bargains.

* * *

The popularity that was assured for the wide four-in-hand has been stayed by the approach of the warm season. A couple of months ago that tie was being pushed by all the better men's furnishing stores, and it was gradually becoming the proper thing. Its untidy appearance and difficulty of tieing kept it down, however, to quite an extent



A Window Trim.

and now that the season of double-band collars and the consequent necessary small tie is here it has almost entirely disappeared from the neck of the Canadian. Next Fall it may be boomed and may attain the popularity approached this Spring, but at present it must be put away.

* * *

The position of the bow tie is somewhat difficult to determine just now. A couple of months ago there seemed no prospect that it would be worn to any extent during the hot weather. Now, however, a few are wearing them, and some merchants are trying to sell them. The four-in-hand is by far the neater tie and is easier to manipulate, so that the furnisher is safe in carrying a larger stock of it than of the bow. It does not seem at all probable that the latter will be in great demand and it is certain that the former will hold the most prominent position. Stocks are being shown by some furnishers and among a certain class will be worn, but it will never attain great popularity on account of its warmth, its loose appearance and the necessity of discarding both collar and tie after one hot day's wear.

* * *

The surtax on German goods continues to find severe critics in all branches of the dry goods trade. The latest to be heard from are the manufacturers of neckwear. It will be remembered that last year they stated their case as regards the British preference, under which arrangement the Canadian manufacturers had to pay 30 per cent. duty on German piece silks (the silks most suitable for neckwear purposes), while the English neckwear manufacturer could purchase the same goods, make them up into ties, and export them to Canada under a duty of 23 1-3 per cent., provided only that he could affirm that 25 per cent. of their value represented British labor.

With the surtax of 33 1-3 per cent. on German goods, Canadian importers of piece silks are required to pay a duty of 40 per cent. on them, while on the English ties made from German silks, the duty becomes 31 1-9 per cent. Thus, even if the surtax does not result (as is expected it will), in keeping German silks, either in piece or made-up, out of Canada entirely, it discriminates to the extent of nearly 9 per cent. in favor of the English manufacturer and against the Canadian, who desires to make his neckwear of the most suitable and marketable silk. Should the Canadian manufacturer purchase his silks from other countries, say Switzerland, Austria or other competitors of Germany, he still must pay a duty of 30 per cent. on his imports, while the British manufacturer can sell his German silk ties in Canada at a very slight advance on that duty besides being able to give his goods the prestige of being German made.

The manufacturers desire that either the duty should be advanced on the made-up article or reduced on the raw material as, surtax or no surtax, they are being discriminated against. It is thought, too, that the proportion of British labor required in the manufacture of these ties made from foreign silks, which is only 25 per cent., should be raised to 50 per cent.

* * *

Reports from the United States are to the effect that the pleated shirts have dropped off in sales, but the prospects are that they will pick up for Fall and rival the plain front. Cross stripes are being shown in Fall goods and it is possible that a trifle better sale will be found for them than during the past few seasons.

* * *

Merchants should not neglect at this season to have on hand a good selection of outing shirts. Tennis is a game that is never played without them and as so many towns and villages are devoting time to this pastime, such shirts will be in demand. In very hot weather they are worn, too, for informal occasions and picnics, boating expeditions, golf, etc., and in good colors and mixtures make a cool, natty shirt.

The white or ecru grounds, with mercerized or silk stripes in white or self colors are the most popular, but a good demand is made for fine colored stripes.

* * *

Some shirts seen in windows this month were tans of different shades with narrow blue stripes with fine white edgings ; pleated shirts in white backgrounds with a thread of black showing at the edge of the pleats, and a pattern of small scattered objects ; white pleated shirts in pique effects ; white with rows of openwork : raw silk shirts with rows of openwork, over 1 in. wide and about the same distance apart, and a particular shade of grey-green shirt, with or without pleats.

RETURNED
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Unshrinkable Underwear. | Truro Brand Underwear. | Perfect Fitting Underwear. | Common Sense Underwear.

Health, Comfort, Durability.

THE OLDEST AND BEST UNSHRINKABLE UNDERWEAR.

The Truro Knitting Mills Co., Limited, "Manufacturers," Truro, Nova Scotia.

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Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

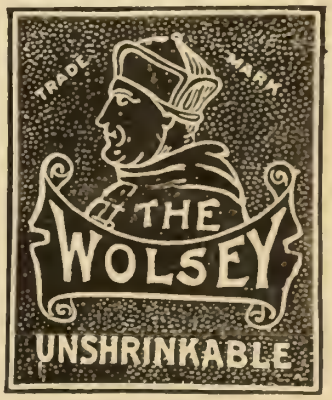
The Richard L. Baker Co.

28 Wellington St. West, TORONTO, ONT.

"WOLSEY"

The Best Unshrinkable Underwear In the World

FOR MEN, WOMEN AND CHILDREN.



BEST IN EVERY WAY

Make, Fit, Style and Price.

Every garment bears this trade Mark, without which none are genuine.

Every Single Garment Guaranteed Positively Unshrinkable.

May be had from Leading Wholesale Houses.

HATS AND GLOVES

THE variety in straw hats is greater this year than ever before, and almost any shape that has appeared in felts is now out in straws. The young man will buy them all, if for nothing else than on account of the eccentric shapes. Of course there is the proper style, but the demands of fashion are not by any means as loud-voiced as heretofore. A man who wears a straw hat with half a dozen dents in the sides, wide brim, one side up and the other down, would not be looked upon as setting the fashion, but he would scarcely be scorned on account of his oldfashionedness, although he might be on account of his "freakish" tastes.

* * *

The really stylish hats are what were predicted in these columns some months ago—sennits and splits, in sailor shapes. The sennit, also called "English club," is a hat made of a rather coarse straw, woven with a rough appearance. In a way it resembles the rough hats of two years ago, but there are great differences in that the straw is pressed flat down and the rims are thin and very stiff. It is a suitable hat for the young man and even for older men.

* * *

The splits are a fine straw hat, woven with the usual weave, but in some cases with the plaits so close as to appear one plain surface. This is a particularly neat hat and like the sennit, is in the sailor shape, with crown $2\frac{3}{4}$ to 3-in. high, and brim the same or a trifle wider. In both these hats a feature is the stiffness of the brim.

* * *

For large men, this year brings forth a particularly fitting line of hats. These are in shape like a fedora with full round crown and wide brim, with a good upward curve. The crown is about 5 in. high, and usually a raised seam runs over it from front to back. It comes in French palm, panama, manilla and fine split, the latter usually without the ridge.

* * *

The young man's hat promises to be a panama where the funds allow, or, for a cheaper hat, the split fedora shape, crown 4 to 5-in. high, a ridge running over it, broad, sharply upturned brim with noticeable droop in the front. This hat is cool, light, cheap in certain straws, and conspicuous enough to suit the wearer. Certain straws in this shape can be bought as low as a dollar retail.

* * *

The panama is worn as much as ever, and is usually shaped much like the hat last described. As a rule, the young men wearing it, turn down a great part of it in the back. The appearance presented is rather "campy," but it looks cool and comfortable. The imitation panamas will also be worn a little in the fedora shape of last year, but sales will be limited. There are many men, however, who appreciate its peculiar adaptation to their face and these will still wear it. One large firm is carrying not a single sample of this line.

* * *

Among the freak shapes are the telescope hat, which is much the shape of a fedora seen last Fall—round crown with a dip just inside the upper edge, and then the centre of the crown pushed out. A hat seen in one store was a mixture of colors, and this, combined with the shape, gave it a very effeminate appearance. A hat that is worn some in the United States and is shown here by some, is a black and white mixed sennit. In the hand it looks unattractive, but on the head it appears to far better advantage. It will not attain great popularity here.

In felts, pearls are selling very poorly for a wonder, and in spite of the exertions of a few furnishers, they cannot lessen their stock to any appreciable extent.

One shade of brown has sold quite well in a soft fedora, but sales are limited as a rule. In the Fall the demand may become stronger.

* * *

In the United States, as here, the sennits and splits are the best sellers, in shapes $2\frac{3}{4} \times 3\frac{1}{4}$, $2\frac{3}{4} \times 2\frac{3}{4}$ and $2\frac{3}{4} \times 3$. The mixed straws are being pushed by some New York hatters, and vary in shape from the sailor with low crown and white brim to the moderate crown and broad curled brim. Panamas, with square crowns and well curled brims, have sold to a limited extent and usually have the telescope crown and brim turned down in front.

* * *

Not enough attention as a rule is given to gloves for driving, golfing, or other outing purposes. The ordinary tans and greys are on show, but for the special glove the customer is usually forced to inquire, which is not good for trade. Plain chamois gloves in natural color are now being used for driving, and they answer the purpose admirably, as they will stand washing without being in the least injured.

* * *

In gloves, as in everything else, manufacturers have tried hard to supply their customers with something novel. Among the newest productions along this line are lisle gloves, made to imitate undressed kid. The imitation is a very good one, and at a glance one would really suppose it were the genuine thing. These are faced in silk, and have pearl buttons. Silk gloves in tans and greys are also on the market.

* * *

Knit gloves will again be used in Fall and Winter, but the tendency in the finer trade is toward the solid colors, the patterns being second in point of popularity. Repeat orders for these gloves from Germany, where many of them come from, will now cost a higher price.

For that matter leather gloves may be higher in price also, in sympathy with the strong position of skins. Our report of the fur and hide markets showed an advance in price on general lines, and though the quality of the goods will likely be high, the price may be in keeping.

* * *

A unique and catchy advertisement has been issued by the Hudson Bay Knitting Company. The words "Strayed," "Reward" and "Warning" stand out prominently on the sheet, which is a regular "strayed" notice. It is a "wall-eyed pinto broncho, with lightning heels," that has strayed. Its characteristics are broken teeth from chewing railroad iron, a record of "buster" deaths, an appetite for dynamite or grizzly, a squeal that "turns the sun red," and heels that fill the gulch. A reward is offered for its return to the Knitting Company, who have contracted for its hide for their gloves, but no "ambulances or doctor's bills" will be settled for. The public is warned against using said pinto for a packhorse for "eggs, dynamite or a quiet family driver," or tackling it in any way except behind a "rock breastwork" with a "30-30 Winchester, magazine full." The printing has been done by the "Rocky Hollow 'Roarer' Job Print."

* * *

W. J. Chapman, of Wingham, has decided to remove his glove factory to Acton to amalgamate with the Canada Glove Works of that town. He complains, it is reported,

RETURNED
JUN - 8 1903
see cut Book 9
page 39



Tough

The toughest mitts and gloves in creation

—made from the toughest hide,

—tanned by the most toughening process,

—unrippable seams, sewed with toughest thread—

Such are the mitts and gloves made from "Pinto" Shell Cordovan, by the Hudson Bay Knitting Co.

Every live dealer in Canada is stocking up with "Pinto" mitts and gloves—it's the coming leather. Once a man wears it no other will do.

Hudson Bay Knitting Co.

Montreal, Que. Winnipeg, Man.

It would be useless

to say that underwear **cannot** be made as good. Certain it is that no underwear is being offered which has the merits of

Plain Knit, Elastic Ribbed, Fleece Lined. All sizes.



TIGER BRAND

Eiderdowns in a variety of Shades.

The Galt Knitting Co. Limited,

GALT, ONTARIO.



The : : :

Celebrated Oxford Suitings

Made at OXFORD, Nova Scotia,

can be had from all **the principal wholesale dry goods and Woollen** houses in Canada.

Trade Mark stamped on every three (3) yards, reverse side of all double-width goods.

Samples of our **SPRING GOODS** are now being shown by

FRANK W. NELLES

301 St. James St., Montreal, P.Q., and by our salesmen on the road.

OXFORD MANUFACTURING CO., Limited

OXFORD, NOVA SCOTIA.

JOHN FISHER

SON & CO'Y,

WOOLLENS

—AND—

Tailors' Trimmings

♦♦♦♦♦♦♦

WAREHOUSES :

Victoria Square, Montreal,

and

Dalhousie Street, Quebec.

♦♦♦♦

SAMPLE ROOM : 160 Bay St., TORONTO.

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishings.

SPECIALISTS IN UNDERWEAR

WE STOCK

ENGLISH FULL DRESS SHIRTS,

Cuffs or Bands, - $ 9 00 per doz
Cuffs only, - - - 12 00 per doz

Agents for "Magic" Clasp Garters and Hose Suspenders.

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLLEN UNDERWEAR, FLEECE SLIPPERS, Etc

Dominion Agents for

Young & Rochester

Manufacturers,

LONDON, ENGLAND.

We are still booking orders for WHITE PIQUE and FANCY DRILL SUMMER VESTS. The Y. & R. vest is unequalled for fit. We shall try and stock leading lines, but in view of unprecedented demand would advise orders placed at once.

Full range for **Fall Dressing Gowns, Smoking Jackets, Travelling Rugs, Latest Neckwear,** now being shown by our travellers.

50 doz. Pyjama Suits, American Zephyr, English Oxfords, etc., assorted patterns. Regular $20.00 to $30.00 doz. Special Price, **$15.00 doz.** Send for samp'e ½ dozen.

Tress & Co.

High-class **LONDON** Manufacturers

HATS and CAPS

Our cork-lined silk hats are "ACME" of comfort and style.
NEW FALL STYLES READY APRIL 1st.

If not in Toronto write and arrange for our travellers to call.

of the lack of support given his business by Wingham, and has gone where more encouragement and assistance can be obtained.

* * *

The Simcoe Mitt, Glove and Robe Company, Limited, have been granted a charter. The share capital is $40,000, shares valued at $25 each. The provisional directors are Robert A. Spears, John Jago and John Chandler.

* * *

A couple of neat little folders have been issued by Toronto hatters. The W. & D. Dineen Co. have a little four page booklet in a grey green cover describing their special hats and prices. Jas. Applegath has a folder containing a list of all the games, at home and abroad, of the Toronto Baseball Team, and a good picture of the team inside. Three of the new hats appear on the cover.

* * *

J. W. T. Fairweather & Co., Toronto, purpose making extensive alterations in their premises. When completed the building will consist of four stories and a basement. Improvements will cost $12,500.

HOSIERY AND UNDERWEAR.

THE Summer retail trade in men's hosiery is in full swing and if buying on all the light goods, especially the fancy lines, is not considerably heavier than it was in 1902, it will be a matter of much surprise to all who have watched the course of trade. Prices on all lines of hosiery, for that matter on all sorts of garments, also, are firm, in sympathy with the advance in cottons and woollens, and the firm tone of those markets. At present this state of things has found no response in the retail trade, where the pushing dealers are keeping their prices well down to the competition line, but bargains may be noticeably fewer during the coming Fall and Winter seasons, among the retailers.

* * *

It is remarked among the fancy effects in hosiery now selling that of the patterns which made their appearance last year, only those of the more modest sort have taken well this season; the few loud patterns have entirely disappeared. There are some designs which still border upon "loudness," but the colors in which they have been carried out are either of the deepest shades or are so entirely in harmony that no objection can possibly be taken to them. It is as well, however, to avoid this, unless one has a certain run of trade to which they appeal.

* * *

The demand for the nicest patterns has been so heavy that several of them have disappeared from the market, and repeat orders on others are likely to remain unfilled. It is reported that in the imported varieties there is some scarcity in the lace effects, and also in embroidered goods. This, however, is more or less an annual occurrence.

* * *

A large amount of grey is noticed in the best selling lines this year, grey and black, grey and white, and such effects being well liked. In the plaid hose, of which there is a limited quantity, grey is also seen frequently, combined with various shades of red, green and other colors that are usually found in plaid designs.

* * *

Retailers have now the opportunity to test the merits of the various light-weight underwear materials, for the consuming demand has started in well. Notwithstanding that there was good reason to suppose that large stocks of the lighter weights had been carried over last year, there yet seems to have been a fairly good demand for such under garments this year. Whether repeat orders will total up sufficiently to gladden the heart of the jobber is another matter.

* * *

The fancy effects are well liked apparently; at least those garments with plenty of color in them go well. There is not much that is new in the matter of color, though, when a new shade appears, provided it is at all suitable, it is rapidly picked up. All sorts of novelties are wanted by the retail trade and their customers in undergarments as in other lines, and most new things meet with a ready sale, provided, of course, that they possess some merit apart from their newness. Freaks are offered continually, and though some of them may become a fad for a short time, the great majority retire after a short spell in the show window, to the upper shelves, where, if they cannot be sent back to their originator, they remain. The novelties that become successes are those in which improvement in construction or material, attractiveness or some other desirable quality render them a salable article.

* * *

All sorts of mesh garments are being offered to the public, and the use of this class of underwear is becoming more general. The pure linen mesh manufacturers have doubtless been followed by many makers of "union" or cotton-mesh garments of more or less worth, and by many other manufacturers of mesh garments of no worth whatever. But on the strength of the advertising and pushing of the original mesh underclothing, to say nothing of their real value as garments, all kinds of mesh underwear are being tried by the public. This, of course, is natural. And it is just as well for the manufacturers of the worthy goods; for a season or two of experimenting on all sorts of garments will bring consumers back to the original, reliable and valuable makes. Good linen mesh undergarments, backed by a good name, will always sell. There is a great run on mesh garments this year, and it is to the dealer's own advantage to see that he handles the best, or at least that he lets his customers know what they are getting, the real or the imitation.

* * *

A late German product (Oh! that surtax!) in underwear which bids fair to make a name for itself is a silk in natural color, well finished and presenting a most attractive appearance, made to retail at from $12 to $16 per suit. The advantage of their being no coloring is, of course, recognized when the goods are laundered. American importers have given some attention to this class of goods, and the prospects are that in the United States they will feature largely among the finer grades.

* * *

An underwear agent in the United States, when questioned on the price of underclothing, remarked that a balbriggan shirt to be jobbed at $2.25 for the coming season would have to be very much on the order of cheesecloth.

* * *

Hosiery seen in the windows of the high-class furnishers is almost all quiet in color, although one merchant, who is usually "loud" in his selections, is displaying some half-hose of solid blue, red or purple, and some have red and blue stripes running around the leg. Very neat openwork

hose are shown with a leaf pattern in the openwork and small, scattered object patterns in white or blue. The openwork hose are selling very fast in all the stores. A half hose seen has two solid stripes of yellow or blue or white running down the front of the foot, 3 in. apart, and branching off at the ankle to run down the side.

The Walkerton Hosiery Co. has been incorporated with a capital of $40,000, with shares of $50. Messrs. Huether, Schumacher, Vogan, Ramsay and Traill have been chosen as a board of directors, with Mr. Huether as president; Mr. Vogan as vice-president, and Mr. John Henderson as secretary-treasurer.

WOOLLENS AND CLOTHING.

THE flannel season is here and every merchant must be prepared to supply all kinds of stripes on application. Tailors, for a couple of months, will have very little to do but make up flannel suits and fancy vests. In flannel suits the correct thing is the stripes, varying in the distance apart. The really newest styles have a light grey background, with darker stripes. This makes a very serviceable suit as, unlike the dark shades, it does not show dust, and this is an important consideration in Summer clothes. The dark grounds will continue to be worn, however, as they are preferred by many men on account of their neatness. Some patterns appear in dots, and look fairly well. As a whole, there is practically no difference from last year in the styles of goods worn.



A Fancy Vest Display.

* * *

In cut, the coat follows the style of the sack coat, although some have a longer roll collar, in which case the coat is intended to be worn open. The trousers, too, are in no way different from the ordinary trousers, save that they will have a turn-up of about two inches. As a rule, hip pockets are omitted, but many men find them necessary. A watch pocket on either side of the front is a convenience for use with a belt that should not be overlooked. Some are having the coat cut more in a military style, but almost any cut is permissible, provided it suits the build of the wearer.

The turn-up in the trousers will be almost universal, on account of the popularity this season of low shoes. This style of shoe will be worn to the exclusion of the high shoe by the well-dressed man. With these shoes, of course, go the fancy hose, which has become the every-day article of wear of most men, and the turned up trousers show the patterns as much as desired.

* * *

Fancy vests, in white grounds with dots and stripes, are being worn by a great number of men, but the plain white pique is the vest that is most seen. On a warm Sunday almost two of every three men met on the streets are wearing white vests. Great latitude is allowed in the cut, but the favorite seems to be the single breasted with collar, although, perhaps, just as many are worn without the collar. The young man wears the former and the older man the latter.

* * *

White trousers promise to be worn this year more than for several years past. There does not exist any doubt of their suitability for the hot weather in the mind of any reasonable man, but many things have told against them in the past. Their cheapness made them so common that the exclusive man fought shy of them. Nothing looks worse than a soiled, shapeless white trouser, and this became so frequent that they fell into bad repute. Commonsense, however, will prevail, and the particular man will consider comfort rather than commonness. The trousers will be worn turned up at the bottom, and will be accompanied for the most part by low white shoes and belt, although a patent leather shoe and belt will be worn for the contrast.

As a coat with the white trousers, particularly for yachting, a dark blue serge will be worn. The collar has a low roll and the coat will be worn open for the most part.

* * *

Loud complaints are being made in the United States concerning the methods employed in the buying of woollen and worsted goods. It has come to the pass now that the clothier orders only samples until he sees what is going to sell, and then orders his stock of the popular lines, just in the season when the manufacturer is getting his next season's samples ready. The result is that the manufacturer cannot make the goods in the season when he should



Dr. HOLLEM'S Ideal Shoulder Brace

Patented 8th Jan. 1901

For Men, Women and Children.

Recommended by medical men as the only reliable aid to Health, Beauty, Strength and Longevity. The only practical Shoulder Brace on earth for MEN, WOMEN and CHILDREN. A splendid proposition for the retail dry goods trade, price $4.50 per doz., yielding the retailer a very handsome profit. Send chest measurement for sample Brace, $1.00 postpaid.

T. M. SIBBALD. - 167 Royce Avenue, - TORONTO.

Sole Canadian Manufacturers.

Your Customers Hang Trousers On 'Em!

TRADE BERLIN MARK. "We fear nae foe."

The BERLIN SUSPENDER.

Made IN ALL Grades.

Protect Home Industry!

The Berlin Suspender and Button Co.

C. K. HAGEDORN, Manager.

BERLIN, ONT., - - CANADA.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc

W. H. STOREY & SON

THE GLOVERS OF CANADA.

ACTON, ONT.

THE BIRD

"COAT SLEEVE"

CUFF HOLDER.

Satisfactorily attaches the Cuffs to the Lining of Coat Sleeves.



CUFFS REMOVED WITH COAT.

Packed one dozen pairs on Peacock easel card, handsomely lithographed in six colors.

Order from Jobber or PRICE $1.25 per doz. pairs.

J. V. PILCHER MFG. CO. LOUISVILLE, KY.

Makers and Patentees.

CEETEE

PURE WOOL.

Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new features in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO., 30 Wellington St. East, TORONTO.

JOS. W. WEY, 7 Bastion Square, VICTORIA, B.C.

be making them, as he might have the greater part of his stock left on his hands, and then, when the orders do come in, he is forced to refuse them, in order to get out his next season's samples in proper time. This militates against both the clothier's and the manufacturer's business, but the clothier cannot be made to see it. The mills say they would rather take back the clothier's left over stock, than have things running on as they are now. A change is promised very soon. The situation will be very annoying this season in the case of kerseys, for which an enormous demand is reported.

NOTES OF THE CLOTHING TRADE.

A. J. McLeod, dealer in men's furnishings, Calgary, is resuming business.

Blackett & Co., dealers in men's furnishings, etc., Atlin, B.C., are giving up business.

J. A. Ball, formerly of Brandon, Man., has opened a tailor shop in Dauphin, Man.

P. Bulger, gent's furnisher, Eganville, Que., has removed to a new store opposite C. Foy's hotel.

J. C. Chamberlin & Co., dealers in shoes, men's furnishings, etc., Ottawa, have been burned out.

J. H. Robinson & Co., men's furnishings, Rossland, B.C., have removed their stock to Wetaskiwin, Man.

F. E. Mountjoy, a tailor, of London, Ont., was drowned at Port Stanley, where he had gone to spend the day.

R. J. Inglis, tailor, Montreal, has moved into fine new premises on St. Catherine street.

Fraser, Torey & Co., dealers in dry goods and men's furnishings, Sydney, N. S., have dissolved. F. Fraser retires.

Chas. McGinn, late of J. Flanagan's gent's furnishing establishment, Moncton, N.B., has opened up a new store opposite the city market.

Co-partnership has been registered for A. E. Calkin and C. B. Lockhart, to do business under the style of A. E. Calkin & Co., dealers in men's furnishings, Kentville, N.S.

Maurice Krakow, of Port Huron, who is starting a suspender factory in Point Edward, Ont., has taken up his residence in Sarnia.

Southgate and Co., formerly of Toronto, are establishing their clothing factory in Berlin, Ont., in the old premises of the Berlin Shirt and Collar Company.

W. R. Johnston & Co., clothing manufacturers, of Toronto, have decided to locate their factory in Hamilton.

E. Hender, late of Grafton & Co., furnishers, Hamilton, Ont., was presented with a gold chain on the occasion of his leaving that firm to travel for E. Van Allen.



WE have withdrawn our interests in The Premier Mfg. Co. of this city, but will continue to conduct business in the manufacture of : : : : : : :

Shirts, Pants, Knickers, Overalls, Etc.

By giving strict attention to business we hope to hold the confidence and patronage so liberally extended to us during the past three years that we have been in the manufacturing business.

We have secured a staff of first-class cutters and operators and are in a position to turn out a class of work second to none in Canada, or the United States. No need to pay a 35 per cent. duty to obtain a superior article.

HAMILTON & CO., 41 Yonge St., Toronto

UNSHRINKABLE UNDERWEAR AND ITS HISTORY.

IN the year 1791 one Mr. Cartwright, of Loughborough, conceived an idea for the manufacture of unshrinkable underwear. To attain this eminently desirable end, he proposed to employ a material formed of a mixture of cotton and wool. We may infer that previous to this time "unshrinkability" was not a feature of underwear, and, although history is silent on this point, it does not require a particularly vivid imagination to picture the helpless misery of gentlemen of the 18th century each time the "laundry" came in. Even now one may be unfortunate, and, seriously, the coy retreat after successive washings of the skirt of a man's underwear from its natural place of abode constitutes one of the chiefest of life's minor worries. The gratitude of mankind is due to Mr. Cartwright as a pioneer in this branch of manufacture.

Mr. Cartwright was the founder of the firm of Cartwright & Warner, Loughborough, England. His methods and processes, developed, of course, and improved incalculably through a century of unparalleled industrial progress, are those which had given the firm its unassailable position in the very forefront of modern manufacture. Wherever the goods of this firm are known their excellence is unquestionably admitted. The name of Cartwright & Warner is, in itself, a guarantee of quality.

We need scarcely say that in its beginnings the business could not boast of the noble proportions which it has since attained, nor did the factory in 1791 cover the area over which it is now spread. But, by business energy and business foresight, the business has expanded continuously, necessitating more and more elbow-room, until the factory has become the gigantic pile which is shown on this page.

The greatest advance in the business of the house occurred at the time merino first sprang into popularity as material for underwear. This firm took the tide at the flood. It pushed merino for all it was worth, and its efforts met with conspicuous success. Now, although merino is, perhaps, superseded by all wool underwear as the pet line of the firm, it still remains one of the two leading lines. But though these are the leaders, Messrs. Cartwright & Warner, Limited, manufacture practically all varieties of underwear from plain cotton right through all the grades to the finest silks.

The agent in London is C. O. Sabine; in Manchester, G. Linguard; in Glasgow, A. Sprott, in Canada, R. Flaws & Son, Toronto; and in the United States, H. N. Palmer, of New York.

The present managing director is T. B. Cartwright, and under his control this old established but, so far as push is concerned, most modern house continues in its undeviating career of uninterrupted prosperity.



Messrs. Cartwright & Warner's Works at Loughborough.

IDEAL SHOULDER BRACE.

T. M. Sibbald, the Canadian manufacturer of Dr. Holden's "Ideal" shoulder brace, reports that the demand in the Dominion is already much greater than he anticipated. The brace, herewith shown, embraces some very commendable features. Manufactured from the best quality of elastic webbing, every pair is guaranteed to please if used according to instructions accompanying the goods. A ventilating device under the arms prevents excessive perspiration and ensures great comfort to the wearer. This brace is strongly recommended for those who are stooped or round shouldered, and its use will soon restore the form. For young people and children it is specially adapted. Apart from its merits the article yields a profit to the dealer of fully 100 per cent; a fact which speaks for itself.



Wholesale Millinery

Present Needs

We have anticipated your present requirements exactly.

Complete assortment in all the popular lines. No delay in the filling of orders.

IN A FEW DAYS our representatives will reach you with our most extensive range of samples for Fall Season. Kindly reserve order.

The D. McCALL CO., Limited

Debenham, Caldecott & Co.

MILLINERY

KEEP YOUR STOCK WELL FITTED. SORT UP.

ORDER BY MAIL

HATS, -	Straw, English, American and Canadian
FEATHERS,	Very fine goods. Best value in the trade
FRUITS, -	Are quite "the thing." Complete line.
RIBBONS,	In all Qualities, Colors and Prices.
SILKS, -	All kinds. All colors. Extra value.

Broches, Taffetas, Japanese, Pongee.

PROMPT ATTENTION GIVEN TO LETTER ORDERS.

DEBENHAM, CALDECOTT & CO.,

18 ST. HELEN ST., MONTREAL.

The Canadian Millinery Review

Features of the Trade.

THE best season ever experienced by the Canadian millinery trade is now drawing to a close, and both the wholesale merchant and the retailer are well satisfied with the results. In the wholesale houses the season is practically over, and all interests and energies are being now centred in preparations for Fall trade. The retailer has still some weeks of profitable trading before him, but even this early, in many millinery departments, an extra push is being given to some goods and price cutting on less desirable lines is taking place. This is necessary because it is important that everything should be cleared out before the end of the season, as there is no stock so perishable as millinery stock and no goods in which style forms so great a portion of their value. In fact, style is value in millinery, as no matter how rich a ribbon or silk may be, or how handsome a straw, it is not salable if out of date.

FLOWERS.

FLOWER toques are gaining an added popularity as the season advances, and hats of foliage and roses, laburnums, forget-me-nots, etc., are all in vogue. The only trimming needed for one of these hats is a little real lace and an osprey.

Poppies with very long stalks seem to be the flower at the present time, but by-and-bye it is to be the rose that is to reign. Small flowers, particularly those with small stems that can be twisted and knotted to form a prominent part of the trimming, are much admired. All kinds of white flowers are in great demand, and with them are used maidenhair fern and other fine foliage. Laburnum, sweet pea, wisteria, etc., are favorite blossoms for the picture hat; and lily of the valley, forget-me-nots, small June roses, pansies and daisies are used on the lace hats.

RIBBONS.

NEXT in importance to flowers in hat trimming are the many modes of using ribbons. While there is a good deal of white ribbon used, many colors are also employed. Shaded ribbons are used to a small extent, but much more general is the use of several pale tints of ribbon on the one hat, rainbow fashion. White and reseda is a cool Summer-like combination often seen. The millinery ribbons are all in wide widths and soft weaves, such as taffeta, satin taffeta, louisine, etc. Often they are shot with white, which gives a lovely silvery sheen to the ribbon that is very charming.

One of the newest modes of using ribbon trimmings is the garlanding of hats with ribbon knots and loops. Long stemmed flowers are often tied in with these ribbon knots, and six or more will form the trimming for a hat. Tight little rosettes at the centre of the front have a folded piece of ribbon connecting with a large, loose rosette finished with ends of ribbon tied on a knot. Entire crowns are covered with loops of ribbon knotted in the centre of the loops, and draped from an ornament in the middle of the crown.

The milliners' skill and ingenuity finds full scope in the invention of novel conceits in ribbon trimming. Ribbon velvets are also extremely fashionable, and some of the burnt straws have the crowns almost covered with loops of red velvet ribbon. Hats are slashed and velvet ribbons drawn through, either on brim or crown; wheel rosettes and slashed and pointed ends laid in the brim, etc., are some of the many ways in which ribbon velvets are being used.

READY-TO-WEAR HATS.

TAILORED or ready-to-wear hats are quite popular again this season, but they are more elaborate and in better taste than when they were first introduced. Burnt straws are quite the leaders in this style of hat. Though some have just a wing, or a quill, or some such simple trimming, more dressy styles, particularly with red velvet or ribbon novelties, and often cherries or poppies, are much favored. Black velvet forms another smart mode of trimming burnt straws.

Black and white, black, navy and white, and navy are all well worn in ready-to-wear styles. On some of the newest of these hats a bunch of ripe barley is used instead of the straw-aigrettes that have become so common.

The ready-to-wear manufacturers are making great efforts to retain the place they have gained in the hat world and are working hard to produce attractive samples for Fall; indeed some of their advanced lines are about complete now.

THE WHITE PICTURE HAT.

AS the season advances the vogue of the white hat becomes more pronounced. The white picture hat is almost the only kind seen on dressy occasions, and is, besides, well worn with even the plainer tailored and shirt waist suits. White chips and fancy straws are seen, but it is the airy tulle and chiffon hats that are most fashionable. Not much trimming is seen on the outside of these hats, for it is the underbrim where all the decoration is placed nowadays. The most stylish are large mushroom shapes, tight fitting at the back. There is a great deal of work expended on these hats, notwithstanding the fact that they are very plainly trimmed; for they are of tulle, or chiffon shirred, pleated, puffed, interlaced and otherwise intricately manipulated. The trimming is almost confined to the underbrim, and there is only a handsome ostrich plume on the outside. These hats are mostly in the flat, or disc shapes, but some handsome white box turbans are worn by those they become.

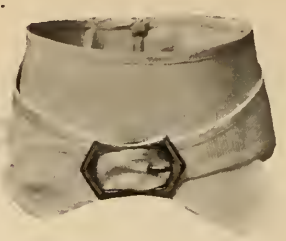
Pearl passementeries form one of the beautiful trimmings on some of the summer hats. Besides, for those who cannot wear the white hat or for some reason prefer colors, there are hats in the same styles, only in light blue and the fuchsia reds. Many hats of pure white have as a relief just a touch of black ribbon velvet.

Transparent lace hats, in Irish point, escurial, antique, and other laces are another of the season's elegant styles. They have a pretty flounce of lace depending from a wreath of small blooms on the edge of the hat. Other wreaths and bows of ribbon in pale shades, in such combinations as mauve, reseda, and pale blue, are used as trimmings.

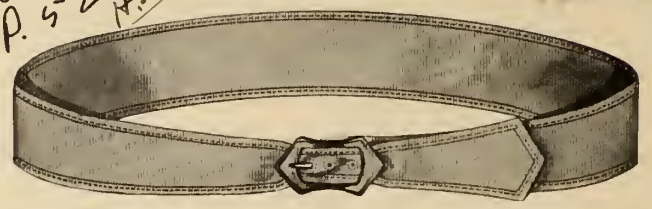
Pleasing Hot-Weather Neckwear



No. 314—Torchon, with pearl edge of any shade, $2.25 per doz. A dainty hot-weather collar.



No. 318—White Pique, with Gilt Harness Buckle, $4 00 per doz.



No. 353—Belt, Double Pique, bound in white or color, Gilt Harness Buckle, $4.00 per doz.



No. 304 Swiss Muslin, neck of lace-work, white and color, or all white, $3.50 per doz. Full length from top of collar, 7 inches.

A small sample order will have the same prompt attention that a large one will have.

THE ONTARIO NECKWEAR CO., Limited,

Cor. Bay and Wellington Sts., TORONTO.

ESTABLISHED 1826. INCORPORATED 1897.

ANDREW McLEAN CO.

460 Broome Street, = New York.



Trade Mark.

Manufacturers of

Mosquito Nettings and of Linings

in great variety under The Victor trade mark

Victor { **Sheer Linings, Silk-Finished Linings, Crinoline Linings, Canvases, Buckrams, Checks, Etc.**

Special Canvases for Stock Collars and Cuffs.

Victor Foulard Linings { 10-yard pieces and on spools. } For Millinery Use.

MILLS: PASSAIC, N.J.



FOR FALL GOODS

Do you not require some Wax Figures and Millinery Stands for Fall displays ?

We are able to offer our many customers better goods than ever before, at very low prices.

We invite Merchants and Milliners to call and see our goods.

Fine Line Wax Figures at $12.00.

Millinery Stands— largest range to select from.

We also carry a full line of Ribbon and Glove Cabinets, Glass Counters and Show Cases, Triplicate and Single Mirrors, and everything in Display Fixtures.

Write for large Catalogue, to

Clatworthy & Co., 48 Richmond St. West **Toronto.**

FEATURES IN STAPLES

COTTON! cotton!! and again cotton!!! Exclamations along this line have been heard for months from wholesalers, retailers and speculators. Months ago the bull raid on raw cotton started, and with Sully ranged on the bull side, and Price on the bear side, quotations wavered merrily until hundreds of speculators sold out at a loss rather than endure the strain. Sully won; that's about all there is to say. After clearing, it is reported, about $6,000,000, he dropped out of the market and it fell. But lo! before prices reached anything like normal figures, Brown, a new bull, appeared, and the panic that followed baffles description. No one who has not kept in touch with the daily reports of the United States papers can form any estimation of the fluctuations, the money made and lost and the panic of that market. Under the manipulation of a cool man with money at his back, raw cotton bounded up 50 and 60 points a day until it was as high as 12.15 for middling uplands and 12.40 for middling gulf.

* * *

The prominent feature of the market was the unheard of rapidity in the fluctuations. On May 18, everyone expected a slump, and the price was dropping rapidly. Suddenly, however, Brown appeared in New York from New Orleans, and in three days the record was reached. Not since 1890 have such prices been reached, but during that year 12.75 was quoted, and the same reckless speculation was indulged in. From May 22 prices have been gradually dropping, until the last few days, just before going to press, when they have become fairly steady around 11.70.

* * *

Although prices have been going up for some time and are still steadily high, almost the whole trend of the market has been influenced by manipulation, and very little by supply and demand. This is a lamentable feature and one that proves the rottenness of some of the stock markets, but recognition is in such a case far easier than prevention. A wealthy man steps into the field, and with unlimited backing he can put prices in cotton and other stocks almost where he likes. To be sure the cold weather injured cotton to some extent and the season is two or three weeks late, but no such difference in conditions from last year exists that would make such a difference in price as from about 9½ a year ago and 7 87 in November to 12¼ now.

* * *

In spite of the high price prevailing in the raw cotton many merchants cannot be brought to a realization of the fact that a range of prices in the manufactured article, based on 8½-cent raw cotton, when the latter is over 11½, is an anomaly that cannot be long existent. Wholesalers have bought their supply at the 8½-cent figure and are offering it at that figure to merchants, but it is often refused. One reason, possibly, is that with flannelettes and wrapperettes so cheap he thinks cottons in all lines should be. But he must remember that the low prices in the former goods are the result of intense competition, and at any rate exist only in ten lines of flannelettes and one of wrapperettes. When the present supply of cottons gives out the new stock will be bought at greatly increased prices, and already many lines are low. A wholesaler showed an empty place in his stock and remarked that it was one of his most popular lines, and yet he could not get any more of it at present and would have to pay more when he did.

Merchants have been forced to see the lowness of flannelettes, and the result is the mills are flooded with orders and have refused to accept any more. There are only the two in Canada, and they are both making up these goods at a loss rather than come to some agreement. There are signs of a settlement, however, in the air at the present time. Colored goods are bound to go up, and all these lines will find a higher level, consistent with the price of cotton Even when cotton comes down it will still be a long time before the price of the manufactured article will show any appreciable decline.

* * *

Business during the month of May has been larger than that month usually is. There is always a falling off at that time, as it is between seasons, and this year, of course, is slow compared with other months, but brisk when compared with other Mays. The cold weather at the first of the month affected business adversely, but the warm week or two saw a rapid advance. The assorting trade has been fairly brisk and many orders are still coming in Fall business has commenced and is reported to be exceptionally good so far.

* * *

The Dominion Cotton Co. has withdrawn all prices, and it is expected all the others will do the same. Stevenson, Blackader & Co., selling agents for The Montreal Cotton Co. and The Dominion Cotton Co., have sent telegrams to their travellers instructing them to accept no orders for delivery later than September 1, except at value; that is, at whatever price the goods are then valued at. Ever since the telegram was sent the market became firmer and very nervous, and indications are that it will continue to advance. No quotation can be given as the price is very unsettled, and changes from day to day. Both the New York and Liverpool markets show great strength. Liverpool stocks are lighter than they have been for years, and the consumption of American cotton has reached record figures.

* * *

The seriousness of the present price of raw cottons is shown in the closing down of many of the mills in the United States. Nearly all are not in a position to run full hours and are not only not working all day but also short-handed. At Charlotte, where a convention of cotton spinners was recently held, only three out of three hundred reported sufficient cotton on hand to carry them until the arrival of the new crop. It was a sharp fight before curtailment of production was decided upon, as such a step is a serious matter to a manufacturer, but it was forced upon them. In Fall River many of the mills have either closed down altogether or curtailed, and others will follow. In Lancashire, England, a week's holiday was carried when voted for among the mills. Many mills are finding it so profitable to sell their raw material that they are doing so and letting their plants lie idle. It is reported that a Canadian mill has sold its raw cotton at a profit of $15,000, whereas if they had made it up they would have lost money. The Lowell mills, which have been shut down so long, are taking advantage of the high prices and selling their cotton.

* * *

There is a rumor in the United States that the cotton speculators have made a purchase of 30,000 pieces of regular goods, and it is feared that they are endeavoring to manipulate the print cloth market. It has been established, too, that a couple of the largest printers who buy in the Fall River

market are not interested in the supply of grey goods at present. If they succeed in cornering the cloths, prices may go to any price.

* * *

Linens are very firm, and small advances are quoted in certain lines. In Belfast every loom is working overtime, and sufficient orders are on hand to keep them going for weeks. It is stated that even at the advanced prices there is not sufficient remuneration to the manufacturer, and it is on this ground that further advances are looked for. Cables have just been received that all union goods have advanced tremendously. Wholesalers have as a rule been prepared for these advances, and report fair stocks on hand in most lines, but many are rapidly thinning out. New purchases will be at a substantial advance, and merchants will no doubt be surprised and annoyed at the prices demanded for staples, which they must always have in stock.

* * *

A manufacturer in the United States who had, about May 15th, his lines of ginghams, shirtings, etc., ready to show for next Spring, sent a telegram to his New York representative to delay showing the goods for a few weeks until more is known with certainty about the cotton situation.

* * *

The price of raw cotton has influenced the manufacturers of underwear in the United States to accept no further orders for Fall as they are unable to set a price.

* * *

India is becoming quite prominent in the cultivation of cotton, as it has now in seed 15,750,000 acres, an increase of 8½ per cent. over last year. The crop was estimated at 2,800,000 bales, and the exports during the previous year at 1,600,000 bales, of which 44 per cent. went to Japan.

* * *

In Europe raw materials have advanced considerably. Among other things Egyptian cotton yarn, which supplies the warp for mohair, has advanced, and that will mean an advance here. Mohairs promise a good demand and zibelines and such goods which use mohair yarns will also go up.

* * *

Though there had been an advance in the price of raw silk the market was weak and stagnant until strengthened by the recent reports of heavy damage by frost and snow in the principal silk producing provinces of upper and middle Italy, and in the south of France, extending from Friuli to the Romagna and Toscana, including the Lombardy plains and Piedmont. The damage has been so great and irreparable that there is only half a crop in some districts and two-thirds to three-quarters in others will be the result. The news of this shortage comes at a time when the markets are deficient in supplies of the raw material to a greater extent than usual, and the first result has been an immediate advance in the price of cocoons.

* * *

Belding, Paul & Co. report that on account of the injury the silk crop has received from the frost and cold weather, prices in threads and ribbons may advance at any date. It is reported that the silk crop will be 4,000,000 lb. short, and if such is the case an advance is certain. Already prices have gone up from 25 to 30 per cent., or in some grades from $1.25 to $1.50 per lb.

* * *

The difficulty experienced by manufacturers in raising the price of silk piece goods to a sufficient level to cover the advance in raw silk has forced some of them to close their mills, as jobbers refuse to pay the prices asked. The difference between the cotton and silk situation is that silk is dearer on account of the shortness of supply and the rate of labor, but in cotton it is mostly manipulation. Paterson, N. J., a great silk centre, is becoming quieter every day on account of the closing down of the mills.

* * *

Latest mail advices received by Montreal houses for Manchester quote an advance of 1½d. for muslin repeats.

PERSONAL MENTION.

MR. J. MISHKIN, of The American Silk Waist Co., has returned after an extensive trip through the Lower Provinces and reports favorably on the demand for the class of goods that the above-mentioned firm are manufacturing. He is at present busy in the designing department in the making-up of the new styles for the Fall season, and as soon as the line is complete, will leave for the road to be at the trade's service.

Mr. Bergeman, designer of ladies' coats, suits and skirts, with Boulter & Stewart—the Mode Vivi Company—spent the third week in May in New York in quest of the latest style ideas for incorporation in the firm's line for the coming season. Miss Kennedy, designer of blouses and wash suits for the same company, is now in New York in search of the latest novelties in these lines. Those buyers who found special merit in her wash lines in waists and in suits for the present Spring and Summer, will await with interest the production of her lines for next Spring. The first and the best selling Monte Carlos on the market were of her designing.

Mr. Sam. Mishkin, of The American Silk Waist Co., has just returned from his trip in Western Ontario, and reports the silk-garment business as a mighty factor in the dry goods and ladies' furnishings trade. He was cordially received and thanks the trade for the successful trip.

NORWICH'S SENSATION.

THE recent exposure of the thefts of a trusted employe of J. C. Henderson, Norwich, has been read by everyone who takes the daily papers. The employe, Houghton Dickenson, had practically managed the store for six years, and for six more was a clerk. A member and prominent supporter of the Baptist church, a man with an apparently open life, happily married and comfortably situated, he seemed above reproach when Mr. Henderson began to miss money. The drains could not be discovered, however, and a detective from Noble's Detective Agency of Toronto was hired to locate the leak. In less than a week the clever detective had unearthed the whole series of thefts, and from an honored resident and trusted employe Dickenson stood out as a thief of many years' standing.

NEW OPERATING ROOM.

Robert C. Wilkins has opened up a new operating room 70 feet long in his factory, which will be devoted exclusively to the manufacture of suits. Since the last issue of THE REVIEW the firm have gone into the manufacture of rain coats, which are in favor again—both lined and unlined; raglanettes, which still hold a fair measure of approval, and ulsterettes, which are also a feature of Fall clothing in New York.

"All that is newest" in Fashion Illustration, for trade or advertising purposes. London and Paris expert fashion sketches (advance styles) in wash or line, supplied. Address, Miss A. Meehan, "The Fashion Bureau," 215 Temple Chambers, London, E. C. (Advt.).

DRY GOODS ADVERTISEMENTS

READY-MADE SAMPLES

The Nimble Sixpence.

What makes this business so steady week in and week out—big profits or little—the many sales or the few? And which is likely to pay the better in the long run?

We appear to be having things very much our own way. The store is crowded every day, and the record of daily sales shows constant increase. More people are getting to think of us every time they want anything in dry goods, and the good will of the business is growing along with the sales.

We aim to have everything good, but we aim, too, to have everything within your reach. The great thing is that your money goes farthest here. That has been largely true from the beginning, but we never had the goods and the assortment we have now. Special values all over the store to-morrow. These are only suggestions:

(Prices)

Our salespeople are quicker and more attentive than they were, trying to serve you better all the time. There's no room in any business for discourtesy. We think we have now the most courteous and obliging help in town. We mean to treat everybody the best we know how—all of which has its reason in plain business.

NO TRICKS!

There are two ways of keeping store. One is to cut up antics, the other is to do legitimate business. Legitimate business, we think, is to buy and sell for cash, to save you every possible dollar, and do our level best every day in the week and every month in the year. What you see here one day you see here the next, unless it is gone. Uniform methods, no tricks—not a ghost of a trick with our consent and knowledge.

We question whether anywhere you can find as satisfactory a stock of dry goods. That's the right adjective. The more reliable, the most varied, the most economical. We've been a lifetime learning the business—what to buy and what to let alone. There's no accumulation of anything here save experience. The teaching of the year and the goods of the season make as happy a combination as ever invited an intelligent trade.

Each day finds plenty of business here because of such values as these:

(Prices)

Years ago when we began to fix a policy, it was—reliable goods, a perfect understanding with each customer and lowest notch prices. We've hammered away at those three things and we're not through yet. We'll keep on this line if it takes a jubilee—pounding out the one idea. "We know what we sell, we know the styles are right and the quality dependable."

This Month's Programme.

Present fashion talk is mostly a repetition. The goods themselves are a foregone conclusion, and trade now centres around the extraordinary in value. That gives us a chance to say that many goods are selling for less money than you expect.

The cheapness of these things may make you suspect their qualities. But you know the store! We offer bargains—good bargains. So does the next man and the next. You've found some of them out. If you find these less than good tell us so.

We've won a reputation for being active. We keep trade lively here all the time by turning worthy goods over to people willing to take them and use them at our prices. And everything we sell is measured by this yard stick:

(Prices)

We're helping trade this way with the lever of attractive goods and prices. That means we're doing business on business principles. There's nothing sensational or spasmodic about anything we do, and you're not asked to believe impossible things. We're scrupulous about having the best things to begin with, and the goods themselves do some rather eloquent talking.

Our Ways of Business. . .

If we knew precisely how much customers would pay and what they would take in goods, a big business could be done in a store 20 x 20. But the only proper way to manage is to keep a storeful of goods and think well over prices.

We're doing both. We sell nothing but what's honest in quality, fine, if we say it is, and strong if we give it credit for that. No article in the store that we can't say is best for its use if you ask us.

We do the best we know to give you the kind of goods you come for. We have all the kinds of dry goods that are fit to sell, and plenty of each grade. There are two ways to cheapen prices—cheapening the goods or lowering the profit on reliable goods. The latter is our way. It takes all our room to keep such merchandise as we can recommend.

HINTS TO BUYERS.

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

THE WYLD-DARLING CO., LIMITED.

The Wyld-Darling Co., Limited, Toronto, have now in stock for June trade a large assortment of ladies' cotton vests in white, sleeveless, half-sleeves or long sleeves, to retail at popular prices; Hermsdorf black cotton hose, for women, to sell at 15, 20 and 25c. and lisle thread, to sell at 50c. per pair; lace hosiery, in assorted patterns, sell at 25, 35 and 50c. per pair.

Split soles in maco and natural wool are much in demand. They have these lines to retail at 25c. They also show black cotton hose, with white polka dots or with silk embroidery in children's and women's sizes, to retail up to 25c. per pair.

In fabric gloves Wyld-Darling Co. are still able to supply the trade with their special taffeta jersey style in black or white, to sell at 25c.; also lisles, two domes, to sell at 25c.; black silk gloves, to sell at 35c. and 50c. per pair.; 18-in. silk gloves, in black or white, to retail at 50 and 75c.; lace gloves, lisle, to sell at 25 and 50c., and black and white lace mitts, to sell at 25c. A new stock of cashmere hosiery, fully assorted at all seasons, in their popular numbers, now so well known to the trade.

New valenciennes and torchon laces have just been received in all widths in edgings and insertions for trimming muslin dresses.

In embroidery, beadings, galloons and medallions there is a new assortment for midsummer selling.

White and black ribbons are in great demand. The Wyld-Darling Co. are prepared to fill orders in their special brands of wide ribbons, No. 925 taffeta and "Gloria" taffeta, "Royal" and "Liberty," satin liberty goods; also in sky, turquoise, rose, coquelicot, old rose, and cream; black velvet ribbons, all widths, in linen or satin back; colored velvet ribbons, satin back, 5-in. wide, white, ivory, sky, turquoise, rose, nile, coquelicot, and navy.

In leather goods, wrist bags are the correct thing; good styles, to retail at 50c., 75c., $1 and $1.50, are now in stock. Patent-leather belts are good sellers.

Pearl buttons, in all sizes, from small ball pearls to large blouse pearls, are to be had from Wyld-Darling Co.

In ladies' whitewear, they show special values in white skirts, nightdresses, corset covers, etc., to sell at popular prices.

In the dress goods department orders are now being booked for Fall, and travelling salesmen report that retailers are placing good orders. The season will no doubt be a fancy one, but plain goods will also be much used. Such lines as cheviots, amazons, venetians, satin royals, soliels, cashmeres, etc., will be popular, while in fancy lines, snowflake tweeds, zibeline mixtures, colored knicker effects, two-toned mixtures, spot and striped zibelines will be much in evidence. Etamines and mattings are still favorites and curl knickers will be shown in a variety of weaves. Blouse materials will be more in demand than ever, and the trade have made preparations with a large range of all the newest Parisian styles, to retail from 50c. to $1.25 per yard. The leading shades will be blues, greens, browns and reds.

In the linen department Wyld-Darling Co. are showing for the coming season the largest range of fancy handkerchiefs they have ever submitted to the buying public, and prices range from 13c. to $15 per dozen.

A good range of fancy linen 5 o'clock table covers, sideboard scarves, tray cloths, pillow shams, etc., has been ordered and will be in stock in July for early delivery.

In the popular batistes they carry a great variety in plain and fancy openwork, as also etamines in self-colors and stripes at all prices.

In the cotton and print department Wyld-Darling have in stock a good assortment of the special "D.-W." prints, to retail at 10c.; also, a better line that retails at 12½c. There is a good range shown of small corded and cushion check ginghams, also, novelties in art muslin and draperies.

Some job lines in mercerized sateens, in fancy patterns, are suitable for waists and dresses. In piqué, which is in so much demand now, special lines are shown at reduced prices.

New shipments have been received of moleskins, to retail at 12½ to 25c. per yard. Lines that are much below value to-day are grey and white cottons, of which a good assortment is shown.

In the men's furnishing department Wyld-Darling are showing rubber and shower coats in a complete new range. In the latter style they have just received a line in blue Oxford grey, made by one of the leading manufacturers, to retail at $6, $10, $12 and $15. In heavy-gummed coats they have boys' and men's sizes, to retail at popular prices. One special line of waterproof is in a dark grey with velvet collar and check lining, and can be retailed at $3. This is an excellent coat and made by an English manufacturer.

Wyld-Darling are carrying a full range of men's umbrellas at all popular prices and they desire to call special attention to a line with Congo handle, mounted tip and steel rod, that retails at 75c. Two numbers of self-opening umbrellas retail at $1.50 and $2.

Attention is again called to the bathing suits which this house has in stock to meet June demands: they can be retailed from 5 to 25c. A bathing suit for men, with dark and light-striped combination, can be retailed at 50c., and a dark blue, two-piece suit, at 75c. and $1.25. One particularly fine line is in a blue cashmere with silk trimmings, and is meeting a great demand on account of its superior qualities.

In men's negligee shirts there is a line with neat stripes, two collars and separate cuffs, that retails at 75c.; also, a manufacturer's clearing lot of the popular pleated front in white grounds and object patterns, to retail at 75c. In outing shirts there is a great variety with silk stripes and pique stripes, to retail from 50c. to $1.50.

In half-hose, to be worn with the popular Oxford shoe, Wyld-Darling are showing a stylish line in white mercerized goods, with fancy neat stripes, also, dark striped mercerized, and navy with white spots.

Wyld-Darling have passed into stock a specially high-polished rubber double-band collar, non-discolorable, to retail at 25c.

GREENSHIELDS LIMITED.

Greenshields Limited have a whitewear assortment in their ready-to-wear department complete in every detail, including corset covers, chemises, drawers, underskirts and gowns, and are prepared to fill all sorting orders sent in. The range of white waists is equally large. Samples of white shirt-waists, to retail from $1 to $3.50, are now in their travellers' hands.

Muslins of the very newest designs and at most attractive prices have been placed into stock with Greenshields Limited. Mr. Cook, the buyer for this department, has just returned from New York, where he made a selection in this line which will please the most exacting customer.

Greenshields Limited have now placed in their travellers' hands a full range of Fall samples of cashmere and woollen hosiery, ladies' and children's underwear, cashmere and knitted gloves, fancy wool hoods, caps, infantees, bootees, gaiters, shawls, toques and sashes. The range offered for next season is the largest they have ever shown, and the selections have been very carefully made, every line being of great value. Contracts for these were placed previous to any advance in wool, so every line is offered at old prices. Repeats will come higher on account of the advance in wool and the surtax on German goods.

Greenshields Limited have received the latest productions in white lawn and muslin costumes from the European markets. These are having an immense sale in United States. Prices range from $4.25 to $11, and immediate deliveries can be made, as all lines are in stock.

For the midsummer trade Greenshields Limited are showing some special values in plain and ribbed cotton hose. Merchants needing any of these lines will serve their own interests by ordering here as they are sure to find the best values at the price to be had.

Greenshields Limited have just placed in stock a beautiful new range of fancy embroidered, plain and tabbed collars. Their trade in these goods has been exceedingly good, and they are keeping fully abreast of it by continually replenishing the stock with new designs. They are also showing a new range of fancy lace and embroidered handkerchiefs, ranging in price from 40c. to $15 per dozen. The

trade will find excellent values in every line. Samples are now in travellers' hands.

Greenshields Limited have received a special shipment of special length all-silk gloves in white, black and fancy shades. These are much wanted during the warm season, and the firm have provided a large stock in anticipation of a heavy demand.

Greenshields Limited have in stock a range of ladies' golf jerseys in plain colors and fancy stripes. These are the correct thing for evening out-of-door wear, and other outing purposes. Orders can be filled promptly. They have also in stock a range of fancy knitted shawls in all wool, ice wool and silk. These are generally scarce at this time of year, and the trade will find it a great convenience to be able to procure them now.

THE NATIONAL CARPET SWEEPER CO.

At the July Exhibition to be held at Grand Rapids, Mich., The National Carpet Sweeper Company will have on display its line of roller-bearing sweepers in the Shepard Block as heretofore. Their entire exhibit promises to be one of unusual interest and attraction and one entirely different from anything that has been heretofore attempted. A great advance has been made in the finishes of the different varieties, and this, combined with the novelties displayed in the sweeper line, will prove a drawing card to every merchant handling the modern woman-saver.

The accompanying illustration of the revolving carpet truck, made by J. C. Tate Co., Anderson, Ind., should prove of interest to merchants who are connected with the carpet line.

The platform of this truck is mounted on a pivot, which permits it to revolve when laying out a display of carpets. In addition to the pivot, there are four castors which run in a track on the solid base, which keeps it true and makes it very easily operated.

The particular advantage of the revolving carpet truck is that a roll of carpet can be set on it and then unrolled and laid out on the floor by running the truck across the floor. When taking up a display of carpets, all that is necessary to do is to roll up the carpet in the usual manner, with the exception that the work is very much lightened by the platform revolving instead of the roll of carpet.

In addition to being a great labor saver, it prevents the carpets from becoming soiled in handling. As shown in the illustration, too, the truck can be utilized for many other purposes. In this case, carpet sweepers are shown, which brings out very prettily the convenience of The National Sweeper Company's patented carton, in which they put up all their better grades of sweepers.

Inquiries regarding these trucks should be addressed to J. C. Tate Co., Anderson, Ind.



THE W. R. BROCK CO., LIMITED, TORONTO.

In the smallware department The W. R. Brock Co., Toronto, are making a special feature of the new "Notta" hook" garment fastener, for which their Toronto and Montreal houses have secured the sole selling agency for Canada. In a recent letter sent to their travellers after ordering them, to be sure and show at every opportunity how it works, they say "Any lady using the 'Notta-hook' will never have her placket open, exposing her undergarments, as you often see with those who use the ball and-socket or hook and eye. For plackets—Do not press it together, do not pull it apart; slide it in, slide it out. For waists and skirts—To fasten—Do not press it together, slide it down; to unfasten—Do not pull it apart, slide it up. It is altogether the sliding movement."

The W. R. Brock Co., Toronto, have just made a large purchase of striped drill overalls, either with or without bibs, to retail at 50c. They are just the thing for Spring and Summer use, not too heavy, and yet strong. Those with bib are called "President," without, "Vice-President." They are creating quite a furore with No. 1525, which is a heavy blue denim with bib, to retail at 75c.

Brock's, Toronto, have still in stock that job line of ribbons in most colors, of which they had about 3,000 ends, at nearly half price. An example of how these ribbons are selling is shown by two orders that came in the week for 184 and 325 pieces. Not a bad order for ribbons.

In hairpins a novelty is shown in the Dominion souvenir trinket box, containing an assortment of hairpins, the box forming a nice toilet ornament, with the Dominion coat of arms on the lid.

A line that provides something for the merchant to laugh about with his customers is the sheets of pins that come in half gross boxes, each sheet containing 365 pins, one for each day.

This is the month for parasols and sunshades, and Brock's Toronto house has a large variety in correct styles and good values. In ladies', some nobby handles with good cloths, retail at 50c., 75c. and $1 up; in children's novelties, just received from British markets, to retail at 25, 50 and 75c. These are quite chic. Other lines retail at from 50c. to $6 each.

The W. R. Brock Co., Toronto, continue to receive weekly shipments of medallions made of lace, embroidery or braid, fancy dress trimmings and drop ornaments, which are scarce and greatly in demand.

In men's furnishings, Brock's, Toronto, have never carried so complete a line of cotton or cashmere hosiery, plain black or heavy mixed. In cashmere they are still selling their net to retail at 25c. This is a part of the 5,000 dozen contract order, otherwise the price would be 25 per cent. higher. Another line is their colored negligé shirt, called "Bracebridge," to retail at 75c., and including a pair of braces to match each shirt.

Now that the assorting month is on, Brock's, Toronto, wish to assure their customers of their ability to fill all orders immediately in hosiery, gloves and underwear—the three most important lines in men's furnishings.

In cashmere hosiery, the large orders placed nearly 12 months ago, enable them to offer good quotations. Their "New Cairo," reinforced, six fold knees, etc., in 1-1 rib, retail at 25c., while 2-1, "Brock's Best," rivals "New Cairo."

Several cases of the guaranteed glov , " Hilda," have been received, and all back orders can now be filled.

Brock's, Toronto, have a fine assortment of white mercerized matting, which is appreciated by the trade. If you want leno, mosquito netting or fruit cloth, in all colors, Brock's handle Canadian, American and Scotch manufactures.

The " Grizzly" brand of shirts has caught on and can be thoroughly relied upon. W.R.S. is a long bosom, and S.R. a short bosom, and both retail at $1. In golf waists and sweaters for outside wear, Brock's, Toronto, have the correct goods at correct prices.

Shipments of ladies' belts in the latest novelties are expected daily.

The W. R. Brock Co., Toronto, have two winners in men's overalls and pants, Thessalon and Nesto. Thessalon is a line of heavy mole pants ; Nesto is a heavy blue denim bib overall. Both our special clearing lots could not be repeated save at an advance of about 15 per cent.

In the fancy goods department some of the novelties just to hand are medallion embroidered galloons in carton lots, assorted ; lace collars in black, ivory or arab ; top over collars, the latest New York caper ; large pearl buttons for blouse fronts, etc.

In the smallware branch a novelty just to hand is a fancy carton of Calcutta pearl buttons, 100 dozen in a carton, assorted sizes in 16 to 24 lines, to be retailed from 8 to 15c. per dozen. Very attractive for counter purposes. Send for a sample box. Also, there is a new hose supporter called the " Sun," for men or children. It is the hit of the season and is bound to be in demand.

Brock's also keep the " Sanitas " hose supporter, a very comfortable article for Summer wear.

In the muslin department they are showing the correct linen shade of batiste and embroidered muslins, which are much in demand.

The men's furnishing department have another shipment of regatta shirts, short bosom, detached cuffs, up-to-date patterns called Victor, to retail at 75c.

Trade is opening up for the Fall in the dress goods department in first-rate style, and travellers who have taken out Fall lines of samples have received a number of first-class orders. This firm's range of Fall samples have only been complete for three weeks, but wherever shown good orders have been taken. So far the lines most favored by the retail trade are the mixed tweed effects, Donegals, and tweed effects with tufts and knots in worsted and silk. Zibelines are very popular with white flakes and spots, particularly the close-sheared varieties. Drake's neck, as the combination of blue and green is called, is very prominent in Fall lines, both in tweed effects, zibelines and basket weaves. Broken check effects in Hawick tweeds are novelties. Among the many new tweeds shown by this firm are Sligo, Limerick, Punchestown, Wampsetta, Zaraba, and many more varieties of Irish tweeds.

Box-cloths and venetians will be amongst the best selling lines for Fall. Friezes are shown, but the demand is not as yet very great.

A few of the particularly good values shown by The Brock Co. are G5, 75, 44 in. vicuna venetian, to retail at 25c. This, The W. R. Brock Co. consider the very best cloth that will be shown this season, and already orders for it are tumbling over one another. ET1 48 in. satin voiles, to retail at 50c.; T307, 56 in. frieze, to retail at 50c.; R43, 50 in. Vicuna serge, in navy and black only, to retail at 36c.; V26, all wool velour cashmeres, to retail at 25c.; W1141, 46 in. all wool coating serge, to retail at 50c.

The W. R. Brock Co. have just put into stock a line of lace stripe silks for Fall in all the newest shades, among which the leaders are pale blue and linen, rose and linen, reseda and linen, navy and linen, to retail at 75c. Another popular Fall line is an all-silk broche in small designs and spots in white, creme, pale blue, pink, turquoise, gold, nile, etc., to retail at 50c. This company are showing a very special line of black taffetas, 22½ in. wide, to retail at $1. This silk is stamped on every yard and warranted to wear. Another special silk line is Bonnet's black all silk peau-de-soie, to retail at $1 and $1.25. Brock's are also showing three special ranges of handsome white and cream figured silks, to retail at 85c., $1 and $1.25 in small figures, scrolls, stripes and brocades.

In the linen and wrapperette department there is a good demand for linen batiste, which is a 32-in. sheer linen fabric, and makes a most artistic Summer costume. This, is shown in seven different qualities in plain weaves, to retail at 12½, 15, 20 and 25c., and three fancies, to retail at 25c.

P23 is the same goods made of silk weft and linen warp with ⅛-in. colored silk stripe, to be retailed at 50c. This cloth has a bright sheen ; the stripes come in white, sky, red, navy and gold.

There is also a demand for heavy homespun crash for linen skirts, which this department shows in five qualities, to retail at 12½, 15, 18½ and 20c.

W. R. Brock's, Toronto, have just opened up two lines of the very latest thing just coming from the looms of Yankee manufacturers. One is a satin wasit cloth, the other is an oxford madras. These are both the fancy vesting cloths which are so popular for ladies' waists and costumes. They come largely in white grounds with black stripes and objects. A full assortment is coming forward as soon as possible.

In Brockjs, Toronto, carpet department a new shipment has been received of union and wool carpets in all prices. There are special lines of tapestry, to retail at 35, 45, 50 and 65c.; also, brussels, to retail at 75, 85c., $1 and $1.15. A good line of matting can be retailed at 15c. A full line of cretonnes is carried, to retail at 8 and 10c.

In the woollen department there is shown a good range of flannel suiting with white grounds and dark coloring in all the latest patterns ; fancy vesting, in light colors, plain white and white grounds, with fancy patterns in stripes and dots. Prices have advanced very much in the better lines of black and blue worsteds, but Brock's are carrying a good stock which can be had practically at the old prices.

JOHN MACDONALD & CO.

John Macdonald & Co. are showing very special silk stripe flannelette shirts, to retail at 50c., 70c., $1 and $1.50 ; they say that these are undoubtedly the best value they have ever shown. Their stock of fancy cotton and cashmere half hose is complete, including lines to retail at from 25 to 50c. per pair. Balbriggan, natural wool and mercerized underwear, all sizes and prices, are now in stock. Special value in men's neckwear, including flowing ends, narrow derbys, knots, bows, etc., to retail at 25c. each, are shown. Do not fail to see these goods when you are in the warehouse, or the samples in the hands of their travellers. White pique and fancy vests, to retail at $2 and $2.50 each, single or double breasted. Several lines in men's umbrellas, very much below regular value, to retail at 75 and 85c. each. Ball pearl, silk-covered and crochet buttons are greatly in demand at present ; their stock is fully assorted. They are showing great variety in fancy haircombs and large celluloid hairpins that sell at sight.

John Macdonald & Co. report splendid sorting business in all lines of house furnishings, including brussels, velvet, tapestry, wool, union and hemp carpets. They carry all makes in floor squares and rugs and straw mattings. The demand for floor oilcloths and linoleums is larger than ever. Buyers are buying largely better qualities in all lines of house furnishings. There are more inlaid linoleums and expensive carpets and squares being sold than usual. They state that their travellers will be on the road with a new range of linoleums, oil cloths, lace curtains, and all grades of carpets for Fall season early in June.

John Macdonald & Co. have in stock ten patterns of new inlaid linoleums at special prices ; ten patterns 8-4 linoleums to retail at 40c. square yard, eight patterns 8-4 linoleums to retail at 50c. square yard, six patterns 8-4 linoleums to retail at 65c. square yard ; all these are exceptional value. They have also in stock two lines in lace curtains, 3½ yards long, 60-in. wide, to retail at $1 per pair. Straw mattings, to retail at 13, 17½, 20, 25, 30 and 40c. per yard, in great variety of patterns and styles. They have gone extensively into the rug trade and carry in stock a large variety of styles and sizes in tapestry, velvet, axminster, wool, union and hemp squares and hearth rugs.

John Macdonald & Co. are showing a shipment of figured tussore silk, at present so popular for Summer costumes and blouses. A full stock of warm weather goods in organdies, Swiss mulls, India linens, piques, Swiss spot muslins and lawns. Another shipment of their popular cream serge to hand, retails at 50c. A magnificent assortment of latest effects is shown in collar tabs. Early in June they will have a complete range of prices in their popular lines of black peau-de-soie, so favorably known throughout Canada, also a complete range in black taffeta, and a shipment in the new weave of silk paillette, at 65, 75c. and $1 per yard. They are also showing a complete range of shades in their two lines of colored taffeta, also

a complete range of prices in white and cream satins.

John Macdonald & Co. in their staple department show clearing lines of prints in light and dark fancies, blouse stripes, etc. Also special value in pongee, foulard and dress sateens. Dress muslins, in all the leading colors; chiffonetts, Irish dimity, batiste and organdies—send for samples. A clearing line is shown of jean waist lining, colors, black, slate and brown, to retail at 10c. A special lot of double fold cretonnes, colors, fawn, green, cardinal and bronze, to retail at 20 to 25c.

In brown hollands they show three numbers that are hard to beat for value. Also their stock is fully assorted in French canvas, natural, black, slate and brown.

In oxford waistings, several new and pretty lines are just opened up; these are all the rage for shirt waists, and can be retailed at 20c.

In dress ginghams they have a few lines to clear—checks and stripes. Samples upon application.

John Macdonald & Co. in woollens are showing 6-4 black and blue twilled worsteds, $1; 6-4 fancy worsteds and tweed trouserings, in great variety of patterns, 50, 65 and 75c. per yard. A clearing lot in 6-4 suitings, regular $1 goods, for 50c. During this month new Fall goods will be opened up, including all the latest designs and colors in men's and women's suitings, overcoatings and cloakings; also Belwarp worsteds, serges, trouserings and linings, all stamped with the trade mark, "Lion and Bell."

LADIES' COSTUMES.

Owing to the recent surtax on German goods many lines will hereafter be purchased in the English market. One of the firms which have determined to make a strong bid for the Canadian trade on this account is the firm of Cater, Platt & Co., of London, Eng., manufacturers of ladies' coats, costumes, skirts, blouses, furs and mackintoshes and children's and maids' costumes. They are making a specialty of medium-priced goods and do not go to extremes either way, but specialize on popular garments.

Canadian buyers should be more interested in English than in German goods, and particularly so, now that the surtax is in force. Cater, Platt & Co. extend an invitation to all our buyers to call on them and inspect their lines. Their warerooms are just outside of St. Paul's Churchyard, so there should be no difficulty in finding the place.

NERLICH & CO.

In enamelled jewellery Nerlich & Co. are showing some pretty designs, and as this line promises to be again a favorite, they have paid considerable attention to it. A new belt buckle has a shield in the centre and on it are various coats of arms and a narrow border of blue enamel. The effect is pretty and the quality is of the best. Their travellers are out with their new line of dolls and toys imported from the houses which have the best name for ingenuity, and the German goods promise great sales. The blocks illustrated in their fancy goods department are in their stock.

"ROOSTER" BRAND SUITS.

The following letter has been received by the manufacturer of the new "Rooster" brand suits: "It is with pleasure I congratulate you on the quality of your clothing bearing the United Garment Workers' Union label. I have examined the workmanship on it in particular and find it all that could be desired. The vitals, also, are quite equal to custom-made clothing. When well introduced among the union men they will be the means of raising the union made product in the estimation of the public."

NEW IDEA PATTERNS.

There is always a demand for a good paper pattern, and those put on the market by The New Idea Pattern Co., of New York, Chicago and Toronto, will be found to be reliable. This company, though younger than its competitors, has succeeded in building up an enormous business in the nine years it has been in existence. Though the patterns sell at 10c., which is much less than other makes, the users of these patterns proclaim "The New Idea" a perfect pattern, as regards fitting qualities; the directions and instructions are also so clear and concise, that no difficulty is ever found in putting the patterns together.

The New Idea Company, although represented in nearly every large town in the country, are open to appointments in all towns of 500 population or over. All applications for agencies should be made to the Canadian office 50-52-54 Bay street, Toronto, who will send full particulars, prices and samples of the goods.

THE BROWN BROTHERS, LIMITED.

The Brown Brothers, Limited, are making extensive preparations for their Fall campaign. In comparison with former years their lines are nearly double in extent and variety to what they formerly carried. Any dealer in fancy goods would do well to look at the list given herewith and keep this well-known firm in mind when placing their holiday orders. They are now accepting orders for goods to be delivered any time up to December 1.

The firm manufactures wrist bags, netsukis, chatelaines, reticules, ladies' purses and card cases, men's letter and card cases, bill books and folds, whist and cribbage sets, writing portfolios, music holders, toilet cases, military brush sets, cigar cases, desk blotting pads, plain or mounted; collar and cuff cases all made in their own factory hence, "Made in Canada."

In addition to the foregoing The Brown Brothers, Limited, are showing a line of real ebony goods, consisting of hair brushes, mirrors, tooth brushes, clothes brushes, nail brushes, etc.; in fact, a complete range of ebony toilet articles.

Their travellers will soon be starting on their Fall trips and orders placed with this firm will be sure to give satisfaction.



White Wash Blouses Shown by The Eclipse Whitewear Co.

P. GARNEAU, FILS & CIE.

The representatives of P. Garneau, Fils & Cie., Quebec, are now submitting full lines of Fall samples to the trade and will no doubt secure an increased share of orders, as, owing to early contracts, this firm is in a position to offer their lines at most advantageous prices.

P. Garneau, Fils & Cie. have also made arrangements to receive all their German goods in time to save the surtax, and customers can therefore rest assured that in placing their orders with this firm they are not paying any unnecessary advance.

P. Garneau, Fils & Cie. report a satisfactory assorting trade. Their stock of seasonable goods is kept well assorted, and immediate requirements can be promptly attended to in all classes of cotton goods, light dress materials, plain and fancy lawns, muslins, voiles, crepelines, etc., misses' and ladies' cotton and cashmere hosiery, lisle, taffeta, and pure silk gloves, blouse silks, Japanese silks, tamaline silks, taffeta silks, etc.; men's suitings and pantings, serge coatings, Summer serges and Seaside flannel suiting, light cotton and wool underclothing, white shirts, colored shirts, unlaundered shirts, etc.

P. Garneau, Fils & Cie.'s Fall samples will be found to contain stylish lines of printed and embroidered flannels and waist cloths, and the newest things in dress goods, including novelty boucles, fancy multis, new curls, mohair knaps, cordroys, etc., black and colored velveteens, etc.

overcoatings, freizes, tweeds, etc. Customers will certainly not regret the time spent in looking over the range of samples shown by travellers, or calling at the warehouse when in Quebec. They will at all times be sure of a most hearty welcome

AMERICAN SILK WAIST CO.

Mr. J. Cars, of the American Silk Waist Co., is very hard at work perfecting the new plant at their new premises, No. 30 St. George street, and is satisfied with the state of trade for the closing Spring and Summer seasons, and has high-reaching hopes for the on coming Fall season.

The American Silk Waist Co. have just added to their designing staff the waist expert, Mr. H. Margolin, bringing their designing force to a point which makes them leaders in the silk garment trade of Canada. They now have six designers, all at work bringing out the latest creations for the coming Fall season. The American Silk Waist Co. have removed to the entire building, No. 30 St. George street, where they expect to greatly magnify their volume of business, as has been shown by the increasing demands of the trade for "American" waists. The Fall line will be ready shortly and will be the best that has ever been shown.

THE SALEM CO., LIMITED.

The Salem Co., Limited, are showing a range of pleated front shirts for July delivery, for which they are experiencing a good demand. This makes a very stylish shirt. Their stock is well assorted with hot-weather garments for immediate delivery. Black and white effects, in figures and stripes, they find in great demand for Summer shirts.

The Salem Co., Limited, are having a big demand during the warm spell for their light materials for waists. They find it difficult to keep up with their orders, and are unable to take more except for June 20 to 25 delivery. They show a handsome range of wash goods, which are selling rapidly, and also heavy cluny lace insertions and drawn work and embroidered effects.

The Salem Co., Limited, have found a big market for their collars of all the leading shapes. The stock is well assorted for quick delivery in collars to retail at two for 25c. and three for 50c.

ONCE A LUXURY—NOW A NECESSITY.

Eiderdown bed quilts, once considered a luxury, are now looked upon as an absolute necessity, owing to their extreme lightness and great warmth, and particularly for use on children's beds, where difficulty is found in keeping the heavier covering upon the occupant.

The Alaska Feather and Down Co. have built up an enviable reputation with the trade throughout the country for this class of goods, and have found the demand for "Alaska" brand quilts increasing enormously each season, which they attribute to the thoroughly satisfactory article they have always manufactured and backed up by a liberal guarantee.

They have about succeeded in overcoming the deeply-rooted belief in the minds of many dealers that this class of goods can only be produced in a satisfactory manner "At Home" in England.

FURNISHINGS FOR SUMMER COTTAGES.

More attention is being paid each season to the now immense business of furnishing Summer cottages, and the manufacturers are preparing articles suitable for the purpose. Every dealer would find it to his advantage to cater to the growing demand.

The Alaska Feather and Down Co., of Montreal, make a special line of bed quilts in light, dainty designs and colors, which may be retailed at a low price; also special lines of bed quilts, light in weight and very comfortable, also at low prices, which are designed largely for this demand.

E. & S. CURRIE.

A firm well known to the neckwear trade is that of E. & S. Currie, of Wellington street west, Toronto. While this firm have long had a reputation for their men's neckwear, the ladies' department is only a recent addition. Their success from the start must have been gratifying to all concerned in the management, and shows what a trained taste together with judicious buying can do, and when style, price, and the range of samples shown are considered. Keeping in constant touch with New York and the foreign markets, no sooner is a new style or material shown that is suitable for the Canadian trade, than this firm put it into stock for the benefit of their customers, and something new is always to hand.

So great has been the reception accorded by the trade to their sample line for this season that, owing to the pressure of orders, they have had to cut out some of their samples, but this has rather strengthened than weakened their line, as it is the weak numbers that have been eliminated. Those that are left are the cream of their line. The range is yet so varied that a well assorted stock may be yet selected with the comfortable assurance that your nearest competitor will not be showing the same. This firm's line of wash belts show all the latest, both in buckle, material and make up, and should be seen by every merchant who wishes something salable and up to date at a popular price.

JOHN GARLAND, SON & CO.

John Garland, Son & Co. report that their customers are buying the better class of wash goods; prints in particular. Plain white muslins are very much to the front in the race. Notwithstanding the extreme heat the demand for the heavier materials for suits and skirts has been remarkably good.

Shrewd buyers' attention is called to three lines in white dress shirts: F F, to retail at 50c.; O, to retail at 75c., and Gx, to retail at $1. They are all made up from worthy stock and represent their value well. P 16, balbriggan, a brightly finished line, about 40 gauge, to retail at 50c. a garment, is in stock.

Police suspenders, leather-finished ends, elastic web; an ideal suspender for good wear, to retail at 25c., is being shown to the trade.

A 1 taffeta ribbon, black and colors, is a line that we cannot say too much about. A sample order will convince any buyer that A 1 is ribbon well worth his best consideration.

The buyer of ribbons took advantage of a few looms of fancy stripe checks and broche, suitable for stock collars, crush belts, etc. The price which these were secured at enables us to offer them at most interesting prices.

Wrist bags are still in great favor. Our present showing far exceeds any previous assortment in steel, nickel and oxydized, to retail from 25c. and up.

Cream and black silk cords are right among the good sellers for garniture. We have the correct sizes now in stock.

Lace and embroidery stocks are now overflowing with the very latest creations—Plauen insertions and appliques.

What do you think of the woollen market? Would it not be prudent to place your order now for your fingering wool?

ONTARIO NECKWEAR CO.

The sale of ladies' neckwear is a rapidly increasing branch of the dry goods trade, and many makers of men's neckwear are adding a department for ladies' goods to their other business. The Ontario Neckwear Co., corner of Wellington and Bay streets, Toronto, are the latest firm to make this departure, and are out with a strong line of samples in wash neckwear, just calculated to please the "Summer Girl," for whose wear they are designed.

SOME GOOD THINGS FOR FALL.

The New York Silk Waist Co. have completed their Fall range, and their travellers are now out showing them to the trade. Included in the range are flannels to retail at $2 to $7, taffetas to retail at $4 to $12, lustres, $2 to $6; peau de soie, $5.50 to $10, all leaving a handsome profit to the retailer. Soft silks, such as tamelines, louisines, merveilleux and silk warp henriettas, to retail at popular prices. They are also showing for the first time an all-wool bedford cord, made up into beautiful designs, to retail at $1.50. They expect a great run on this material, as it shows up to much better advantage and is more dressy than flannel. They claim to have struck the happy medium between the cotton vestings and flannels with this bedford cord and hope the trade will defer all orders till they see this new line.

This firm are in a good position to give prompt deliveries, and have yet to hear of a single complaint all through the Spring season for late delivery. The plant is now under proper management, and they go to the trade

with the confidence born of successful experience with the Canadian retailers during the past few years.

W. R. BROCK CO, LIMITED, MONTREAL

The W. R. Brock Co. are showing a range of linen dress goods, the newest thing in this line for the present season. Colors in Oxford, navy, natural, ox blood, green and pale blue with flake effect; also, a line of mercerized striped linen costume in blue, natural cream and green. This is the very newest thing in Irish made suitings.

The W. R. Brock Co. have a full range of seasonable prints, dark effects and regatta stripes, suitable for waists. They are also showing a full range of their pongee cloth. These goods are well known by the trade and can be retailed at 12½c., and come in a great variety of designs and colors, dark and light.

The W. R. Brock Co. have a splendid range of Scotch, American and domestic ginghams in plain and colors, checks and stripes, including all the new and fashionable colors such as green, ox blood, blues, etc. These goods are from the very best makers, and for durability and style cannot be excelled.

The W. R. Brock Co. have during the past week passed into their staple stock a line of imported 40-in. apron ginghams in checks and nuns' stripes. This is a splendid cloth, made for The W. R. Brock Co., which they handle a large quantity of. The colors are absolutely fast. The goods can be seen in the staple department.

The W. R. Brock Co. Limited, are showing a special range of bath towels, including a range of cotton and linen Turkish, striped and plain, also roller terries. Their stock of linen towels of all descriptions is complete. They are also showing a range of cotton towels of which a large purchase has been made and which can be retailed profitably at 10c. per pair. Their customers should see this towel.

The W. R. Brock Co. have a full range of linen damask table cloths, in all sizes, with napkins to match. These goods are made in special patterns and are the finest the company have ever shown.

In the carpet and house-furnishing department The W. R. Brock Co. are showing a full range of hemp, union, wool, tapestry and Brussels carpets. Their stock is well assorted and judging from the business done the values must be right. In the same department ranges of art muslin, cretonnes, furniture coverings, chenille curtains and table covers are being shown.

The W. R. Brock Co., Montreal, are showing a 10-4 bleached twill sheeting, to retail at 25c. This is extra special value and we cannot do better than recommend all merchants to purchase it. At this warehouse, in the basement, there can also be seen an English imported pillow cotton which we would also recommend the purchase of.

The W. R. Brock Co. report good sales of their "Rock fast" drills, a perfectly fast cloth, to retail at 15c. These drills justify the name as they can be boiled without the colors running.

The W. R. Brock Co. report still having a good stock of their "Perfection" shirtings, in good patterns. The season when these goods sell most readily is now here, and a merchant having a line of these shirtings will have a leader that cannot be beaten.

The W. R. Brock Co. report having received a shipment of the latest millinery laces, in silk and cotton, with the latest grape effects. A shipment of tatting lace has also been received and is now ready for the inspection of intending purchasers.

The W. R. Brock Co., Montreal, are showing a new basket weave cloth which will be much used this season for waists and skirts. They have the cloth in fancy and plain and we are informed that they were the only firm able to obtain the fancy designs in Canada.

The W. R. Brock Co. have a large stock of veilings with all the latest designs. We would recommend intending purchasers to call early, as these goods appear to be selling very rapidly.

We hear a great deal of a 12 in. cream blouse cloth, with satin stripe, which is being retailed at 50c. So far as we can learn this comes from The W. R. Brock Co., to whom we understand it is confined.

Shower proofs, in ladies' and men's weights, the latter being used largely for short coats for women's wear, are exhibited in a large variety of shades by The Brock Co.

The W. R. Brock Co., Montreal, report large sales of the "President" suspender, of which they have control for Canada. They also carry a very complete range of other braces, which can be seen by purchasers in their warehouse, No. 26 St. Helen street, Montreal.

Overall trade will soon begin. The W. R. Brock Co., Montreal, have two lines, which we feel are extra special value. Merchants who are in need of overalls should see these two lines. Margin "Earl," we are led to believe, is selling very freely.

In hosiery, The Brock Co. have one of the best assortments in Canada, in cotton, cashmere, etc. We understand that there is a great demand in the retail trade for lace hose and openwork effects, and The W. R. Brock Co. have a very complete range of all these.

We understand The Brock Co. have taken over the agency for the "Notahook" fastener. From what we have seen of this fastener, we should think that it is unequalled, and will probably be largely used as soon as its merits become known. Merchants who are on the lookout for goods which will please their customers cannot do better than call at The Brock Co. and examine this fastener, when we are sure they will leave an order.

CATALOGUES, BOOKLETS, ETC.

UNITED STATES DRY GOODS DIRECTORY.

A directory of all the dry goods firms in the United States rated above $1,000 has been received from the publishers, The Trade Directory Co., Newark, N.J. It is a neat leather-bound book of 530 pages, and is printed with very clear type on good solid paper. The names appear in alphabetically arranged towns in their respective States. The departmental stores are reserved for a special list in the back of the book.

The book is intended to offer "in complete and compact form the facilities for sending circulars to the trade." Four grades of rating are given, namely: $1,000 to $5,000, $5,000 to $10,000, $10,000 to $20,000, and those without the marks in these three classes have a rating over $20,000. There is no doubt but that the book will be found useful to a large number of business men.

WANTED

TRAVELLERS calling on the Millinery Trade in Quebec Ontario and the Northwest to sell our Folding Millinary Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treeted as confidenttal.

THE D. F. BROWN PAPER BOX CO., Limited
ST. JOHN, N.B.

FOR SALE.

GENERAL STOCK — Value $700 to $1,000; reason, poor health. Apply Box 646, Brockville. (6-1)

SITUATIONS VACANT.

SALESMAN — Experienced, to represent in Canada leading Berlin (Germany) cloak makers. For particulars apply with reference to Bischof, Sterne & Stein, Cincinnati, O., U. S. A. (6-1)

WANTED—Junior clothing salesman; references, experience and salary, The White House Clothing Co., St. Catharines. (6-1)

Noble's Dominion Detective Agency
TORONTO, CANADA.

Undertake legitimate Detective business and Confidential Investigations for CORPORATIONS, COMPANIES, BANKS, MERCANTILE HOUSES LEGAL FIRMS, or individuals in any part of Canada or the United States by experienced and Reliable operatives.

We supply Detectives who are Mechanics, Clerks or Laborers to work in Factories, Warehouses, Mines, etc., in order to learn all going on in regard to Unions present or prospective, contemplated strikes, grievances, thefts or leaks of any kind, and all general information of value to the employer. We do not operate for rewards nor engage in divorce cases. Terms as reasonable as is consistent with good service. Patronage solicited.

ALEX. F. NOBLE, Principal.
Long Distance 'Phone. A. E. NOBLE, Superintendent.

Arbuckle, Smith & Co.,

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Inward consignments or export shipments attended to on behalf of mrechants upon most favorable terms. C.O.D. system.

A. R. BURROWS & CO.

—Manufacturers of—

Rug Fringes, Carriage Fringes and Carriage Dusters

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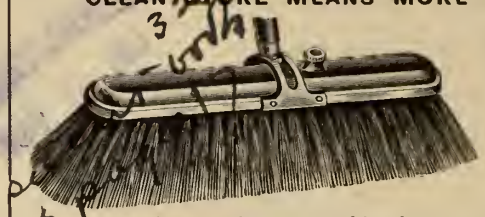
R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO.

Dry Goods Commission Agents.

Representing
- STEAD, MILLER & Co., Philapelphia, Pa., Tapestry Curtains and Upholstery Coverings,
- CARTWRIGHT & WARNERS, Limited, Loughborough, Eng., Hosiery and Underwear,
- BENTLEY & TEMPEST, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths,
- HOOD, MORTON & Co., Newmilns, Scotland, Lace Curtains,

Be Up-to-date and Keep Your Store Clean

CLEAN STORE MEANS MORE BUSINESS



"NO MORE DUST"

How often have you been annoyed by dust, caused by sweeping your store, settling on shelves and goods and doing no end of damage? Sawdust, water sprinkling, and all kindred remedies have faded into insignificance. **The "World's Only Dustless Floor Brush"** will positively lay 98 per cent. of the dust and sweep cleaner than any other article for the purpose on the market.

The Brush is made with a metal head, nickel-plated, with a Reservoir for coal oil in the head of the brush, which supplies sufficient moisture to lay all the dust. **Write for Price List and All Particulars.**

TORONTO SPECIALTY CO., 29 Colborne St., - TORONTO, ONT.

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GREENSHIELDS LIMITED

MONTREAL.

GREENSHIELDS & CO., LIMITED

VANCOUVER.

Fall 1903

Best Value.

Largest Assortment.

Prices Right.

Full range of samples now being shown by our travellers.

FLANNELETTES

IN ALL QUALITIES AND WIDTHS.
IN WOVEN STRIPES AND CHECKS.

All Widths in Plain Colored Saxonies.

PRINTED

Momie Cloth, Kanata Serge,
Foule Serges, Veloute, Woolsey Fleece,
Flannelaines, Saumet,
Grampian Fleece, Louise Cloth,
Swansdown, Alexandria Cloth,
Royal Waste Flannels.

50,000 PIECES

of the newest goods in the market.

Values Unequalled.

GREENSHIELDS LIMITED

MONTREAL.

Greenshields & Co., Limited, Vancouver.

ZEPHYR GINGHAMS

Special Clearing Purchase

5,860 Pieces

In Plain Shades, Fancy Stripes and Checks,
including latest colorings.

The entire lot for our customers
at prices below anything
ever offered.

Just the goods for your July sales.

GREENSHIELDS LIMITED
MONTREAL

GREENSHIELDS & CO., LIMITED, VANCOUVER

LININGS

MONTREAL COTTON CO'S PRODUCTIONS.

We have in stock a complete range of this Company's goods,

AT OLD PRICES.

Secure them before the advance takes place.

We are the largest distributors of these goods in Canada.

GREENSHIELDS LIMITED MONTREAL

GREENSHIELDS & CO., LIMITED, VANCOUVER

Prints and Muslins

500 CASES

Specially secured for your

Summer Clearing Sales

in Qualities and Prices to suit all customers.

GREENSHIELDS LIMITED

MONTREAL

Greenshields & Co., Limited, Vancouver.

GREENSHIELDS LIMITED

MONTREAL.

Glove Dept.

Cashmere with Dome Fasteners, in White, Black, Tan, Slate; Ringwoods in Plain Black, White, Plain Colors, and Fancy Knit for Women and Children; an immense range to choose from.

Hosiery Dept.

Plain and Ribbed Cashmere Hose in all qualities; a very large range with wonderful values at popular prices.

Plain and Ribbed Woollen Hose in hard and soft make: a great variety of lines with exceptional values in the leading prices.

Handkerchief Dept.

Here are shown:

Plain and Hemstitched Lawn.
Plain and Hemstitched Linen.
Lawn Handkerchiefs with Lace Edges.
Swiss Embroidered, exclusive designs. The largest range shown by any house in the market, with unsurpassed values.

Neckwear Dept.

Novelties in Embroidery Collars, Plain and Tabbed, Applique Collars in White and Black.

Windsor Scarfs, Plain and Hemstitched ends, drawn work ends, Fancy Tucked in White, Black, Plain Colors, Tartans and Fancies.

Ribbon Dept.

Here is shown a wonderful stock of Ribbons, comprising Satin, Faille, Taffetas, Duchesse, Plain Velvet, Satin Back Velvet in Black and very large range of colors. A very large stock always on hand.

Pewny's Kid Gloves

Are sold by all the Leading Stores throughout Canada.

Fit
Quality
Style
Durability

Every pair carries the maker's guarantee.
The **Most Popular** Glove with the trade.

We have now in stock a full assortment of all the latest shades for

FALL 1903

and can fill all orders promptly.

Greenshields Limited

MONTREAL.

Sole Selling Agents for Canada.

Greenshields & Co., Limited, Vancouver, B.C.

GREENSHIELDS LIMITED

MONTREAL.

T DEPARTMENT.

A full line of HAND BAGS and BELT BUCKLES, in OXIDIZED SILVER, GILT, BLACK and CUT STEEL, also WHITE for Summer trade, PATENT LEATHER BELTS, TUCKED SILK BELTS.

Full stock ORKNEY SHETLAND FLOSS.

See our range of DOLLS and FANCY GOODS before ordering. Large Buttons for blouses, in pearl, cut steel and enamel.

The best value in these lines offered by any house in Canada to-day. Also complete assortment of other lines of Buttons.

It will pay you to write us for anything you want in this line.

LINENS

We have now in stock a full assortment of...

Housekeeping Linens

THE MANUFACTURE OF

Messrs. James & Thomas Alexander, Limited, Canmore Works, Dunfermline.

The goods made by this well-known firm are unequalled for their quality and superiority of finish.

GREENSHIELDS LIMITED, Montreal,

Sole Selling Agents for Canada.

GREENSHIELDS & CO, Limited, VANCOUVER, B.C.

The Walkerton Hosiery Co., LIMITED.

"RELIANCE" BRAND.

WE HAVE THE STOCKINGS THAT WILL WEAR

THE LARGEST FACTORY IN WESTERN ONTARIO.

RETURNED JUL 3 1903

see cut Book 9 page 91



Only a short time in business, our factory is running its full capacity making Ladies', Children's and Boys' Worsted Hose.

Men's Cashmere Sox, Special, at $2.00 per doz.

Ask to see our line of Women's Ribbed Worsted Hose, $2.40 net.
Our specialty is LADIES' and CHILDREN'S MITTS—none better.

Odd Lines

OF

FANCY PARASOLS

AT

Clearing Prices.

LETTER ORDERS FILLED PROMPTLY.

The Irving Umbrella Company, Limited

20 Front St., West, - TORONTO

It would be useless

to say that underwear **cannot** be made as good. Certain it is that no underwear is being offered which has the merits of

Plain Knit, Elastic Ribbed, Fleece Lined. All sizes.



TIGER BRAND

Eiderdowns in a variety of Shades.

The Galt Knitting Co. Limited,

GALT, ONTARIO.

THE
H. B. CLAFLIN COMPANY
New York

Largest floor space devoted to the sale of Wool Dress Goods and Wash Goods in the United States.

We control entire products of mills in both Woollen and Cotton Goods.

Designs in printed cottons exclusively our own.

Many weaves in dress goods controlled by our house.

Travellers covering every part of the United States and Canada.

Special attention given in our house to business from the Dominion of Canada.

All Canadian merchants visiting New York should not fail to inspect our departments.

THE
H. B. CLAFLIN COMPANY

Parisian Corset Mfg. Co.

MANUFACTURERS OF THE

CELEBRATED

P. C. Corsets

PARISIAN P C



MADE of the very best materials, perfect fitting, unequalled for ease and comfort, and the market leaders in elegance of style and finish, as nothing but the most up-to-date styles and models are offered.

If you are in the market for the most profitable line of corsets, write for samples and prices. We invite comparison—the **closer** the **better.**

HONEST GOODS. RIGHT PRICES. GOOD SERVICE.

FACTORY AND HEAD OFFICE

188 to 192 Caron St., QUEBEC, P.Q.



HANDY TAILOR-MADE.

IF YOU CAN SUPPLY YOUR CUSTOMERS WITH THE

"Beaver" BRAND

Rainproof and Waterproof Garments

you certainly have the best value to offer.

OUR **Showerproofs** are suitable for Fall and Spring wear . . .

A Postal Card will bring you our Catalogue, showing different styles.

THE BEAVER RUBBER CLOTHING CO., LIMITED

425 ST. JAMES STREET,

MONTREAL.

"OLD BLEACH"

Towels

Linen Hucks

Grass Bleached

Diapers Sheetings



this out belongs to office. original sent to R. H. Cosbie - Hunt W. agent for A. B. L. Co.

THE POPPY TOWEL.
(One of the "Old Bleach" Series of Beautiful Damask Towels.)

Bleached in the slow but sure old-fashioned way, without the use of Starch or injurious Chemicals, the "OLD BLEACH" goods possess a delightful "feel" and retain the natural, silky lustre of pure flax, besides wearing infinitely better than any others.

Want to see Samples? Ask our CANADIAN AGENT to call.

Name: Mr. R. H. COSBIE, Manchester Bldgs., Melinda St., TORONTO

Write to us for the "OLD BLEACH" Illustrated Booklet, which contains much useful information regarding Linen.

THE "OLD BLEACH" LINEN CO., Limited, - Randalstown, Co. Antrim, IRELAND

CORBY, PALMER & STEWART.

Mantle Manufacturers

TO THE

Home and Export Trade.

DEPARTMENTS :

LADIES' and CHILDREN'S MANTLES,
JACKETS, CAPES,
IMPERIAL CLOAKS, COSTUMES, SKIRTS,
CRAPE-TRIMMED MANTLES,
BLOUSES, SHIRTS, and OPERA CLOAKS.

39, 40 and 41 St. Paul's Churchyard, and 8, 9 and 10 Old 'Change... **London, England.**

Cable Address: "Bornholm."

THE "OXFORD" UNDERCLOTHING



For Ladies and Children

—MADE IN—

Great Variety of Materials and Styles.



W. F. Lucas & Co.

MANUFACTURERS

129A London Wall
LONDON, ENGLAND.

Price Lists upon application.



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Are you one of them?

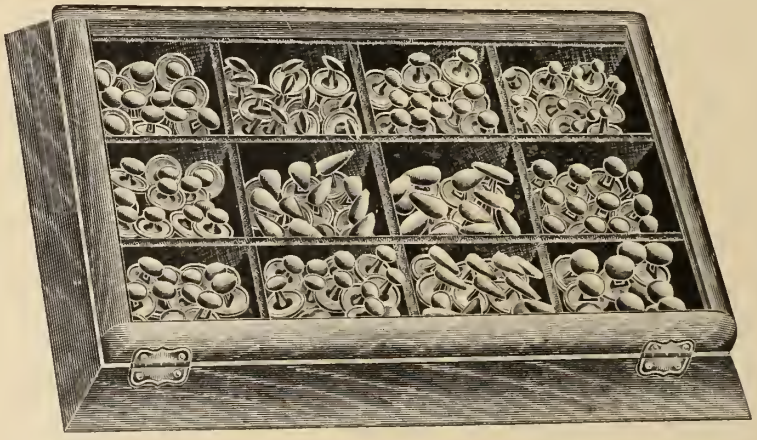
Many of the largest and most progressive concerns are selling National "Roller Bearing" Sweepers with the most satisfactory results. So can you. Why not try it?

National Sweeper Co.
Marion, Ind.

Toronto Branch
45 Colborne St.

King Collar Buttons

FULLY GUARANTEED.



For Sale at Your Jobber's. Buy No Others.

Best Selling Collar Button in the World.



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JUL 10 1903
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H. V. T.

Costume trimmed with Cluny Lace
Medallion Trimming

Kyle, Cheesbrough & Co., Montreal

The Lace Warehor

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JUL 10 1903
Cal-brook
P. P.
N.Y.T.



Use of Canada

Wholesale Importers and Manufacturers of **Fancy Dry Goods.**

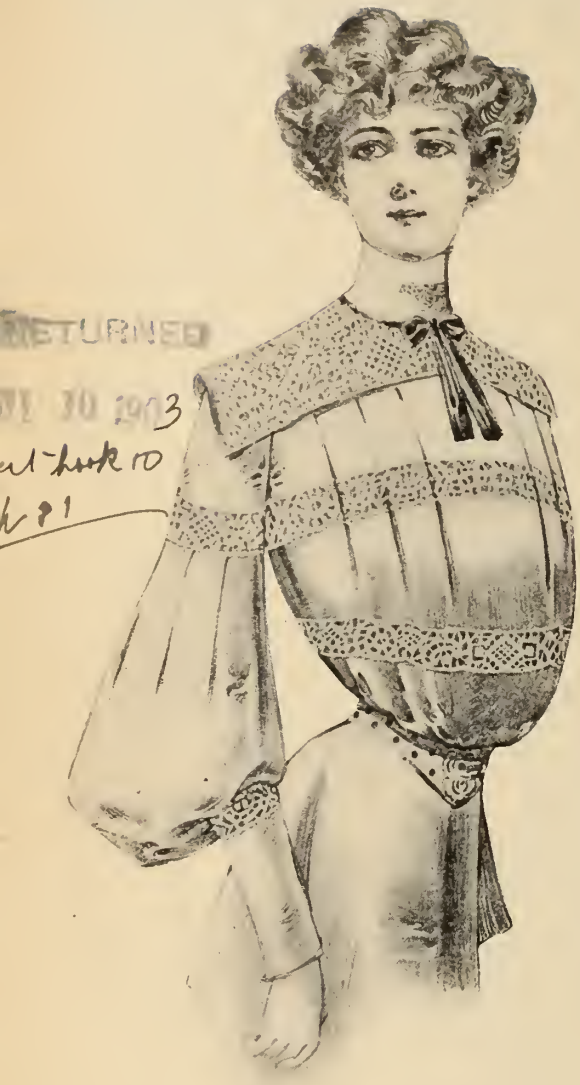
Dress Goods, Ladies' Ready-Made Garments and British, American and European Novelties.

Our travellers will call upon you.

Don't fail to see our samples.

Kyle, Cheesbrough & Co.

93 St. Peter St. MONTREAL



Blouse Waist Trimmed with Cluny Lace Insertion and Cluny Lace Collar



Blouse Waist Trimmed with the New Faggoting Trimming

Kyle, Cheesbrough & Co., Montreal



The "M.C." line of Eiderdown Dressing Sacques Bath Robes and Wrappers

Our Percale and Flannelette Wrappers for Fall are ready.

These celebrated Eiderdown Wrappers are made fuller and wider than any in the market.

SEE THIS LINE BEFORE YOU BUY

M. Cooper

29-35 W. Houston St., cor. Greene

New York City.

Sheeting

Rubber Coated, guaranteed acid proof, the very finest quality in light, medium and heavy weights. Widths, 3/4, 1-1, 5-4, 6-4.

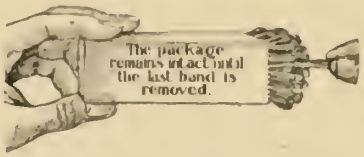
SWATCH SAMPLES FREE

Gloves

Seamless Rubber Gloves of unrivalled quality, strength, and finish, invaluable to ladies, doctors, nurses, gardeners, and automobilists.

SEND FOR BOOKLET.

Rubber Bands



Packed in gross, pound or bulk quantities.

SEND FOR DESCRIPTIVE PRICE LIST

Samples

BILLED ON APPROVAL.

We will send single dozen, yard or lb. quantities, at quantity prices. All shipments free on board New York, U. S. A.

SEND FOR CATALOGUE.

The M. Lindsay Rubber Co.

Manufacturers of Rubber Novelties,
298 Broadway, NEW YORK CITY,
New York, U.S.A.

Early Fall Novelties



1035

Taffeta Silk Stock

Trimmed with Mexican drawn-work and Silk Piping.

$4.50 per dozen.

Any color combination desired.



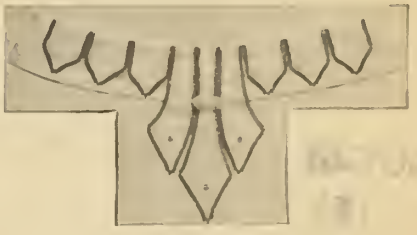
1025

Peau de Soie Stock

Trimmed with braid and ornaments.

$7.50 per dozen.

Any color combination.



1049

Taffeta Silk Stock

Ornamented with braid loops and buttons.

$6.00 per dozen.

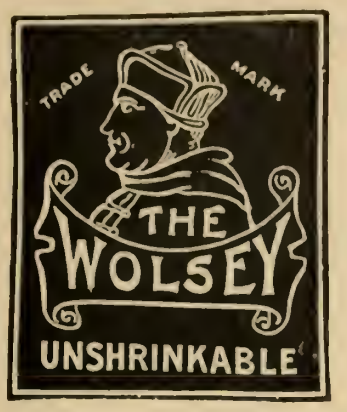
In any color combination.

We make everything pertaining to the line of Ladies' Neckwear, Turn-over Collars, Ties, Stocks, Fichus and Ruffs.

SAMPLES WILL BE SENT ON REQUEST.

LAUB BROS., 136-138 GREENE ST., NEW YORK


THE
BERLIN
SUSPENDER
&
BUTTON
CO
BERLIN, ONT.



"Un—equalled Un—shrinkable Un—derwear."

Read the following Laundry Reports received by MESSRS. MATTHEWS, TOWERS & Co., with reference to "Wolsey" All-Wool "Unshrinkable Underwear," testifying to the many valuable qualities of this celebrated article.

PYKE'S STEAM LAUNDRY, OTTAWA, ONT.

MESSRS. MATTHEWS, TOWERS & CO., MONTREAL. MARCH 28, 1902.

DEAR SIRS,—

The "WOLSEY" UNDERCLOTHING I got from you some time ago has been thoroughly tested in my laundry. The instructions given to my flannel-washer were to shrink the goods if possible, and I felt quite sure that the process to which they were subjected would shrink them, but after repeated trials I found them as large as ever and beautifully soft. I can vouch for the fact that the "Wolsey" brand of Underwear is positively unshrinkable. Yours very truly,

M. M. PYKE.

THE CROWN LAUNDRY CO., Limited,

22 LATOUR STREET,

MESSRS. MATTHEWS, TOWERS & CO., MONTREAL. MONTREAL, JAN. 26, 1903.

GENTLEMEN,—We have put the "WOLSEY UNDERWEAR" you sent us to a very severe test. It was placed in boiling water for thirty minutes, then steam was turned on it for twenty minutes more, then rinsed in cold water and dried, and we found it had not shrunk in the slightest; also it is as soft as it was previous to the test. There is no doubt whatever that it is impossible to shrink "Wolsey" Underwear.

CROWN LAUNDRY CO., W. S. RICHARDSON, Manager.

THE TOWNSEND STEAM LAUNDRY COMPANY,

187 and 189 PARLIAMENT STREET,

MESSRS. MATTHEWS, TOWERS & CO., MONTREAL. TORONTO, MAY 30, 1902.

DEAR SIRS,—We beg to say that we have treated "WOLSEY UNDERWEAR" in the most severe manner possible, we actually boiled them for a period of an hour in a strong solution of soda. And after the treatment we find the garments as large in every respect as they were when we received them, also beautiful and soft. In our opinion the "WOLSEY" brand cannot be shrunk by any treatment to which it may be subjected. Yours,

THE TOWNSEND LAUNDRY CO.,

Per J. J. SHEEDY.

We have always on hand a full stock of the latest novelties in **Men's Furnishings, —White and Colored Shirts, Imported Collars, Umbrellas, Rainproof, Waterproof and Rubber Coats, English Hand-Sewn Braces, Sweaters, Neckwear** and our celebrated **"COOL FEET" HOSIERY.**

We can suit everyone both in quality and price. Write us for anything you require in this line.

MATTHEWS, TOWERS & CO.,

EXCLUSIVELY MEN'S FURNISHINGS. 14 St. Helen St., MONTREAL.

WOOLLENS and TAILORS' TRIMMINGS



OUR NEW HOME.

We cordially invite the merchant tailors to pay us a visit and

INSPECT OUR STOCK OR SAMPLES.

FALL 1903.

Preparations for Fall Trade are sufficiently advanced to warrant the statement that our stock for the coming season will not only be the largest and most varied we have ever shown, but, as regards NOVELTY, STYLE and VALUE, unsurpassed in the Dominion.

Imported and Canadian **Tweeds, Serges, Suitings, Overcoatings, etc.**

Canvas, Italians, Assorted Silks, Hair Cloths, Sleeve Linings, Hollands Pocketings, etc., in all qualities and prices.

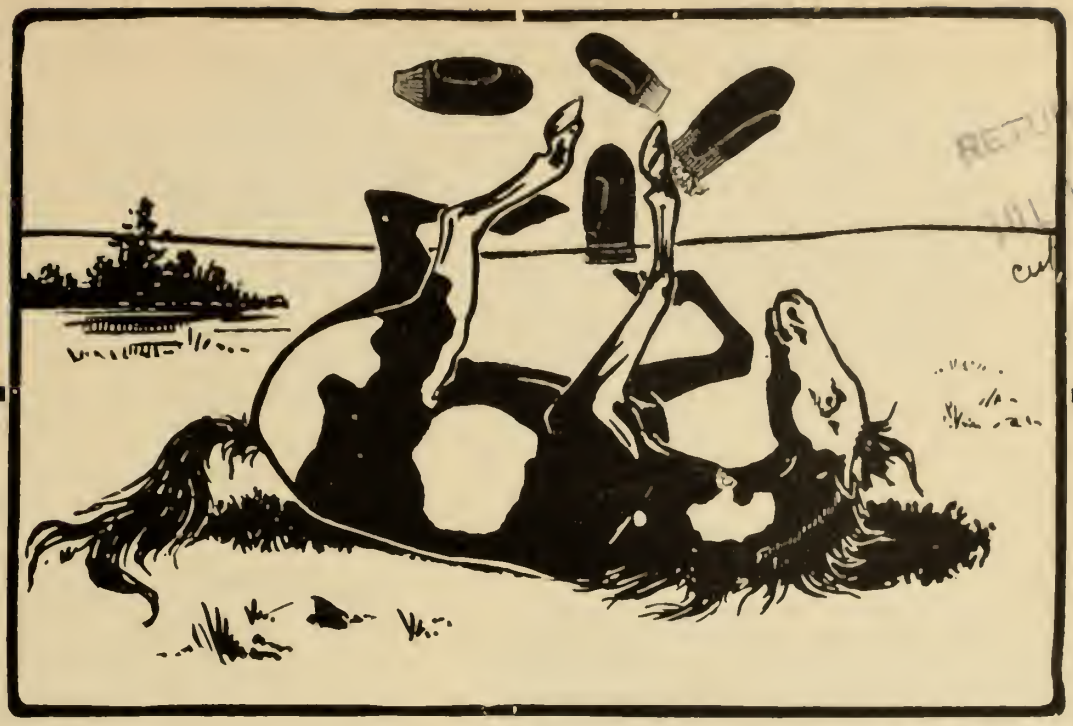
Our travellers are now on the road with a full range of samples for Fall and immediate delivery; it will pay you to inspect them before placing any orders. We solicit your mail orders; special attention is given to this department and no doubt accounts for its great growth.

Samples sent on application.

A. McDOUGALL & CO.,

196 McGILL STREET, MONTREAL.

Sole Proprietors of the celebrated "TYKE" and "BLENHEIM" Serges.



There is no Juggling With Facts Like These.

"Pinto" Shell Cordovan leather is the toughest-wearing, best-selling mitt and glove leather in the world.

Made from the hide of the Western Bronco, tanned and dressed by our own exclusively controlled process.

No oil, no mineral, just vegetable. Cold proof, boil proof, crack proof, scorch proof—soft, pliant, dry.

Thousands of dozens of pairs on order for Fall, and still coming.

Hudson Bay Knitting Co.

Warehouse in WINNIPEG.

At their new factory MONTREAL.

LARGE CATALOGUE

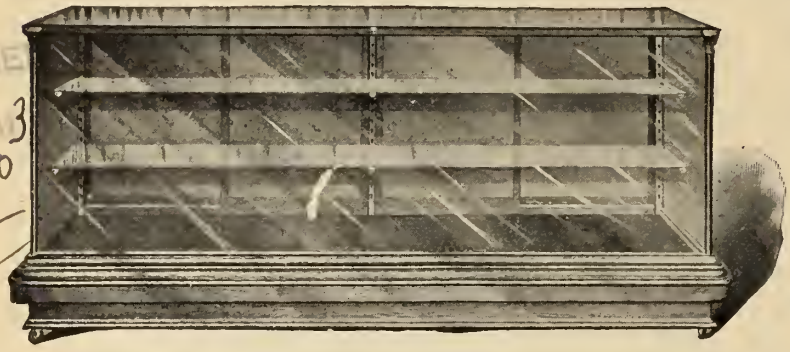


TORONTO
62 HAYTER ST.
—PHONE MAIN 3687—

MONTREAL
40 VICTORIA SQRE
—PHONE MAIN 4334—

ON APPLICATION.

The "Dominion" Goods



THE "CORONATION."

If we could show you what amount of thought has been expended, the labor and skill required to produce our patent "CORONATION" floor case, we are sure you would not fail to fully appreciate its very high quality and many desirable and superior advantages. EVERY DETAIL in its construction and composition has been most carefully considered and re-considered from the standpoint of ARTISTIC BEAUTY and EXCELLENCE, ATTRACTIVENESS and DURABILITY. REGARDLESS OF ANY PREFERENCE you may have, it will be to your VERY BEST interest to consult us when desiring to purchase FLOOR CASES, WALL or COUNTER CASES, BANK, OFFICE or STORE FITTINGS OF ANY KIND. Our goods are made of the VERY BEST materials, are designed, made and put together, and finished by HIGHLY SKILLED mechanics and artizans, and our prices ARE REASONABLE.

Designs and Estimates, Suggestions or Information cheerfully furnished to prospective buyers on application.

Send for beautifully illustrated catalogue, free for the asking

The WISE man NEVER HESITATES but pushes right on to the BULLS EYE OF SUCCESS. Why not you, by BEAUTIFYING, IMPROVING and making MORE ATTRACTIVE YOUR store? By so doing you WILL DRAW a LARGER and PROBABLY BETTER class of trade, which WILL prove a grand and PAYING investment.

DOMINION SHOW CASE CO.,

N. R. Lindsay, Manager.

Phone Main 3611 53 Richmond St East, TORONTO

LUXFER PRISMS!

A NECESSITY

We supply

GOOD	Light		Bad Light
BRIGHT	Light		Dull Light
WHITE	Light	*instead of*	Black Light
CLEAR	Light		Shaded Light
DAY	Light		Artificial Light

The above are the actual conditions that exist when *our* goods are used.

The above are the actual conditions that exist in business premises with light coming through ordinary glass.

We can sell you cheaper glass. Experience proves the ***best*** the ***cheapest.***

See our Basement Lighting.

LUXFER PRISM CO., Limited, 100 King St. W., Toronto

MONTREAL AGENCY: F. T. BLENNERHASSETT, 783 CRAIG STREET.

CEETEE

PURE WOOL.

Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new features in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO.,
30 Wellington St. East,
TORONTO.

JOS. W. WEY,
7 Bastion Square,
VICTORIA, B.C.

WARNING

The Manufacturer of the well-known "PREMIER" brand of Ladies' and Gentlemen's Waterproof Clothing desires to warn the trade in general that a large quantity of job goods have been thrown on the market by an English House, and buyers should be careful and insist on having garments bearing the "PREMIER" LABEL which ALWAYS CARRIES THE GUARANTEE OF PERFECT GOODS, THE BEST THAT CAN BE PRODUCED, AND WARRANTED NOT TO HARDEN.

Cheap Brands are Unsatisfactory and Dear at Any Price.

JOHN FISHER

SON & CO'Y,

WOOLLENS

— AND —

Tailors' Trimmings

◆◆◆◆◆◆◆◆

WAREHOUSES:

Victoria Square, Montreal,

and

Dalhousie Street, Quebec.

◆◆◆◆

SAMPLE ROOM: 160 Bay St., TORONTO.

Oxford Tweeds

(Winners of Gold Medals everywhere)

We guarantee our goods to be

Strictly High-class Pure Wool Fabrics

They bring satisfaction to both dealer and wearer.

See our trade mark stamped every three yards on reverse side 6/4 goods.

FRANK W. NELLES

301 St. James St., Montreal, Representative P.Q.,

OXFORD MANUFACTURING CO., Limited

OXFORD, NOVA SCOTIA.

Hallwood Cash Registers

INDICATE

Correctly

AND **Exactly**

EVERY DETAIL OF

Each Transaction.

No other Registers will do this.

WRITE FOR PARTICULARS.

OFFICE AND WORKS:

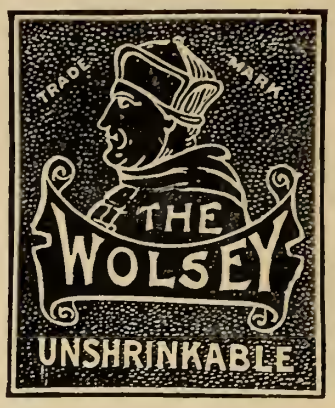
78 and 80 King Street East,

Toronto, Ont., = Canada.

"WOLSEY"

The Best Unshrinkable Underwear In the World

FOR MEN, WOMEN AND CHILDREN.



BEST IN EVERY WAY

Make, Fit, Style and Price.

Every garment bears this trade Mark, without which none are genuine.

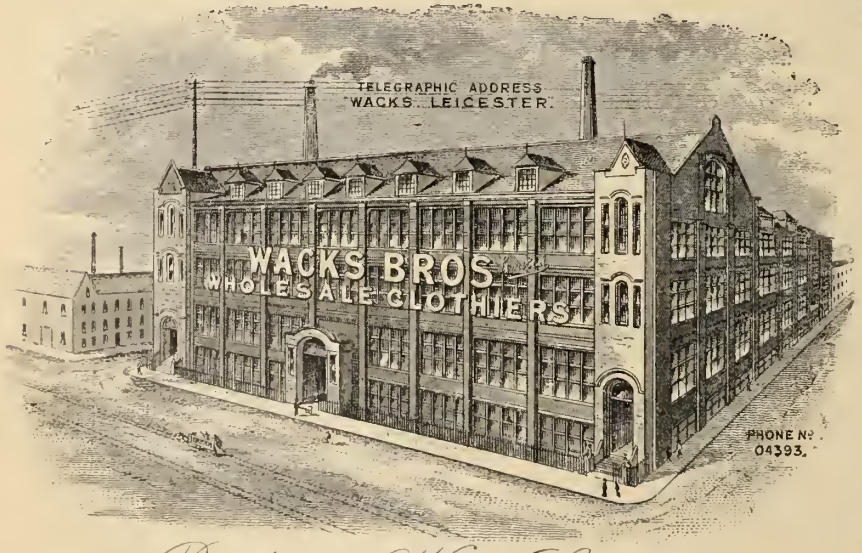
Every Single Garment Guaranteed Positively Unshrinkable.

May be had from Leading Wholesale Houses.

Get your Clothing **GOOD.** Get it for nothing, **BUT** **DON'T** get it Good for nothing.

WACKS BROS., Limited

Burlington Works LEICESTER, ENGLAND.



Burlington Works, Leicester.

MANUFACTURERS OF

Well Tailored, Smart Fitting,
Up-to-Date Designs, High-Class Finish

Custom Tailoring
Gents' Serge Suits
Gents' Flannel Suits
Gents' Rainproof Coats
Boys' and Youths' Clothing
Juvenile Clothing

Lowest possible quotations to Canadian shippers.

If you appreciate well-made Tailoring, write for our pattern book, mailed free of charge.

Wacks Bros., Limited

Burlington Works, - Leicester, England.

CONTRACTORS TO H.M.'S GOVERNMENT AND THE WAR OFFICE.

The "CAPSHEAF"

Coilless Safety Pin

ABSOLUTELY the ONLY SAFETY PIN THAT WILL NOT CATCH IN THE FABRIC.

POPULAR FOR ALL USES.
RECOMMENDED BY SURGEONS AND TRAINED NURSES.

Advertised to 10,000,000 Readers.



The Point always remains in the Shield.

This is the Safety Pin that will not catch in the fabric.

SIMPLE, STRONG and DURABLE.

SEND FOR FREE SAMPLES.

JUDSON PIN CO., Mfrs., ROCHESTER, N.Y.

SOLE SELLING AGENTS FOR CANADA.

PHILLIPS & WRINCH

8 Wellington St. West TORONTO

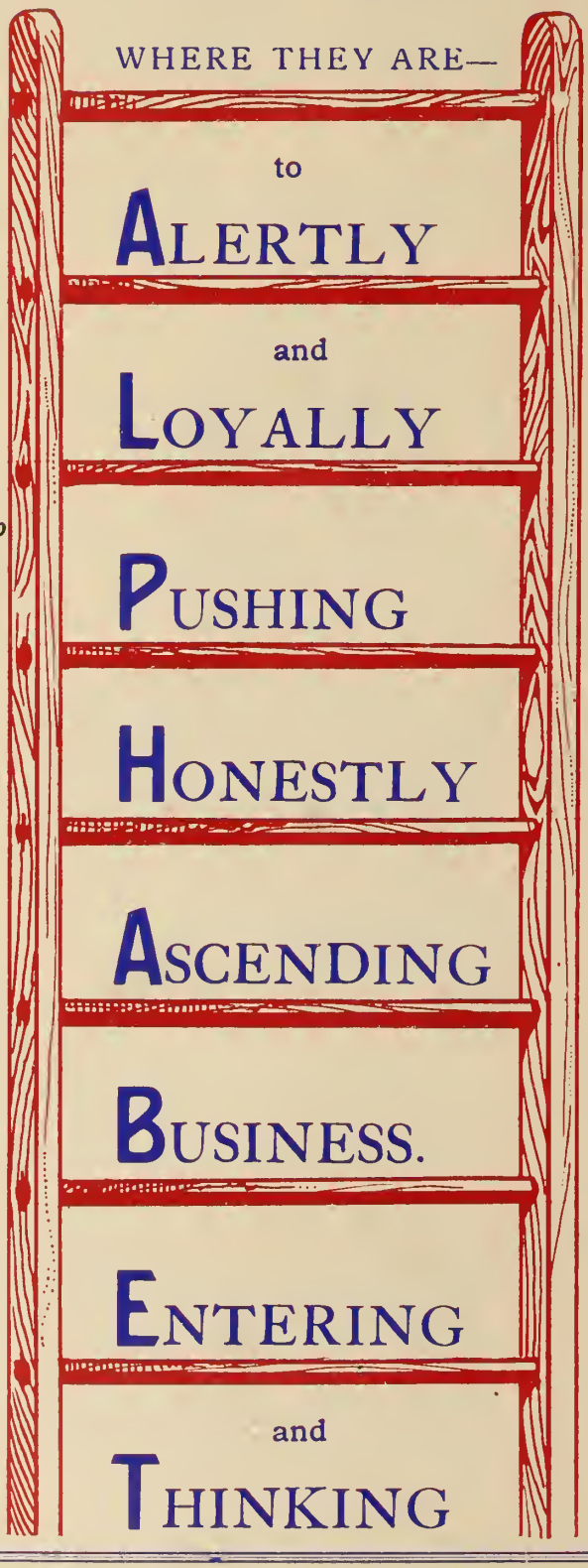
John Macdonald & Co.

Wellington and Front Streets East

THE TOP.

Toronto 1903

WHERE THEY ARE—



Toronto 1849

Commencing at the Bottom

TO THE TRADE
JULY 1903

ESTABLISHED
SEPT. 1849

John Macdonald & Co.



Representatives in every Province.

Values unsurpassed. Every Department fully assorted for Fall Season's business at . . . . . .

21 to 27 Wellington Street East, 30 to 36 Front Street East, TORONTO.

CARSON'S NONPAREIL GAUNTLETS AND GLOVES.



Carson Nonpareil Gauntlet.

Carson's Nonpareil Gloves are specially adapted for the Grip, Brake, Motor and Trolley; also General Teaming, Plowing, Harvesting, Pruning, etc., so constructed as to be



Carson Nonpareil Glove.

FREE FROM SEAMS

at the Vital Points, DOUBLE STITCHED, REINFORCED AND RIVETED in the minor parts.

A Perfect Fit.

Free and easy on the hand. Made from a specially selected quality of Horse-hide, Calfskin and Buckskin in a Steam, Heat, and Sweat-Proof Tannage, warranted to keep soft and pliable. Cut to the accurate size. Can give a brother's **GRIP** and not strain a stitch. Seams to the back, thoroughly Reinforced, Double Stitched and Riveted. Leather Bound and Faced throughout

NOTE. No cloth or canvas used in this Glove. Sewed with the best linen thread waxed **FOR WEAR.**



Carson Nonpareil Duplex Glove.

Carson Nonpareil Duplex is a Double Glove

which will give the service of two pairs of Gloves for the price of one. The extra piece covers palm, forefinger and thumb, cut from one continuous piece of leather which is double-stitched to Glove proper in such a manner as to be practically

Free from Seams On the Wearing Surface

Combined as it is with our new patent Nonpareil Glove, which is cut in a continuous wrist length, seams to the back, stitched twice over with the best linen thread, outseam style which guarantees comfort and a Glove absolutely rip proof.

It is made of Horse-hide in the latest Steam, Sweat and Fire Proof Tannage of leather. Specially adapted for smelters, coiners, firemen, linemen, woodmen, millmen, trolleys, spool-tenders, etc. For handling wire cables, iron billets, rods, ropes, lines, hot pokers and ladles, tending spools, handling barbed wire, shovelling, freight handling, etc. Generally adapted for all kinds of rough work. ***SEND FOR TRIAL SAMPLE DOZEN.***

MADE BY SKILLED LABOR CLARKE MENS TRADE C MARK LADIES GLOVES FOR WEAR

Our travellers are now on the road. It will pay buyers to hold their orders until they see these samples.

MANUFACTURED IN CANADA EXCLUSIVELY BY

A. R. Clarke & Co., Limited

TORONTO.

MADE BY SKILLED LABOR CLARKE MENS TRADE C MARK LADIES GLOVES FOR WEAR

Smallwares and Notions.

Our eight travellers are now out with Fall samples.

BESIDES having the best assorted stock of Staple Smallwares and Notions in the Dominion, we excel in such lines as Hair Ornaments, of which we carry a complete assortment, Wrist and Chatelaine Bags, the newest in Fancy Belt Buckle Fixings and Girdles. Our Fall samples are now on the road; look them over, it is an education in Smallwares and Notions. Write for our booklet "About Needles and Other Things"; it is interesting.

Are you selling Abel Morrall's Needles?

C. H. WESTWOOD & CO.

Limited

72 and 74 Bay St., TORONTO.

New York Sailors

THE SUMMER HAT.



We have them. Send us a sample order and you will Repeat. **White Felt** and **Linen Outing Hats** are also Specialties for July and August trade.

Letter Order Dept.

THE JOHN D. IVEY CO., Limited

TORONTO

RYLANDS & SONS

LIMITED

MANCHESTER, ENG.

Cotton Spinners

Merchants

Manufacturers



Bleachers

Dyers

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS Heapey, Longford works, Gorton, Swinton, Wigan, Crewe, Chorley, Bolton.

Capital, $14,500,000. Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign
Fancy Dress Goods, British and Foreign
Silks and Velvets
Velveteens
Irish and Scotch Linens
Table Damasks, Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

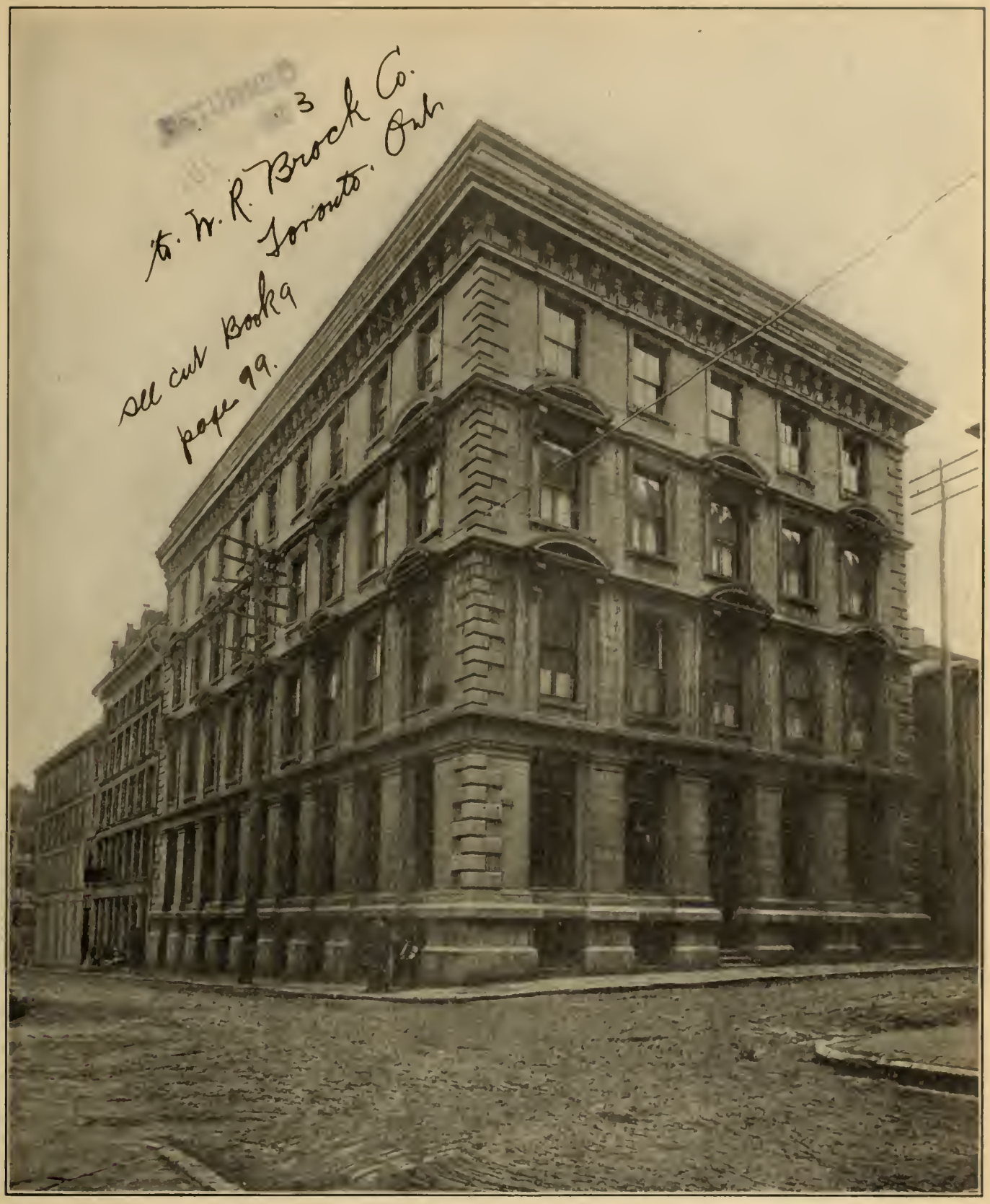
SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.



THE W. R. BROCK COMPANY (Limited)

Corner of Bay and Wellington Streets
TORONTO



Present warehouse of

THE W. R. BROCK COMPANY (Limited)

Corner of St. Helen and Recollet Streets

MONTREAL



Warehouse corner of St. Helen and Notre Dame Streets, MONTREAL.

These two Warehouses will be connected and fitted up for THE W. R. BROCK
finest and most commodious

see Book 9 page 99
RETURNED
JUL 1- 1903
S. W. R. Brock Co.
Toronto. Ont.



Warehouse corner of St. Helen and Recollet Streets, MONTREAL.

COMPANY (Limited), and when the alterations are completed will make the premises in Canada.



Both cuts — to W. R. Brock Co. Toronto. see cut Book 9 page 99

Sample room of THE W. R. BROCK CO. (Limited), 62 St. Joseph St., QUEBEC.



Sample room of THE W. R. BROCK CO. (Limited), DeBeck Building, VANCOUVER.



Sample room of THE W. R. BROCK CO. (Limited), 70 Granville St., HALIFAX.

Both cuts to W. R. Brock Co. Toronto, Ont. see cut Book 9 page 99.



Sample room of THE W. R. BROCK CO. (Limited), MacDonald Bldg., SYDNEY, CAPE BRETON.



SANFORD BLOCK, WINNIPEG,

IN WHICH IS THE SAMPLE ROOM OF

THE W. R. BROCK COMPANY (Limited).

The business of THE W. R. BROCK COMPANY (Limited), is rapidly increasing in volume, requiring at present the services of

48 travellers

who show samples in the cities, towns and villages from coast to coast.

Their *Letter Order Department* is an important branch of the business and under competent management has grown steadily.

All Letter Orders are shipped the day they are received.

THE CANADIAN
DRY GOODS REVIEW

Vol. XIII. MONTREAL AND TORONTO, JULY, 1903. No. 7

THE DRYGOODSMAN'S WARES.

Their Origin and Characteristics.

BEAVER

THE beautiful fur of the beaver, a water animal found in America and Europe. The beaver is about 2 ft. long, exclusive of the tail, which is 10 in. long. It is aquatic in habits and has webbed hind feet which it exercises alone in swimming, the fore feet hanging limply by the side. The tail, broad and flat and covered with scales, it uses in swimming and as a trowel in plastering mud on its house. The teeth of the beaver have such hard enamel that they were used by the indians for carving. Beaver was once used for hats, and had a large sale for articles of dress, but the use of silk and South American fur brought down the price of beaver, until it was not profitable to trap, and from an annual export to Europe of 200,000 hides at the beginning of the 19th century, the sales dropped to almost nothing in a very few years. It was from this that the decrease in the earnings of The Hudson's Bay Company dated. Later, however, the popularity of the fur increased.

The fur itself is made up of two kinds of hair, the outer one hard and rigid, of grey color, with reddish brown ends; the other soft, delicate and of silver hue. The long hair is usually plucked out and the skin then shorn and dressed for use. When finished it resembles, to a marked extent, that of the South Sea otter.

* * *

BOBBINET

A lace material which derives its name from the fact that bobbins enter largely into the construction of the machine from which it is produced. The use of machinery for the manufacture of lace is said to have been first successfully employed by an idle, dissipated framework knitter of Nottingham, who conceived the idea from looking at the lace on his wife's bonnet. In 1768 Heathcote first used the machinery to any great extent, and that in Nottingham. The mob, however, destroyed all his machinery and he was forced to remove to Tiverton in 1816. In 1823 his patent expired and all Nottingham took up the manufacture, and is now the principal lace city of the world.

* * *

BODKIN

Bodkin, derived from bodikin, the diminutive of body on account of its slenderness or from the French, bonter, to push, and the diminutive kin. It is said to have been originally a small dagger, or what is now called a stiletto. It was sometimes used for a hairpin, but was soon known as the eyed instrument which we now use. The murder of Julius Caesar was accomplished by bodkins.

BOMBAZINE

A sort of light, silken stuff for mourning. Also a crossed stuff of cotton.—Bailey. A word of Eastern origin. Any soft or delicate wool adapted for weaving garments.—Richardson. A twilled fabric of silk and worsted.—Donald. The word bombycina represents one of the oldest fabrics known, but in ancient times it was all silk. The derivation of the modern bombazine, from bombyx, the silk worm, is certainly worthy of credence, but many believe it comes from bombax or bombix, the ancient word for cotton. So sheer was the material that Pliny spoke strongly against its use for garments in his day. Juvenal aimed a shaft at it, and Seneca asserted that it was neither a protection for the body nor for shame.

It was manufactured first in the Island of Cos, on the coast of Asia Minor, by Pamphila, daughter of Plates. In England it was first produced in Elizabeth's reign, and the early varieties were of silk warp and worsted weft. Two widths were then manufactured, one 18 or 19 in. wide, for home trade, and the other 40 to 50 in. for export. For a long period it was only used in black and for mourning, but afterwards it appeared in colors. The process of manufacture was to weave it in grey, that is the natural silk, and then to dye it the required shade.

* * *

BROCADE

A fabric with a pattern of raised figures. It is supposed that it was first manufactured in China, and the word was applied only to stuffs of gold or silver thread, or of both. The other threads were dyed as near as possible to the color of the metal used. By degrees silk was introduced into the manufacture, as the ground for ornaments of gold or silver threads, and afterwards the entire fabric was made of silk.

* * *

BUCKRAM

A coarse open work fabric of cotton or linen, made very stiff with size. The word comes from buca, a hole, on account of the looseness and openness of the weave. It is also said to come from the place where it was first manufactured —Bokhara, in Tartary. At one time it was very different from what it is now, having been a fine, thin cloth ranking with the richest silks. In 1327 it was used for church vestments and furniture, and also for wearing. It is used for the framework of ladies' bonnets, for the inside of belts and collars of dresses, and also for bookbinding.

DRY GOODS ADVERTISEMENTS

READY-MADE SAMPLES.

CLEARING PRICES

The language of advertising is very much the same all over. Business everywhere follows well defined conditions, and others are doing now very much the same as we're doing. It's a time for bargains and prices are tumbling right and left. Every advertiser tells you the same thing.

All this talk is bound to be monotonous unless you're interested. We print the news for those who have money to spend, and plain facts can't be too plain for the average shopper. All the fine talk of literature and all the enthusiasm of clever illustrations couldn't make these prices any more attractive.

(Prices)

All the stores make bargains, but all bargains are not alike, nor are the ways of selling alike. We get a good deal of credit for selling below everybody else. We have to believe it, because we have been told it so often.

It's a great deal easier to sell good things for little enough to keep trade brisk, than it is to charge too much. We never were good at charging too much. Never.

Telling the Plain Truth

If there's any one thing we insist on above everything else, it is to stick to the truth in advertising and put nothing in the papers but what is exactly as represented.

A peculiarity of this business is its absolute regard for the truth in advertising. We intend that the news of this column shall be accepted literally, which means sticking to facts and using plain English. The way we buy and the way we sell makes it possible to do good business without a particle of exaggeration, either in what the salespeople tell you or in what the newspapers print. We insist that things here shall be exactly as represented and that includes every item in this list:

(List)

Anything of a shabby sort will not answer here. What is done under our name must be full first-class or it is somebody's blunder, who is paid not to blunder but serve the public. We try to do large things well, and, at the same time, insist on attending to little things. Nothing is too small to attend to, that adds to the satisfaction of our customers.

How About Ribbons?

Everybody needs ribbons. They've a fashion to themselves in fancy novelties, and you'll find we're right along with the styles. And in the plain, where the only fashion's the color and the only style's the width, we've regular lines answering every thought of color, width or quality that's likely to come up. That's the regular stock. There's always special lots—short lengths, odd fancies, off colors—they're special in price. But you must find these out without newspaper telling.

Prices That Tell

Clean-cut, definite statements give you a chance to make comparisons. We're selling lots of things below the market, but everybody doesn't know yet the money to be saved buying here. That's why we continually print facts illustrating the possibilities of ready cash where Cash is King.

Do you ever make mistakes? Yes! Sometimes we get too little of a good thing—sometimes too much. We wince at losses, while we smile at profits—but however much we may wince "there is no mistake that can't be rectified by some price."

The plain shopping truth of the matter is, we have too many of certain goods and now is the time for their selling. We'll insure this result by making prices you'll be compelled to profit by.

Read the paper through. Search the stores through. The keener the competition, the more matchless in contrast will these appear:

(Prices)

Pin our advertisement to the goods when you get them home. Every transaction must stand proof or we insist on undoing it. Hurries and carelessness make blunders here as elsewhere, but, barring the annoyance to you, nobody suffers loss but ourselves. We correct mistakes cheerfully and thank you for bringing them to our notice. We must grow, and grow rightly or not at all.


EXCELDA
"EXCELDA" HANDKERCHIEFS 6 1/2 3-HALF DOZ
"EXCELDA" HANDKERCHIEFS 6 1/2 3-HALF DOZ
THIS WINDOW IS DRESSED ENTIRELY WITH "EXCELDA" HANDKERCHFS
EXCELDA HANDKERCHIEFS
EXCELDA HANDKERCHIEFS
COULDEN

HINE PARKER & CO., LIMITED, LONDON, ENGLAND

HOSIERY, UNDERWEAR AND SHIRT MANUFACTURERS

"ECLIPSE" HALF-HOSE

HIGH SPLICED HEELS

EXTRA SPLICED INSTEP AND TOES

WIDENED HEEL AND INSTEP

WEAR GUARANTEED



THE TENSION ACROSS INSTEP IS OBVIATED ON ACCOUNT OF THE EXTRA WIDTH KNITTED IN INSTEP, THUS ENSURING PERFECT FIT

MADE IN ENGLAND

—BY—

BRITISH LABOUR

—FROM—

BRITISH FINGERING YARN

A FULL RANGE OF ABOVE, together with special numbers in Hose, Shirts and Pants, Vests and Combinations, Sweaters, Cardigans, Knicker-Hose, Jerseys, White and Colored Shirts and Tennis Shirts and Collars, in all the latest shapes,

—CAN BE SEEN AT—

THE BRITISH IMPORT CO'Y, 44 Yonge St., TORONTO

SOLE REPRESENTATIVES FOR CANADA AND UNITED STATES.

GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.

* This department is conducted and prepared by Miss Nora Laugher, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. She will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to her. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

Great stores owe their growth to advertising—to the diffusion of store news, for of what use were the finest store and the biggest bargain if people knew nothing of it?

Every morsel of advertising matter that tends to make a particular store better known to the community in which it is located is beneficial to that store.

Plan Out Good Fall Advertising

"SUMMER'S lease hath all too short a date." She will soon be gathering up her corn-silk costume, putting on her rose-trimmed bonnet and preparing to trip over the borderland to make room for her sister, Autumn. Holiday folk will soon reluctantly leave farm, mountain, glen or shore to return once more to the busy routine of this work-a-day world. The time is fast approaching when the merchant must put on his considering cap and think up the possibilities of brisk Fall business. Women are often anxious to make their Fall purchases as soon as possible after they return home from their vacation. Light overcoats and heavier underwear will soon become a necessity to the men-kind. The small folk have to be togged out in new clothes before school bells ring, and all this tends to planning and plotting of advertising beforehand. The progressive storekeeper will study up these Autumn requirements, study his stock "from A to Izzard," and plan his advertising ahead so as to get as many new and interesting features as possible. There are always good opportunities for end of the Summer or early Fall sales, and this year in all probability will surpass all others and be a record-breaker for trade. It is well to stir up business in such a manner that you can win both dollars and a good reputation for energy and tact.

* * *

I hold that a man who advertises well and intelligently not only builds business for himself, but he builds up his town and benefits his fellow-creatures, because people will locate more readily in a place where there is progressiveness; they will flock to a prosperous and growing community, just as much as they will shun and avoid a town conspicuous for its lack of enterprise and its backwoodish stagnation. The citizen who promotes his country's welfare "best proves his duty."

* * *

Advertising not only creates a demand for the goods, but it tells how the demand may be satisfied. But the goods which are advertised the most are invariably the goods which are needed most and for which there is greater demand at one season than another. The plan is to talk up those things which the people are looking for. While the hot weather suggests zephyr underwear and cool clothing of every description, a shower will start a demand for umbrellas, raincoats, rubbers, etc., and cool winds and greyer skies tell us that soon will

Drop the ripe acorn in the fern,
The mellow apple on the grass,
The gypsy cheeks of Nature burn
As Autumn's fingers o'er them pass.

* * *

Fall buying will result from Fall advertising.

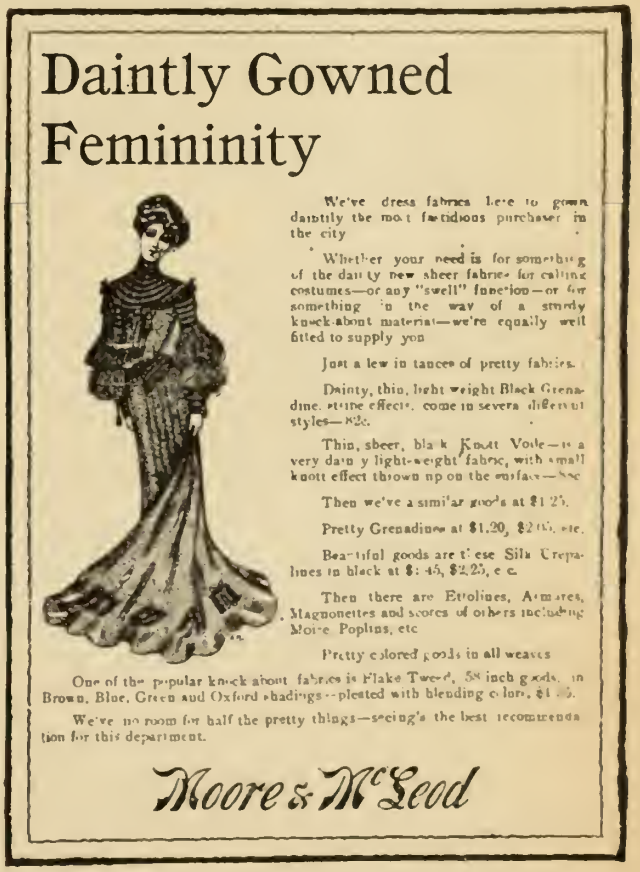
Doubtless, your competitor is studying up the query how he can do more business this Autumn. You should study the question of meeting his efforts by much greater efforts.

* * *

Keep at It During the Dull Season

It is but poor policy to cease advertising during the holiday season. The man who lets his advertising go down when the thermometer goes up may find his business go up when the thermometer goes down. Expenditure, of course, in advertising, should be regulated to suit the season. But it should not be cut off altogether any more than you should close your shop door and draw down the store blinds simply because you don't expect so many purchasers. Keep your name and your goods ever before the people likely to require these goods. Good advertising pays during every season of the year, but of course larger space is required more at some times than others. When your townspeople are away on their vacations you have not so many folk to talk to through the papers, so that it is wisdom to curtail space just then.

An excellent ad. (Charlottetown, P.E.I.).



Have you ever noticed that the merchant who talks the loudest about times being dull and trade bad is the merchant who does the least advertising?

* * *

During the warm weather shorter headlines are better than longer ones. Indeed I am not a believer in a too lengthy headline at any time; I think that is the only fault in the Wanamaker ads. On the other hand, I do not think "brevity is the soul of wit" in an ad. A too scant description of your goods is not a good recommendation. The nearer you can

Good for special sale.



make your announcement describe what you want to sell the better. Make your offer as plain as possible. A good cut is often a silent salesman. The silhouette is now much used by the small advertiser and is very effective.

* * *

Many of the most enterprising shopkeepers send advertising matter in the shape of attractive hooklets to their customers who are summering "far from the madding crowd" and the effort seems to well repay them.

* * *

The shrewd advertiser turns common, everyday trivialities to advantage; even misfortunes bring good fortune sometimes through the medium of a bright advertisement. Johny Canuck needs to take a leaf out of Uncle Sam's advertising book in this respect. As I mentioned before, when the Rogers, Peet Co.'s store was in flames such ads. were inserted by that enterprising concern that are remembered to this day.

* * *

About a year ago some enterprising burglars entered a New York clothing store and took away a great many of the newest goods. The proprietors lost the goods, but they did not lose the chance to turn their loss into profitable publicity. In the windows they pasted large press notices of the burglary together with two large placards which read:

PEOPLE ARE GOING TO HAVE OUR STYLISH SUITS EVEN IF THEY HAVE TO STEAL THEM.

WE HAVE TO BE ROBBED, BUT WE CANNOT HELP BUT ADMIRE THE GOOD TASTE OF THE THIEVES.

This gathered a large crowd of people together in front of their store, and incidentally promoted business.

* * *

Another New York man, a furrier, was unfortunate enough to have his store situated upon the line of the new subway. All through the Fall and Winter, when he had fondly hoped to do a very large trade, his show windows looked out upon a twenty foot excavation. For the time his better class of trade was ruined, business was utterly demoralized, and January found him with so large a stock of goods on hand as to be serious. This man gathered his wits together and advertised a January fur sale. He told the story of his hard luck so brilliantly and so pathetically withal that no one could question the genuineness of the sale, and people flocked there from all parts of the city. Many came perhaps out of sympathy, but doubtless many more came on the look out for good furs at reasonable prices. Even carriages drove round the side streets and picked their way through the back lane, so that their stylish occupants could purchase at the prices quoted.

* * *

Anything that will bring a store and its goods prominently before the purchasing public tends to draw trade. The merchant who has the assurance to put himself forward and blow the big trombone draws business—that is, if it is an honest blow.

* * *

The pulling-power of an ad. lies in its truthfulness, or what people believe to be truthfulness. A gross exaggeration and misleading statement brings many folks to your store once, but the truthful ad., which brings but few people at first, and then brings the few back again, and their friends with them, is the ad. that pays. That most truthful of advertisers, Wanamaker, of Philadelphia, once astonished all the smaller stores within a radius

"Assume a Virtue if you have it not"

An ad. that brought business.



of one hundred miles by one of his advertisements, which advised the public to confine all the trade possible to the local stores. He said for his own business he was quite content to take the leavings that would naturally come to him from being the first to show new goods and new fashions, and from having classes of goods never seen elsewhere. That was certainly the most unusual "live and let live" advertisement, but it was characteristic of the honest man, who has made fame

and fortune through advertising in the newspapers, yet has never used a Sunday issue. A lie is scorned by Wanamaker. He affirms that it is the merchant's own fault if his announcements do not bring custom, and declares that there is no more need of a lie in advertising than there is in conversation with a friend. Wanamaker has won a good name, and a good name is worth much in both the business and the social world.

Silhouette cuts make small ads. attractive.



If you are interested in the best clothes proposition that can be presented to you, you cannot afford to buy elsewhere. Latest style Suits and Top Coats **$10, $12.50, $15, $20** and **$25.**

A. Allred & Co.
Clothes of Quality.
416-418 MAIN ST.

"What's In a Name?"

Notwithstanding the immortal bard's assertion to the contrary, there is a good deal in a name, especially in advertising. An appropriate name for a store means much. It should be a good advertising name—that is, a name that is easily remembered. It should fit the business or the proprietor. It should not be too long. If it is a different name to the name of the firm it should always be used instead of the firm's name. You cannot use two names advantageously because two names are confusing; people cannot remember them, and "between two stools you come to the ground." There was a grocer who was not doing any too well in his business and who began to realize the fact that a catchy name might bring his store more into prominence. He thought the matter well up and began with himself—took stock of his own characteristics. Being blessed with an almost Paderewski-like crop of copper colored hair seemed to be his most prominent feature, so he decided that he would style himself "The Red-Headed Grocer." Not a very euphoneous title, perhaps, yet his bright idea brought big trade, it was a flaming success from the beginning. He laid the red paint on thickly—printed all his wrapping paper, bags, etc., with red ink. Frank C. Sherwin, the Red Headed Grocer, soon grew conspicuous all over the town. "Ever Ready," "Always Ready," and so on, generally appeared in his daily advertisements. Other humorous little phrases containing the word red were adapted more and more as he noted that the townspeople were amused and attracted. When Ringling Bros.' Circus came to town arrangements were made with the manager of the parade to use the largest elephant for advertising purposes. This elephant was made conspicuous in the front of the procession with two large streamers, one bearing the inscription, "This elephant eats Red-Headed Groceries," the other, "The best teas and coffees on earth at the Red-Headed Grocer's." Afterwards the elephant was photographed standing at the front of the store and illustrations were made from the photograph and used in newspaper and circular advertising. Thus the Red-Headed Grocer has won the reputation of being one of the most original advertisers of to-day.

* * *

An Extract from Weekly Echo, Man.

"Too much cannot be said in favor of giving the homestead a name by which it may become distinguished in the district or province in which it is situated. Most farmers who are raising pure-bred stock have taken advantage of this idea, and there is no reason why others who are making special efforts in producing high-class products or to have their premises appear homelike should not do likewise. It will influence the boys and girls to think more of home and will lead them to take a greater interest in making it appear beautiful. It costs nothing and can certainly do no harm, but will rather tend toward making the home more widely known, and eventually, more valuable."

* * *

Yes, give the homestead a name, give the store a name, give the merchant a name for good, square, honest advertising. There is more in a name than most people are wont to believe.

* * *

As a rule the English people are extremely conservative in their mode of advertising, but now and then one meets with great originality and certainly uniqueness.

* * *

"Why walk about in misery when you can be decently buried for 30/—"was a sign displayed in the window of a London undertaker.

* * *

When I was visiting London a few years ago, I dined off an advertisement of Holloway's pills on a dinner plate. Doubtless the medium was good as the pills are supposed to cure dyspepsia, but it somewhat set me against the restaurant, although, of course it caused talk of Holloway's patent medicine.

A catchy little ad.



Cluett-Peabody shirts are good to look at and they're also good to wear—your dealer sells them.

Cluett Shirts, $1.50 up
Monarch Shirts, $1.00.

Cluett, Peabody & Co.

We twentieth-century folk are not puritans by any means, we are laughter-loving, yet few of us can relish a joke on the premises of an undertaker.

* * *

"A little humor now and then is relished by the wisest men." Humor is not always out of place in advertising. For the street cars I am a strong believer in witty doggerel and clever cartoon advertising. I rejoice to see the passengers smile over "Spotless Town," the "Swell Affair," of tooth-ache gum, etc.

The advertising of the shoemaker should give lasting results.

The advertising of the tailor should suit his customer.

The advertising of the furnisher should furnish full information.

The advertising of the dentist should draw customers

* * *

Mail Order Business

I am frequently asked advice about a mail order business for a small store. I think a mail order business is a difficult thing to handle unless the store is particularly suited to its requirements—that is, unless the mail order can be made a very prominent part of the business and largely advertised in proper mediums. Of course it can be run as an accommodation and the mail order can be conducted at a loss and yet be really a benefit to the store as a means of retaining old customers. Where a goodly proportion of the townspeople go away during the warm weather, it will no doubt pay the merchant to keep in touch with patrons by filling mail orders for them, but in a general way I believe it cannot pay a small store to run a mail order business. About the only stores handling mail orders successfully are the largest manufacturing jewelers and the biggest departmental stores. Anyway, I should be pleased to have a little correspondence on this subject, and would request any merchant of, say a town of three to five thousand inhabitants, who is making such a business pay, to write me his experience upon the subject. Such letters shall have my best thought and attention.

CATCHY PHRASES FOR AUTUMN ADS.

Dog days will soon be over and not only the dogs but all of us will feel better.

No matter whether the mercury points to 90 or to 50 degrees, Fall will have begun. We are ready for it with this list of matchless values.

These Autumn goods have style and elegance; they are the product of Europe's and America's foremost makers. Need we say more?

If you ask why you should buy Fall underwear now, we answer, for the same reason that wise people buy their winter coal in the Summer.

The first of the Fall hats are here and more fetching than any block yet shown—all the new shades.

A closely calculated cash price on smart Autumn goods.

Umbrellas, Umbrellas, Umbrellas. Do you need protection from Autumn rain? We have the umbrella supply for your wants.

A new carpet will do much to brighten your home. The season of indoor attraction will soon be here.

A sale of splendid losses. Splendid for you, splendid for us

True economy in clothes buying means getting the greatest possible measure of satisfaction and intrinsic value for the smallest price.

Summer goods at zero prices.

Our profit comes when we buy—yours when we sell.

Our large purchases make selling easy.

Satisfaction or no sale.

All news is good news when seen in our advertising columns.

Light in weight—light in price.

Parting Shot Sale. Sounding a key-note before commencing Fall business. Touching the tender chords in the hearts of the people.

A quality that protects you.

Your choice of the Fall crop.

Wise buying and close selling.

An Autumn display of judgment and taste.

Never too soon to buy a necessity.

We bought them for their quality.

Autumn fancies, shades and weights.

Comfort means health.

We make it pay you to come here.

GOOD ADVERTISING

DEPARTMENT OF

CORRESPONDENCE AND CRITICISM

This department is specially conducted for the benefit of advertisers throughout Canada. It invites correspondence on all matters relating to advertisements and advertising. It requests copy of advertisements for suggestion, criticism or review; it also requests sample advertisements for reproduction in these columns. Its aim is to be of practical value to advertisers.

W. H. B., T., Ont.—Your ad. submitted looks too much like one of your competitor's ads. It is better to try and improve on other people's without exactly copying, or, better still, make a heading so original and catchy that others will try to copy yours.

C. B., S., Ont.—The ads. you forwarded are very fair; hope to reproduce them next month.

23rd May, 1903.

To Miss Nora Laugher.

Good Advertising Department, DRY GOODS REVIEW, Toronto.

Dear Madam,—Permit me to cordially thank you for your courtesy in devoting so much space to the criticism of my efforts in ad.-writing in your May issue.

The enclosed are specimens of our more recent attempts to keep our name before the buying public.

Believe me, Madam,

Yours respectfully,

THOMAS TOD.

Thos. Tod, of Willis, Nelson & Co., Glasgow.—Your enclosures illustrate excellent advertising — the perfumed Japanese specimens exceptionally interesting and dainty. Let me congratulate you.

H. C , S., Ont.—I do not think either of the names you suggest good—the one is unpronounceable—the other is too fanciful. When a name is hard to pronounce ordinary people do not care to ask for it for fear they should mispronounce it, and a fancy name is foolish. Put on your considering cap once more. A good name is half the battle in advertising anything, and certainly worthy of the thinking out.

Jno. T., L., Ont.—Remember that business opportunities travel by lightning express and have no time to dawdle round the waiting-room; why not improve yours while the advertising gate swings to let it through? Wake up, my friend! and "toot your horn."

S. E. B., M., Que.—(1) Your ad. would have been much more "catchy" if the display type had been more tastefully chosen. Tell your compositor never to mix up those three styles of type together again—it's a bad mixture and an otherwise good ad. spoiled. Try the effect of the same ad. with Bradley Text alone. It will be much more effective. (2) Yes, I like the half-tone. (3) The booklet is not to hand yet.

Thos. W., L., Ont.—Don't say "ladies" and "gents" in your advertising. If you must say "gentlemen" spell it out in full. I don't think ladies mind being called women nowadays. Your ad. was a fair specimen, barring the "ladies and gents."

F. M., H., Ont.—You are badly handicapped by timidity—the ads. sent are too weak for good business. Have more confidence in your goods and yourself, then you will have no "slack" season. Why not "give your biz. a little rope" or "hone" up with the advertising strop.

Development of the Advertising Art.

ABOUT the first thing that strikes him who compares a magazine—literary or class magazine, or trade journal—of the present day with one of its own back numbers, say of a dozen years ago, is the great difference in the appearance of the advertising pages, the apparent thought and care bestowed upon them now being almost entirely absent in former years. And there is no greater difference in their appearance than in their numbers. From a few pages of indifferently displayed business announcements they have grown until they are now almost as numerous as the reading pages, and in some cases, as interesting to the casual reader. In many of the leading literary magazines with which the Canadian public is familiar, such as Harper's, Munsey's, McClure's and other well known American magazines, the number of advertising pages exceeds frequently the number of pages devoted to purely reading matter; though, as a rule, the aim is to provide as much of one as of the other. In trade papers, such as THE DRY GOODS REVIEW, there are usually fewer advertising than reading pages, though now and then they are about equal. As a rule, it is sought to preserve the equality, though useful reading matter is never excluded if it does necessitate adding an increased number of pages.

To return to the appearance of the advertisements: Where formerly they usually bore a single announcement, urging the reader to buy such and such an article, or spend his loose cash at such and such a place, all written by anyone who had the time to do it and left entirely to the printer to arrange as he wished; now artists or photographers, engravers or lithographers, professional advertisement writers, and printers, all have their share in designing the best advertisements, and the results of this combination of various talents speak for themselves. Some of the world's greatest advertisers, such as the proprietors of Pears' Soap, Bovril, Pinaud's Perfume, and others who go direct to the public, whose advertisements appear on billboards, street cars, and in almost every literary publication one can pick up, stop at no expense, and employ famous artists and pictures at immense prices to properly place their goods before prospective buyers. Almost everyone remembers the Royal Academy painting, "Bubbles," by Sir John Millais, which Pears' purchased for advertising purposes and sent copies almost all over the world. Another well remembered picture was Harry Furniss' "Punch" cartoon, representing a disreputable looking [illegible], writing: "I used your soap two years ago, since when I have used no other," almost the same words which Mme. Patti had used in testifying to the virtues of Pears' Soap. The proprietors of Pears' Soap saw the value to them in that picture also, with the result that they bought it, printed it in colors, and it appeared in magazines and on billboards everywhere. "He won't be happy till he gets it," a picture of a baby in a bath reaching out for a cake of soap, labelled "Pears'," was another of the kind, and it was so widely known that time and again political caricaturists made use of it to illustrate their points. Was it not in the defunct "Grip" that the venerable Sir Richard Cartwright's face appeared in place of the baby's, and the cake of soap was labelled "Free Trade"? Bovril's "Alas! My Poor Brother," persuaded thousands that the strength of the late ox was compressed into the bottle of Bovril he looked at. "I hear they want more Bovril" was also finished up in "Punch," with a picture of a bull facing a frightened old gentleman up a tree (literally) and his hat on the horns of the enraged animal. Said the bull: "So you want more Bovril, do you?" The Bovril people were not slow in transferring that picture to their advertising list. The number of these famous advertising pictures is almost endless. Some are noted for their beauty, others for their measure of comedy, nearly all for their appropriateness. A few years ago this sort of advertising was the exception. Now it is the rule.

The expense entailed by the advertising done by such firms as those mentioned above, and there are many of the kind, is, of course, enormous; in itself it constitutes a strong argument for the value of advertising. Millions of dollars are spent each year for the purpose, and there are several magazines, each of which counts its advertising turnover in the hundreds of thousands. Six hundred dollars per page for a single insertion is a common charge; the thousand mark is frequently reached; and the great Philadelphia monthly, The Ladies' Home Journal, receives $5,000 for the use of its back cover for each insertion. That page is never without an advertiser. The man who pays $5,000 for the privilege of having his advertisement appear in any publication is bound to see that the advertisement is one which will attract. This is the way to get the worth of one's advertising money.

It is only now and then that a picture will attract through its "catchiness" sufficiently to answer the purpose, and lacking a picture of this sort, many of the best advertisers have resorted to beautiful paintings, photographic scenes, photographs of beautiful women and such pictures to produce the required effect—that is, to hold the eye and impress on the memory the advertisement. As a rule, it is preferred to use a pictur of this kind which has some direct bearing on the subject of the advertisement, but it is often the case that a beautiful picture is inserted in an advertisement with which it is in no way connected, for the purpose, first of attracting attention, and secondly—though of hardly less importance—to place the ad. in good company. The policy of giving a high "tone" to an advertisement is a most wise one, followed by the leading advertisers of the world, but unfortunately too often neglected, in this paper and in almost every other published. By the use of an object of beauty such as we have mentioned, an impression of high quality is conveyed to the reader. He cannot help forming this idea. The advertisement, as we have said, is in good company. That is how we judge each other, and in the same way we unconsciously judge advertised articles. Clothing manufacturers don't display their products arranged on the bodies of tramps when they advertise them. Silk waists and costumes require handsome faces and forms to set them off. It is the natural rule of the advertising game to use beautiful things in connection with the advertised goods. The exceptions which do no harm are those such as we have mentioned above regarding the tramp's testimonial to Pears' soap, and others where the goods advertised are too well known and too consistently advertised to be affected by an occasional joking allusion.

For these reasons the great advertisers make beauty a necessary feature in their announcements, and the smaller advertisers are following in their footsteps. With most of

JINGLES FOR ADVERTISERS.

Your wares may be cartridges,
Capsules, or collars;
Your aim, to convert them
Into crisp paper dollars.

You will hit where you aim,
And tally bullseyes;
If the target you sight for
Is marked "advertise."

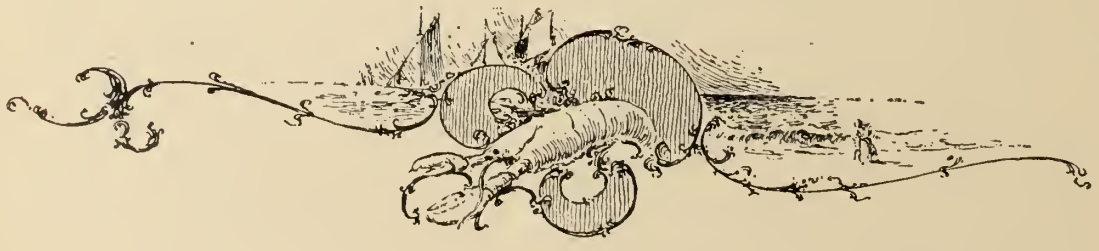
these the plain type will no longer do; there must be something else—a fine engraving, color printing, an artistic drawing, handsome decorative work or some other of the many artifices which are at the hand of every advertiser to illustrate or beautify and to increase the value of his advertisement. In the matter of advertising dry goods of all descriptions, dress goods, dress accessories, millinery and other of the more important items in the dry goods store, splendid use is being made by our wholesale houses of color printing and lithograph plates, drawings for the most part, but as the art of advertising progresses, it is noticeable that more and more attention is being paid to photographing the living model in hat or gown, with parasol, lace collar, belt, tie, or whatever other article is to be shown to the public. From time to time in our columns there appear advertisements of this kind, and they are never more impressive to our subscribers in the retail trade than they are to other advertisers who see them, but who are content to use the type alone in their own announcements. Every advertiser makes it a point to see what his trade rival has to say, and the result of this has been to create a gradual improvement in the appearance of our advertising pages, until they now present a much more pleasing aspect than they did a few years ago. Especially is this noticeable in special numbers. Take this issue, for instance, and compare it with other Fall numbers, and one cannot but note the improvement in the advertising section.

The future of advertising is too hazy to speculate upon, but the thing for the present is to keep abreast of others in this matter of getting out handsome advertisements, to "get in line," as the slang has it, and to keep there. This applies to all who have goods to sell, retailer and wholesaler alike. The best goods known to the world are advertised most and in the most pleasing manner. From time to time "fake" articles are puffed aloft in a cheap way, but it takes only a short time for them to fall flat. The best goods, though, the articles of merit and value, are continuously kept before the trade or the consuming public (and they appreciate that fact and know what it means) by a series of advertisements, either the most pointed and "catchiest," or the handsomest that money can buy.

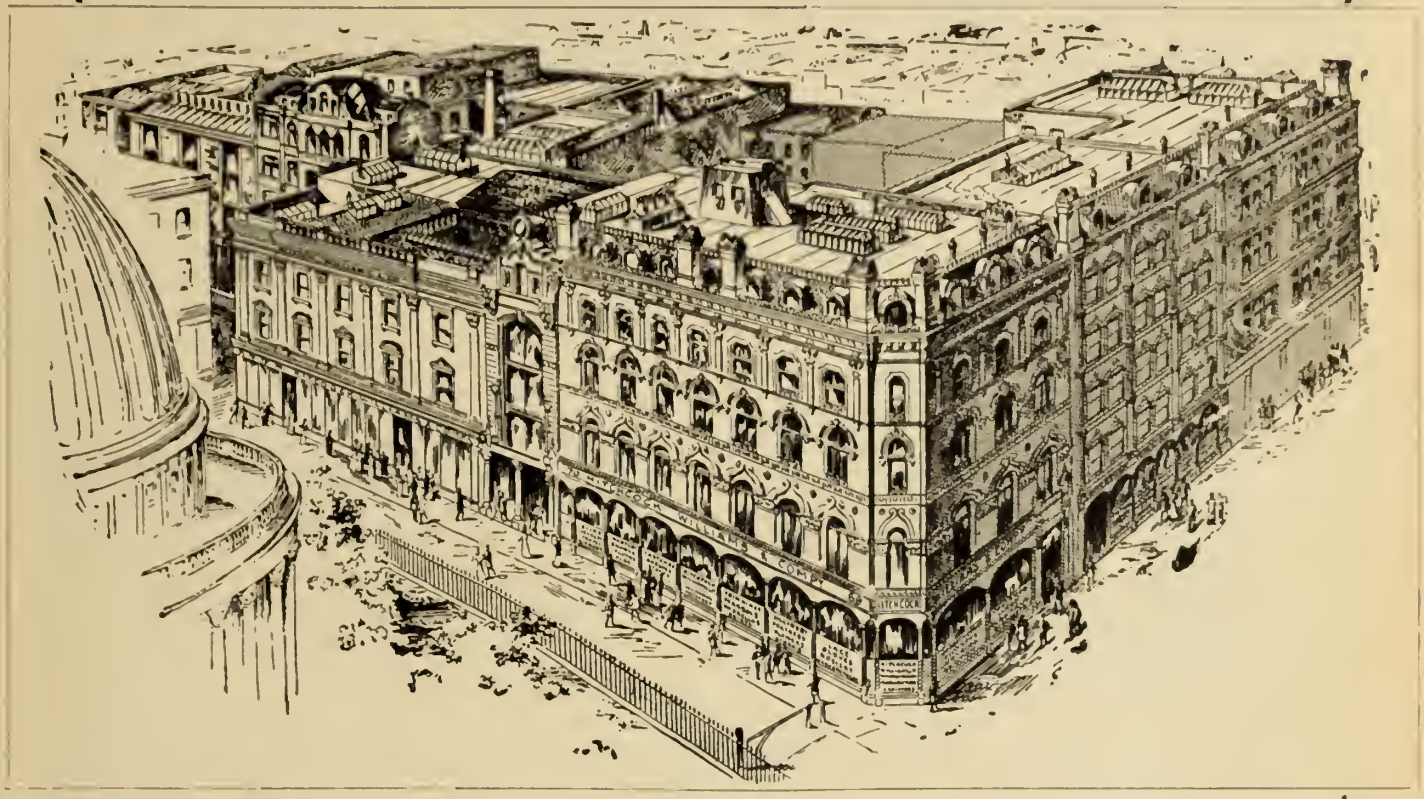
In spite of this, the importance that attaches to artistic advertising in the minds of many of our business men is comparatively insignificant. That they recognize its virtues there is small doubt, since the most enterprising and best known concerns, whether railroad or steamship companies, summer resorts, insurance companies, brewers, distillers, wholesale merchants or manufacturers of any and every known article, employ it so extensively to forward their business. And yet many of our largest merchants (they may not be that long) instead of following in the footsteps of the leaders, content themselves with giving their goods only indifferent publicity, "as good as somebody else," "enough for the purpose," and so on, but excelling no one in their line of business. To excel in advertising has been the ambition of those whose goods now excel in sales, and wholesale and retail dry goods men who have something of worth to offer for sale can reach the greatest volume of business by placing them more attractively before the prospective customers than their competitors.

In the advertising columns of this paper, which are now far in advance, as appearances go, of many other trade journals, there is room for great improvement in the "style" of various advertisements, and the advertisers know it, but having that lack of appreciation of the value of a fine advertisement, are content to be as good only as some other advertisements but not as good as the best. But a little care and a very little more expense—no expense when the results are taken into account—would do wonders with many of those announcements. Among retailers there is perhaps less opportunity for artistic advertising, as the newspapers, their chief mediums, seldom permit of such; but an increase in the space used, to permit of an illustration or two, or the use of one striking picture or a series of them, will make a big difference. This, of course, means a greater cost, but even in small towns there are many merchants who have proven any extra outlay in advertising is amply repaid, and that the more attractive their advertisements are made, the greater their value.

Of course the text should receive the greatest of care; but this is a matter which our readers and advertisers have already shown themselves very capable of attending to. So we take it for granted that in beautifying their advertisements, where needed, the same high standard in setting forth the merits of their goods in words would be retained.



Hitchcock, Williams & Co.



SIR G. WILLIAMS
F. G. WILLIAMS
H. WILLIAMS
A. T. WILLIAMS

WAREHOUSES: 69, 70, 71, 72, 73, 74 St. Paul's Churchyard.
43, 44, 45, 46, 49, 50 Paternoster Row.
1, 2, 5, 6, 7, 8, London House Yard.

Manufactories, Warwick Lane and Paternoster Buildings.

ESTABLISHED NEARLY 70 YEARS.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application.

Our Mr. Cliffe visits Canada twice a year, He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—$5 per hundred clippings; $40 per thousand, payable in advance but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL.

10 Front St. East, TORONTO

ESTABLISHED 1855

TAYLOR'S

DOUBLE TONGUE & GROOVE

SAFES

145 & 147 FRONT ST. EAST. TORONTO.



The Draper of Australasia,

The Organ of the Drapery and Kindred Trades of the Antipodes.

SUBSCRIPTION $2.50 PER ANN.

post free to any part of the world. A handsome Diary is presented free to annual subscribers.

Publishing Offices :
Melbourne, Fink's Buildings.
Sydney, Post Office Chambers.
American Offices :
New York, Park Row Building.
British Offices :
London, 42 Cannon St., E.C.

Specimen Copies free on application.

St. Margaret's College

TORONTO.

A Boarding and Day School for Girls.
Thorough courses in every department.
Only teachers of the highest academical and professional standing employed.

GEORGE DICKSON, M.A., Director. MRS. GEORGE DICKSON, Lady Principal.



Mr. G. W. Weese,

Promises to give personal attention to all work given to our firm, and see that every Customer is pleased and satisfied.

It is no trouble to quote prices.

WEESE & CO., Printers

54 YONGE ST. TORONTO.

FIRE AND BURGLAR-PROOF SAFES.

Great fires often cause ruination. Protect against what may come by buying a

CARY Fireproof Safe.

We are the only Importers and Dealers in Canada of the celebrated world famous **Cary** Safes. The only safe sold in Canada where the filling is warranted not to depreciate; being a dry filling, will last a life time. No refilling required when you buy a **Cary** safe. See our seven-flanged, double underlocking, tongue and grooved door with asbestos packing, making them water and air tight. See our latest improved up-to-date Safes before buying. Catalogues and prices sent on application. Money saved by consulting

Ford & Featherstone,

IMPORTERS AND DEALERS,

10 John St., North, - HAMILTON, ONT

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS

AND

TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO

THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

PERSONAL INTERVIEWS IN GRANTING CREDITS.

By GEO. H. SIEBLE, St. Louis, Mo.

THE position of credit man in a large concern is not a sinecure, and at times is most unpleasant; in fact, I have had gentlemen in other positions not nearly so prominent tell me that they would not have the place with many times their present salary attached; and I assure you that I recently had two experiences when I wished I was almost anywhere else in the world but at the credit desk. I was informed that a young lady, daughter of one of our customers, was in the house purchasing goods. Now, this customer was considerably behind in his account with us, and, supposing that the young lady had been given instructions, I sent for her and upon questioning her found out that she kept her father's books and was well acquainted with his affairs, but was not inclined to tell me anything about them, till I so positively insisted that she became offended and would say nothing.

The other case was somewhat similar, the lady being the wife of a customer, and upon being questioned felt so much offended that she set up a good "cry," abd then, being somewhat relieved, said that her husband, though his account was so far behind, was well able to pay, but that he gave the business very little attention, leaving it almost entirely to her. She, between her sobs, instructed me not to ship the goods she had just purchased—she did not need them, anyhow, and could get them somewhere else when she got ready for them.

Now, such cases as these, I say, are anything but pleasant, and I hope none of you may be called upon to go through them.

The credit man's duties are multifarious, he having many things to do beside pass upon the fact that a prospective purchaser is good to sell upon credit or not. You know, it is often deemed necessary for you to go out of your office to meet a customer, accidentally, as it were, to "jolly" him—pat him on the back—make him feel at home—take him to a department and call some particularly good salesman to handle him, because you know he likes this special attention, or is "cranky" in some way—and in many other ways depart from your legitimate line of work.

One of my most unpleasant duties is to decline an order, or "turn down" a buyer: for this, in most cases, "puts you in bad" with the salesman who would get credit for the sale, as he, nine times out of ten, thinks you are wrong—that you have made a mistake—though this is more on account of a prejudice he always has in favor of the customer, as he looks at the transaction from one side only—a salesman's standpoint.

You must not harbor the idea, however, that the credit man is never in error, for he, being human, is naturally liable to mistakes and often makes them, for if he did not, his services would be invaluable to his employer; in fact, he would be so much sought after that he could not take care of the many positions that would be offered him.

There are so many conditions to be considered in the granting of credit, more than I have time to take up here, that I will present but a few cases that have come under my personal observation or attention, some of which were correctly and some incorrectly diagnosed by me.

Those decisions in which I was correct were made from personal interviews with the customer, and the contrary, where I passed upon the credit from information obtained through various channels usual to the credit department, and from this fact it is my opinion that to decide upon credit it can be done much more intelligently from personal contact with the parties than in any other way, and where it is possible I always insist upon it.

A few years ago a party by the name of John Smith came into our house, and the salesman for his territory being called, he learned that Mr. Smith wanted to purchase a small bill of goods, between $200 and $300, payable in 60 days, also informing the salesman that Mr. So and So, a salesman for another house, had sent him there. Mr. Smith, being a stranger, was requested to step in and interview the credit man, which he readily consented to do, and on being introduced, was requested to make a showing of his affairs, and to this made no objection, though, at the same time, saying that his purchase would be small, as he needed but few goods just then. Taking down my blank form, I asked the usual questions, and these are the figures he gave:

Stock in hand (Insured for $2 000)	$2,500 00
Notes and accts., all good	500 00
Cash on hand	300 00
Cattle, horse, etc	500 00
Total Assets	$3,800 00
And Total Indebtedness, all for Mdse. (none due)	1 198 00
Giving him a Net Worth of	$22,632 00

Now, from these figures, this man, if honest, was unquestionably good for the quantity of goods he desired of us, but here is where the personal interview was the thing, for, upon quite a long talk with him, after obtaining these figures, I informed him we could not sell him the goods, except upon a spot cash basis.

The salesman was very much dissatisfied, and after considerable talk, and representing that his friend's house had shipped him a much larger bill of goods, he succeeded in getting the goods shipped by an order from a higher authority than myself. I told this gentleman that if he talked to the man he would not have shipped him, and to show that my judgment was correct, the party failed in less than 60 days, and we succeeded in getting 25 per cent. of our claim, less attorney's fees.

A few seasons ago the head of our Arkansas department informed me that Thos. Jones was in the house and told him that he had decided to transfer his dry goods purchases all to St. Louis, and would give our house his busi-

ness if we would make prices right and we wanted to sell him. He was told that we did, and he started in to make his purchases. After a day or two our department man informed me that the party was buying a very liberal bill, and I said I would see him. When he had finished buying he was brought to me and introduced. He was a clean-cut intelligent man, "full of ginger," as it were, seeming to have his business well in hand, with figures at his tongue's end, and was very particular as to details, not overlooking the smallest items. He stated his competitor was a large advertiser and took full time on his purchases; but he (my prospective customer) discounted his bills and took advantage of this advertising, being able to sell the people brought into town by this means, at lower prices, thus getting the benefit of the business without the expense. These are his figures:

Stock, $12 000 to		$13,000 90
Insurance, $7,500		
Book accts	5,000 00	
Cash on hand	700 00	
Store bldg	1,500 00	
Bank stocks, etc	1,600 00	
Total Assets		$21,800 00
Liabilities:		
Mdse., none due	$5,000 00	
Borrowed money	4,500 00	
Miscellaneous debts	1,000 00	10,500 00
Net worth		$11,300 00

Annual business, $76,000 00.

Now, here was a hustler, as you will observe from his sales; he turned his stock nearly six times per year, and was bound to succeed. His bill, with us, was about $1,000, and promptly discounted, as he said it would be, and he is to-day one of our most valued customers. In the making of this credit you will readily see that the personal interview is again of great advantage, because without the many little points and conditions brought out by conversation, I would hardly have cared to ship his bill of goods, even had other information borne out the figures given.

The cases to which I have especially called your attention are ones in which a personal interview took place, and I repeat that in my opinion a "credit" can be passed upon much more intelligently in this manner than in any other. The agency information or bank reference may be prejudiced or given with a view of obtaining credit for the party, when, if the true conditions were known, and a chance to study the man were given, you would not take it on, though on the information you have you "take a chance."

IS IT NECESSARY TO SEND RECEIPTS?

By J. H. SCALES.

THE question of "the discontinuing of sending receipts in acknowledgment of all forms of remittances, upon which the endorsement of the receiver would be a legal receipt," seems to be one upon which little can be said, certainly little that may be termed new.

This question was taken up by the house I have the honor to represent nearly two years ago. It had been our custom for some time previous to print on our remittance forms: "No acknowledgment necessary." Having experienced no inconvenience from the practice, we concluded it could be extended to our own customers, and so decided to try it.

I believe we were the pioneers in this move, and now, after 21 months of actual experience we are convinced that it was a move in the right direction. So successfully has it worked that I have yet to see the first complication to arise from it, and you can get an idea of the great saving of labor and postage to us thereby when I tell you that we acknowledge the receipt of less than 10 per cent. of the remittances that come to us.

However, it is impossible to eliminate altogether the formal receipt, for it must be given in some instances, such as formal vouchers required by corporations, settlements with administrators, receivers, etc. It is also our custom to acknowledge receipt of currency when the amount exceeds $1, and, if a customer insists upon it, we send him receipts regularly. In other words, if the question of business or no business hangs upon a receipt, we send the receipt.

As another proposition, the present era in commercial life demands the introduction of the most modern methods and the discarding of all practices which are unnecessary or cumbersome, so long as it does not interfere with or retard the progress of business; in other words, that we take the shortest cut to reach a given point, and this principle applies to the credit man as well as to any department, for he must see to it that the machinery of his department works with the least possible friction and that the expense does not compare unfavorably with that of others, and, as we have already shown, the abolition of the sending of receipts, though comparativtly small, is one feature that counts.

At this point I will digress to say I think it would be well to incorporate some other features which are of a kindred nature, viz.:

First.—Insist upon the customer remitting for specific charges.

Second.—Urge him to use a regular remittance form or make an intelligent statement of the remittance in his letter, and then let him specify on his cheque the invoices it is intended to pay.

The third feature will require some explanation.

When this subject came up for discussion at the meeting of the National Association of Credit Men of the United States, there was an objection offered on the ground that the discontinuing of the sending of receipts would induce a customer to send his individual cheque instead of exchange.

When paid and cancelled, the customer's cheque goes into his possession and can be kept as a record, but the cashier's cheque, of course, remains with the bank: therefore, if he has not the receipt, it is only natural that he should want his own cheque properly endorsed.

This can be overcome by suggesting that the customer buy exchange in his own name, and then endorse it over to the firm he intends to pay, specifying, if he chooses, in the endorsement the bills to be paid. Then, should any question or dispute arise, which is exceedingly doubtful, it is a matter of little trouble to obtain a complete history of the transaction by going to the records of the local bank.

Flannelette.

If purchasers of this useful material for underwear all the year round would buy the

BEST ENGLISH MAKE

they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

Horrockses' Flannelettes,

Made by the Manufacturers of the celebrated Longcloths, Twills and Sheetings,

ARE THE BEST.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

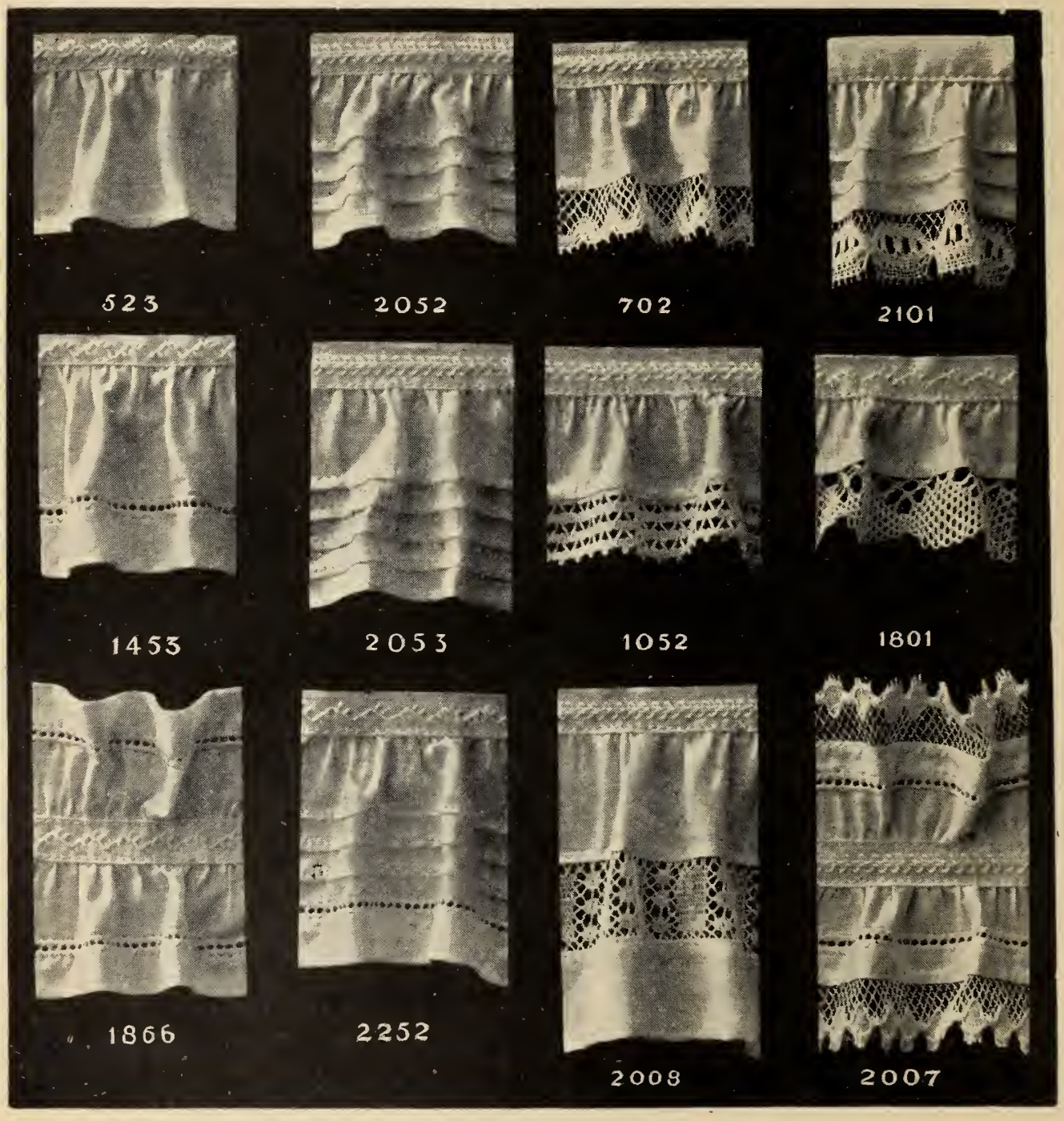
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For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

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THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

COTTON INDUSTRY IN CANADA

By G. C. H.

IN the year 1856 the first cotton mills in Canada began operations on a small scale in Dundas, Ont., where the cheapest and lowest grades of cotton were at first turned out, and during a few years afterwards other small mills were erected in different parts of the country, at St. John, N.B., Cornwall, Ont., Hochelaga, Que., and Hamilton, Ont. All these mills followed up the low standard set by the Dundas mills, and it was not until nearly a quarter of a century before Canadian manufacturers began to turn their attention to the finer qualities of cotton fabrics. Meanwhile, as the country developed, a marked increase was taking place in the volume of imported cottons, of medium and comparatively fine grades, and it was apparent that a market was preparing here for the domestic manufacturer of the better cottons. When, in 1878 or 1879, the periodical wane of prosperity passed over

IMPORTANCE OF THE INDUSTRY.

That the cotton industry is well worth saving to Canada is apparent to one glancing at the statistics giving its place and standing among Canadian industries. It is one of the largest. It comprises some 26 large mills, employing on the average 500 hands, or over, one company in Montreal alone employing 2,700 hands. In all some 65,000 people depend directly upon it for their living. The value of the property in Canada is $23,860,622, making an average for each mill of close upon $1,000,000. About $15,000,000 worth of cottons is manufactured each year. The importance of the industry may be judged by a look over the following tables of statistics, which were compiled by E. H. Cooper, the secretary of the Montreal branch of the Canadian Manufacturers' Association:

	MARITIME PROVINCES.					PROVINCE OF QUEBEC					PROVINCE OF ONTARIO					
	Dominion Cotton Mills Co., Ltd.	Canadian Colored Cotton Co., Ltd.	Cosmos Cotton Co.	Cornwall & York Cotton Mills Co.	Total.	Dominion Cotton Mills Co., Ltd.	Colonial Bl'ch'g. & Ptg. Co.	Montreal Cotton Co.	Montmorenci Cotton Mills Co.	Merchants Cotton Co.	Total.	Hamilton Cotton Co.	Imperial Cotton Co.	Canadian Colored Cotton Co.,	Dominion Cotton Mills Co., Ltd	Total.	Totals for the Dominion
Value of property in Canada	$1,133,493	$3,100,000	$450,000	$500,000	$5,183,493	$4,992,558	$500,000	$4,000,000	$1,500,000	$2,077,000	$13,069,558	$285,000	$470,000	$4,150,000	$702,571	$5,607,571	$23,860,622
Yearly production	800,000	1,385,000	400,000	500,000	3,085,000	2,650,000	800,000	2,600,000	1,250,000	1,500,000	8,800,000	300,000	400,000	2,035,000	350,000	3,085,000	14,970,000
Hands employed	829	1,500	270	550	3,149	2,600	190	2,700	700	1,750	7,840	280	260	1,500	300	2,340	13,429
Yearly wages paid	215,540	483,000	77,000	135,000	910,540	680,896	85,000	869,000	182,000	450,000	2,666,896	75,000	85,000	487,000	92,130	739,130	3,916,626
Yearly coal consumption	36,000	66,000	8,400	15,000	125,400	135,000	28,000	60,000	25,000	60,000	508,000	18,000	16,000	53,000	15,000	102,000	735,400
Amount spent per year in supplies	33,163	180,000	10,000	60,000	283,463	237,313	75,000	600,000	12,000	150,000	1,074,313	23,000	8,000	180,000	14,575	225,575	1,583,351
Yearly amount of freight paid railways	48,000	74,500	8,000	$10,000	140,500	165,000	not reported	56,000	75,000	95,000	391,000	12,500	15,000	95,500	22,000	145,000	676,500
Average duties paid per ann on machinery and supplies	9,000	20,500	3,000	not reported	32,500	37,000	not reported	46,800	not reported	10,000	93,800	2,150	8,500	19,000	4,000	33,650	159,950
Yearly outlay in local plant improvement	4,500	105,000	5,000	not reported	155,000	220,000	not reported	160,000	not reported	17,500	555,000	8,500	2,000	120,000	35,000	165,500	875,500
Raw cotton																	5,579,031
Imported yarns, No. 40 and finer																	244,371
Imported grey cottons for converting purposes																	400,000

Canada and other countries, the cotton industry shared in the general good times helped but little by the tariff of the new Conservative Government. The period of prosperity lasted some time, and for a decade or more the industry

GREW AND WAXED FAT.

Although the machinery then in use in all the Canadian mills was of the kind to turn out only the coarsest cottons, there were a few mills which, with a spirit of enterprise in advance of their fellows, and very creditable to themselves at that period of Canada's development, went into the manufacture of finer goods. The experiment proved successful in a measure. At least, it was due to their making this class of goods that during the business depression that followed they were enabled to push forward, while other mills were compelled to give up the struggle.

Since that period the cotton industry has progressed and assumed its present large proportions notwithstanding that, except for a short time, it was afforded but meagre protection from the tariff. With a tariff giving ample protection there is every reason to suppose that the industry by this time would have been able to entirely supply the home markets with goods, not only as well made in every particular, but also at as low a price to the consumer, on the average, as imported goods from any source.

Apart from the value of the industry to those directly interested in it, the benefits conferred on the cities and towns in which these huge enterprises are located cannot be overestimated, and the money put into circulation by it affects the entire commerce of the country. The class of labor employed in the cotton mills is of the best, skilled mechanics and tradesmen who have had to put in years of apprenticeship to perfect themselves in their trades; and one cannot compare Canadian-made cotton with imported goods without being convinced that these workmen have learned their lesson as well as any foreign member of the trade. These laborers are paid from the cotton mills about $4,000,000 per year, and the greater part of this is directly turned over to retail merchants and shopkeepers of all sorts.

DISTRIBUTION OF MONEY.

The figures given above show that aside from the wages paid a large amount of money is distributed throughout the country by the cotton mills. Twenty-six large mills require a lot of supplies, of too many kinds to be enumerated. From the above it will be seen that the coal item alone amounts to nearly $750,000 yearly, and for other supplies, over $2,300,000. In short, considerably over $8,000,000 is scattered throughout Canada each year by the cot

ton mills, and by this money many classes of industries, business concerns and trades are benefited.

TARIFF ENCOURAGEMENT.

Since the industry began it has not had much help from the country in the way of tariff protection. Had it been cared for as the United States has cared for its cotton industry, giving it a protective tariff of over 60 per cent., there is no doubt but that Canadian cotton manufacturers would have secured the same firm foothold on their home market as the American manufacturers have on theirs. Of course, while the Americans have their own raw cotton, we must import it, but except in the case of the cheapest goods the quantity of raw cotton used in the finished article is so small, compared with the cost of the labor in it, that it is hardly an item worth taking into account. And even in the coarser grades the cost of the raw cotton used is small indeed compared with the cost of the finished article. In either case, there is no reason why our manufacturers cannot be placed on the same footing, as far as manufacturing cheaply is concerned, as the United States cotton makers.

TARIFF HISTORY.

The first year of the National Policy, in 1879, introduced a tariff of 1c. per square yard and 15 per cent. ad valorem on grey and white cottons. During the last year of the Conservative administration the duty was 25 per cent. alone, and this tariff has been continued under the present Government, but, with the difference that, in the case of the British goods, the preferential clause reduces it to 16½ per cent. In printed, dyed and colored fabrics, the duty in 1879 was 3c. per square yard and 15 per cent. After many ups and downs this finally became 35 per cent. ad valorem and remains so now, the preference reducing it to 23 1-3 per cent. This 23 1-3 per cent. is the highest duty on any line of cotton goods coming from British sources. When it is remembered that in Canada the cost of manufacturing cottons runs as high as 90 per cent. for labor alone, and that in Great Britain, labor commanding a much lower wage, the cost of production is no more than 60 per cent. labor, it is apparent that the value of the British-made article would be 30 per cent. less than the value of the same quality of Canadian-made goods. In spite of this the home manufacturer has only 23 1-3 per cent. protection. This applies to the finer quality of goods, in which, considering the labor employed in the making, it is most desirable that our manufacturers should have the home trade and be able to extend their operations.

CHEAP SOUTHERN LABOR.

Against the importation of American-made goods, while there is a protective tariff of 25 per cent. on the lower grades and 35 per cent. on the higher, the labor conditions in the Southern States entirely change the situation. It was but a few months ago that an influential paper in the United States sent a representative to visit the cotton factories in the South and inquire into the subject of child labor. His inspection resulted in finding that from 10 to 20 per cent. of all the operatives were children of 12 years of age and under, earning the colossal salaries of 10 to 50c. per day. Other employes, a little older, were paid 50 to 75c. per day, and adults earned $1 per day—rarely over that. It is against the products of such mills as these that Canadian manufacturers have to contend, and the well-paid Canadian labor does certainly make a big difference in the cost of production. What, in this case, does a protective tariff of 25 and 35 per cent. do for the Canadian industry? Motives of humanity, if nothing else, should be sufficient to prevent us from supporting institutions where this "white slavery," as it has been called, exists.

CANADA AS A DUMPING GROUND.

In the cheaper and coarser grades, where raw cotton forms a greater proportion of the cost of production, and labor is of comparatively small value, the duty of 16½ per cent. on British goods and 25 per cent. on foreign imports would seem to the outsider to be an adequate protection. And, so, perhaps, it would, were it not for the fact that it is in these lines that Canada is made the dumping ground for both English and American goods, whenever it so happens that manufacturers in those two countries find themselves with a surplus stock on hand which they can not dispose of in their own markets. Having a large home demand they are able to prepare immense quantities of cotton fabrics each year, and it frequently happens that for one reason or another a large quantity of this is left on their hands. This, then, is where Canada with her low tariff comes in as the friend in need. In the face of the existing duties they can bring large lots of their goods here and sell at cost, or below cost, to be rid of them. This, perhaps, would be all very well for the Canadian consumer if the foreign manufacturers would carry out this programme regularly, year after year, and supply us with cottons at a lower price than they sell to their own people. At such prices the Canadian consumer would be indeed well served. But since these job lots are disposed of here only when there is no demand for them in the country of their manufacture it serves only to break up the Canadian market and create special "bargain sales" for some merchants. Were the Canadian cotton manufacturers forced to cease operations, we would very soon see the end of these low priced goods; we would pay, in all probability, an advance over the price in the manufacturing market, and in the event of great scarcity the Canadian merchant would likely have some difficulty to supply his customers until the British and American buyers were satisfied.

The requests made by the Canadian cotton manufacturers of the Government were not at all unreasonable. They required an advance in the tariff that would place the minimum duty where it now is when not affected by the preference, that is, at 25 per cent. for the cheap goods and 35 per cent. for the finer. But this was refused.

QUALITY OF CANADIAN COTTON.

With the well-paid, high-class labor employed, it is to be supposed that the quality of Canadian cotton, as compared with imported, is up to the standard, and there are none who will deny that our manufactures in this line are quite as meritorious as any foreign made goods. All the most improved machinery is used in the Canadian mills, and when a new device for reducing the cost of manufacturing or simplifying the process is discovered, it is immediately introduced if found to be a success. Canadian mercerizing has already a favorable place in the eye of judges, and, as a wholesaler said recently, speaking of the products of a Canadian mill: "In every lot of mercerized goods we get from them we can see the improvement in finish." The printing companies are producing some of the finest and newest patterns seen anywhere: patterns coming direct from the fashion centres and being reproduced here as early as they appear in the United States, Great Britain or elsewhere. The Canadian consumer obtains these goods at a price as low as he can any of the regular importations.

It is the habit of many who scoff at the demands for higher protection for this and for some other industries, to point out the prosperity of the country's industries in general and to state that the cotton industry was never in better condition. It would be strange indeed if the cotton industry did not share in the general prosperity, and it appears that something is radically wrong, when, in 1902, only three cotton companies were able to declare a dividend, while several suffered loss: the losses of one company running into the hundreds of thousands.

THE LEIGH MILLS CO., LIMITED

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Inventors and Sole Makers of the world-renowned

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The high-class, pure wool, unshrinkable flannel

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SHIRT WASITS	DRESSES	SHIRTS and PYJAMAS
BLOUSES	and	GOLFING and CYCLING
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ALL WOOL SERGES

UNSURPASSED FOR { EXCELLENCE OF QUALITY / FASTNESS OF DYE / PURITY OF FINISH

Produced in over **100** different qualities embracing all the various makes in demand.

EVERY YARD ABSOLUTELY GUARANTEED

SEE OUR VARIED AND EXTENSIVE RANGE OF

PLAIN AND FANCY DRESS FABRICS

Including **ALPACAS, MOHAIRS, WOOL SATIN CLOTHS, VENETIANS, TWEEDS, AMAZONS, VOILES, SILK AND WOOL MIXTURES, ETC., ETC.**

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Natural Japanese Washing Silks



WE MAKE A SPECIALTY OF

NATURAL JAP. WASHING SILKS.

And carry a large stock in the following widths : 20-in., 23-in., 27-in., 32-in., 36-in and 48-in. Any quality and width can be dyed any shade in a week.

All Widths and prices in twill Japs. in 50-yard lengths.

SHANTUNGS in different widths. Various qualities of **TUSSORE** by the piece or yard.

DYED JAPS., all shades, in 21-in., 23-in., 27-in., and 36-in,

PRINTED, FIGURED AND STRIPED JAPS.

All shades in two qualities of **GLACE** and three qualities of Colored **LOUISINE**, and **ORIENTAL SATINS** and Foreign and **ENGLISH MERVES.**

All up-to-date makes of **BLACK AND COLORED SILKS** Canadian buyers are invited to give us a call while in London and inspect our latest novelties.

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OUR SPECIALTY IS ALL DESCRIPTIONS OF JAPANESE SILKS.

CABLE CODE: "CLERKSHIP"—A.B.C. CODE USED.

Practical Fixtures for Practical Merchants

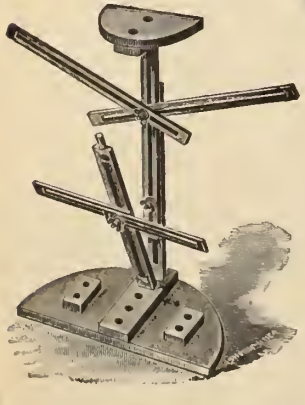
Practical Ribbon Cabinet

PRICE LIST:

No. 0,	27½x6½x26½,	cap'c'y	50 bolts,	$	6.00
" 1,	28¾x14 x26	"	100	"	10.00
" 2,	28¾x14 x38	"	150	"	13.50
" 3,	28¾x18½x38	"	250	"	18.50
" 4,	28¾x23¾x38	"	325	"	23.00
" 5,	28¾x27¼x38	"	400	"	26.00
" 6,	28¾x32½x38	"	475	"	30.00
" 8,	28¾x42¼x43½	"	700	"	42.00

Made of Oak, rubbed finish.





The Practical Draping Stand

A Foundation Frame for Window Dressing.

Made of wood. Simple in construction. Adjustable to innumerable positions. The length and location of the standards, position and angle of the arms can be varied at will. Each part can be used separately or in connection with any other. As useful on the shelf ledge as in the show window.

Price, per single set - - - **$2.75**
Six sets or more, in one order, ea. **2.50**

A set consists of :—1 semi-circular base, 12-in. radius; 1 semi-circular top, 6-in. radius; 1 single standard, 27 in. high; 1 adjustable standard, 27 in. to 48 in. high; 1 pair arms to spread 24 in. to 44 in.; 1 pair arms to spread 12 in. to 21 in.

A. N. RUSSELL & SONS,
ILION, N.Y., U.S.A.

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CLOAK AND SUIT FORM

Is as Valuable as an Extra Salesman

and it doesn't cost nearly so much. It's on duty all the time, never gets sick or tired and never wants an increase in salary.

These Superior Forms are the Very Best you can buy.

We carry the most complete and up-to-date

Display Fixtures and Forms.

Write for 304-Page Catalogue, and Supplement F.

J. R. PALMENBERG'S SONS
ESTABLISHED IN 1852.
Office and Salesroom: 710 BROADWAY.
Factory: 89 and 91 West Third Street, **New York**

HINTS FOR SEASONABLE WINDOW DISPLAYS

By W. R. McCOLL

THE UNLOADING SEASON.

ANOTHER leaf has been torn from the calendar, reminding the window decorator that the legitimate dry goods season has come to a halt. The tendency for the next eight weeks will be the unloading of all left-overs—the halt, maimed, undesirable and cripples from the Spring-selling in every department of the house.

While the merchandise gets a good-bye price-mark, much of the stuff will not say adieu until the window-man is called upon to place the stock on dress parade, so that when marching orders are received everything will move with a quick march and an easy swing to the tune of—

Our stock is right—the price down grade :
And here's the place for you to trade.

UPHOLD PRESTIGE.

WHILE every trimmer should be encouraged in his efforts to make his goods in these special sales look inexpensive, he should try to avoid the possibility of having them considered "cheap." All buyers want inexpensive goods when they can get them, but few want "cheap" goods. The prestige, or tone, of a store should always be upheld. Therefore, try and avoid falling into the tendency of having your displays "look" cheap. Cheap merchandise, like cheap ways, are to be avoided. Do you get the idea? Inexpensive goods are always sought; "cheap" goods seldom—there is a difference.

SOME INTERROGATIONS.

THESE are pertinent questions, are they not? Is that store of yours to have the old familiar appearance this Fall that it has had for all the dead and gone Autumns of the past decade? Are you one of those who are self satisfied that your store is all right and that the arrangement of it could not be improved upon? Have you given the subject of dressing out the various departments all the attention it deserves and is entitled to? Are the showcases standing in the same old spots, and the general arrangement of merchandise and departments greeting you with that old familiar welcome? Have the ribbons and silks changed and does that old towel display nod familiarly to you, as it did a year ago? Then things are not as they should be, and you are apt to become "accustomed to things," and it's not good business this "becoming accustomed to things." The people's taste should



Illustration No. 1.

be your taste, and they look for change, variety and newness. You owe it to yourself and to your business to please the public, and unless you do so you can never hope to be successful beyond a comparatively small degree.

NOVELTY ENTHUSES.

WHEN the season grows late and the novelty is gone from the material, so that it no longer acts as an inspiration to the decorator, even though arranged by an ingenious man, suppose you draw upon your thinker and evolve a new puff or display stand and see how quickly the monotony will vanish, to be replaced with new energy and enthusiasm. The very lines of goods that one had thought to be worked dry will become an inspiration and call forth one's strongest efforts, for there is scarcely a new idea evolved in this manner that cannot be modified or enlarged upon in many different ways, each of which opens up a vista of new delights to the man who loves his work and is anxious for improvement.

SUMMER DISPLAYS ONLY.

THERE should be a hard and fast rule that black or dark colored goods should be "tabooed" in the dog days of July and August. Dark goods always appear hot, no matter how one arranges them. Therefore the windows should be devoted to the lightest colored displays possible. From the general stock there are plenty of seasonable lines to select, among which are muslins and organdies, dimities and prints, embroideries and laces, silks and trimmings, light dress goods and parasols, whitewear in all its departments, art sateens and art muslins, curtains and curtain muslins, millinery and kindred materials, any or all of which should be utilized for fetching warm weather displays.

ECONOMIZE TIME.

AS window space is valuable, every decorator should at all times endeavor to accomplish his work with as much speed as possible. Drawn blinds, like a blind eye, are rather hard to see through and are not attractive to look upon. Few windows require more than one day to complete, while many need but half that time, and where trims are prepared ahead, the frame work and draping being done in advance, even shorter time is necessary. Where one has assistants or a clerk about the store capable to assist with rough carpenter work or the draping of stands after the decorator has laid out the design, his work is greatly accelerated and the assistant is gaining knowledge that is bound to redound to his advantage. The designs selected for July are particularly seasonable and not difficult to construct. The print puff is the fifth of the current series and will be found effective and nicely adapted to any thin material.



Illustration No 2.

IT DEPENDS ON YOU.

GOODS are and can be sold in quantities, if the same amount of care and discrimination are exerted upon each trim as are given to the earlier displays of the season, when stocks are new, full and attractive. The windows and the window-man are expected to do their part, and an exceptionally important part it is in the success of every summer sale, to construct attractive exhibits of left-overs and odds and ends in a sufficiently novel manner to draw the attention and dollars of a public who have bought, perhaps, all they really need for the season, yet will buy more if the want is created for them. That is where you come in, Mr. Window-dresser.

You must tickle their fancy to get their "tin"—
The more you tickle, the more you'll win.

The Watson Manufacturing Co.

Limited

PARIS, CANADA.

Manufacturers of

Ladies' and Children's Knitted Underwear.

SELLING AGENTS

McCLUNG & BURNS, TORONTO, ONT.

A. L. GILPIN, MONTREAL, QUE.

J. A. MURRAY, ST. JOHN, N.B.

BRYCE & CO., WINNIPEG, MAN.

BATTING

Guaranteed free of threads and other weak and lifeless stock,

North Star, Crescent and Pearl Cotton Batting

Quality for this season still better than ever. The best at the price. Made of good pure cotton—not of shoddy. Ask for **North Star, Crescent, and Pearl Batting.**

ROBERT HENDERSON & CO.

Dry Goods Commission Merchants

181 and 183 McGill Street, MONTREAL

OUR ILLUSTRATIONS.

Illustration No. 1.—Spaced sixteen inches apart, stand upright strips, one by three inches and reaching from window floor to ceiling. With art sateens gather the web in the hand and pass over the top of upright, loop up a long fold about twenty-seven inches, looping the material up beneath the fold above, and tie around upright, continuing downward in the same manner to window floor. For a top finish fasten curtain-pole rings between each upright, drape in loops of similar material, pulling the fullness through each ring into large crinkled rosettes. The background for such an array of color is necessarily white, and is formed of fine lace curtains shirred somewhat full.

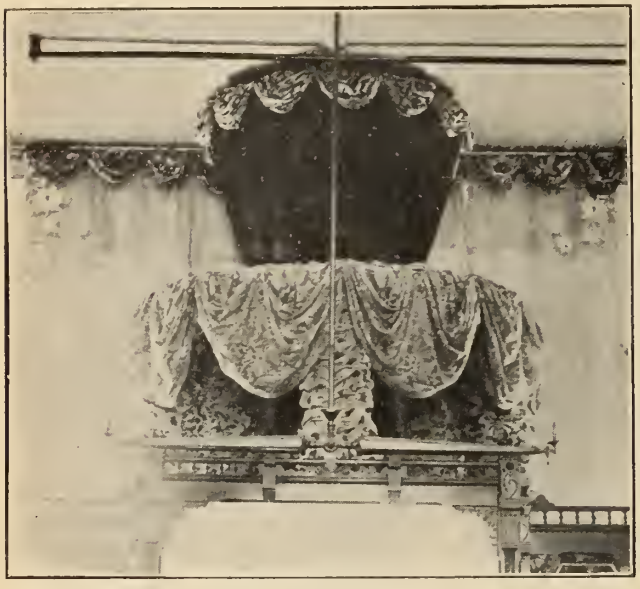


Illustration No. 3.

The front row on window floor is art sateens draped over nickel T stands divided by whole piece cretons draped over ∧ stands. The second row is reversible double fold cretons draped upon inverted ⌐ stands, the material being laid in four inch pleats crosswise of the goods, the pleats thus folded being pinned vertically to the top of the stand, the top fold then being raised or carried up and thrown over the projecting arm of the stand. If one does not use adjustable stands, then each stand will require to be as high as the goods are wide. Trim any exposed portion of the floor with rippled sateens, curtain fringes or similar materials.

Illustration No. 2.—Summer Silks and Waistings.—With a standard at each corner to support them and raised seven feet from the window floor, fasten two segments of a circle about seven feet in length on the top; the cross bar on the floor nailed to upright standards should be raised one inch from the floor and a foot shorter than the segment of circle above to give the stand a tapering effect. From behind, pass silks underneath the crossbar, carry the same to the top of arch, gather slightly full and pin, leaving out two yards of material to form a top puffing, using alternate plain and striped designs of the material.

Front row next glass. The loop-shaped drapes are displayed on twenty-seven inch T stands, the material being folded crosswise of the goods for about five yards in length, and is hung over the web with the two selvedge edges turned inward against the web. These stands are separated by thirty-six inch nickel T stands over which silks are draped, one end carried forward to the glass and pinned to the floor, tapering back to six inches in width, where it is attached to the stand, over the arms of which are draped soft folds of the material. Black fancy jetted and chiffon capes constitute the second row, which reproduces badly in photo, while the third row is composed of three straw board cylinders five feet high, cardinal in color, and covered with all-over lace, puffings of which in different drapes cap each cylinder, upon which rests an open parasol. The spaces between cylinders are utilized to display handsome striped silks, on tall tapering five-foot stands with crescent shaped tops.

Illustration No. 3.—Interior Decoration. Perhaps there is nothing more difficult than to give an imposing appearance to the rear end of the average store. This illustration is intended to help out any trimmer of ordinary ability to make his store rear as attractive as perhaps any other section in the establishment. The mirror is moved forward from the wall about eight feet, and a solid platform six feet high erected behind it. The first tier of drapery is formed on a seven foot wooden circle laid flat and supported on V straw board pillars, five feet hign and ten inches in diameter. The pillars are spaced at equal distances and draped with rippled art muslin. The overhanging drape is double fold, soft madras muslin. Three inches from the ceiling attach a five-foot circle and drape from it plain cardinal materials, allowing it to fall inside of an ordinary barrel hoop held in place in the centre of the seven-foot circle below. Make a puffing of art muslin to finish the top close to ceiling. Behind all hang handsome lace curtains on the wall, and finish with puffing of art muslin to match the circular design.



Illustration No. 4.

Illustration No. 4.—Open a web of print on the counter right side up. Leave the first and third folds soft and paper the second fold. Turn the two corners of top fold to the centre of web to find exactly the size of puff required; mark each selvedge with a pencil where the angle thus formed strikes it, and pin securely. Take a board thirteen inches wide, fold the web of print backward around the board, leaving out only the first three folds. Tack the selvedge with a piece of twine over the end of the board, like a new web of print, being careful to tack at the point where the pins are inserted. Turn one soft fold to the right, the other to the left and puff the middle or papered fold, as shown in cut. Now take each of the soft folds, depress or turn in the edges of each, pass a piece of twine through the fold, gather together and tie.

Fancy Cotton Dress Goods

FOR

BLOUSES, SHIRTS, GIRLS' DRESSES, UNDERWEAR, Etc.

Mercerised Effects in Lace and Open Weaves in great variety.
New, Original, and Exclusive Designs every Season.

Prompt Delivery

Canadian Agents :
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301 St. James Street,
MONTREAL

WILLIAM COX & SONS,
MANUFACTURERS
Colne, Lancashire.

41a Mosley Street, MANCHESTER
4 Honey Lane Market, Milk Street,
LONDON, E.C.

Linen Threads—THE BEST.

BARBOUR'S FINLAYSON'S
KNOX'S DUNBAR'S

Boot AND Shoe Laces—THE BEST.

NORTH BRITISH BOOT LACE CO'S.

FRANK & BRYCE, Limited

Toronto MONTREAL Quebec

Lister & Co., Limited.

Manningham Mills, Bradford, England.

Silk Velvets, improved finish, black and colors.

Couche Velvets, Panne and Mirror Velvets,

Millinery Plushes, short and long pile.

Dress Plushes and Velvets.

Millinery Plushes will be the correct Millinery trimmings for Fall, 1903. Early orders are desired, as demand will be great.

SHOE TOP FACINGS

PULL STRAPS AND SHOE LABELS

DRESS & WAIST BELTS

SHIRT AND UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

SUPPLIED AT SHORT NOTICE.
Artistic Designs Furnished.
WRITE FOR SAMPLES TO

FOR SUITS
Quickest Delivery
FOR FURS

GERMAN ARTISTIC WEAVING CO.,

Factories: Crefeld, Germany, and Pompton Lakes, N.J.
683 & 685 BROADWAY. NEW YORK.
Canadian Office: TORONTO, 14 Melinda St.

Canadian Hunting and Fishing Territory.

By L. O. Armstrong.

IT is gradually dawning upon our statesmen and politicians that the money value of our illimitable hunting and fishing territory is very great. The desire to spend a few days in the woods in the minds of people who a few years ago never would have thought of such a thing is growing year by year. We remember in our boyhood days how very few people went away for a Summer holiday, and how this few of the wealthiest has grown into myriads of all sorts and conditions of men who wish to go to some Summer resort. Now the watering place is losing its attractiveness and the more popular woods, lakes and streams of the north are replacing it in the hearts of the people. It is the call of mother nature to her wornout sons and daughters to come back to her and regain some of the freshness and simplicity of youth. Canada is very rich indeed in this kind of territory. Certain writers claim for her 2,000,000 square miles of sportsman's country, but I would speak here of 300,000 miles of which I know something. These 300,000 miles lie in a comparatively narrow stretch between St. John, N.B., on the Atlantic Ocean, and Victoria, B.C., on the Pacific; narrow, but 300,000 miles in extent.

Beginning in New Brunswick, we have a large interior country with clear, rapid streams full of trout, and lakes innumerable, affording fine catches of trout and charr, sometimes called locally namaycush, sometimes togue, and sometimes touladi. New Brunswick has both salt and freshwater fishing. Between the Maine boundary and St. John, N.B., are a number of excellent streams and lakes, including Harvey, South Oromocto, Long and Victoria Lakes. These are trout lakes, but sea salmon is to be found quite near in all the tributaries of the St. John. Only three miles from Canterbury you find trout and land-locked salmon.

New Brunswick has many sportsmen of fame; some of these live in New Brunswick simply to enjoy the sport and the life in the woods. The rivers of New Brunswick are exceptionally clear, and in almost every deep pool you will find trout.

The Miramichi is a grand river and it has many good feeders in its run through the centre of the province. It has always been and is still a good salmon stream. It also drains a tenable country for big game which, owing to conscientious protection, is increasing.



Canadian Hunting and Fishing Territory—Big Game

One of the feeders of the Miramichi is the Cains river, whose valley is famous for caribou and bear. All through New Brunswick deer and caribou are increasing owing, not only to good laws, but to the disappearance of the wolf.

Great is the scenic beauty of the Tobique river, and one could idle the Summer away there without fishing or shooting much. Yet it is a river richly supplied with both salmon and trout. There are about 120 miles of main river and branches and almost every mile affords good fly fishing. The Tobique fish stories are second to none, and are mostly true. From 20 miles from its mouth towards its sources it flows through a country in which there is much game.

The Canadian Pacific Railway has a branch to Plaster Rock, where there is hotel accommodation and where you can hire conveyances to the interior lakes.

Grand Falls, with its majestic scenery, is a sportsman's centre.

Edmunston, the terminus of the road, is famous for its fishing. In Touladi Lake, nearby, the charr is called touladi, and here the namaycush is caught of 20 lb. in weight and more.

There is moose here, and very fine specimens are shot annually.

The fishing and shooting of the western part of Nova Scotia are reached from St. John, N.B., by the fast steamer Prince Rupert, which makes daily trips during the Summer season between St. John and Digby. To the north of Cape Breton lies North Sydney, and between that port and Newfoundland a splendid steam-ferry has been established. Few countries have as many attractions for the sportsman as Newfoundland. The interior is a vast deer park. The countless lakes and ponds abound with trout of the finest description, and are the breeding places of innumerable wild fowl. Almost every stream holds salmon.

Herds of caribou traverse the island in their periodical migrations, and the bulls yield the grandest trophies. September and October are the months for stalking, and the assistance of guides is requisite. There are black bear and wolf in the interior; and the beaver and otter inhabit the lonely lakes and lakelets. Hares are in abundance, and the willow grouse, the rock ptarmigan, the curlew, the plover, and the snipe are found in proper season all over the island. On the great "barrens," or in the marshy grounds and around the shores and islands are innumerable sea-fowl.

The climate in Summer, tempered by the balmy sea breezes, is bracing and health-giving.

Quebec Province has long satisfied the ambitions of angler and sportsman, and it still bears a good name. The Quebec garrison has for over a century always contained many sportsmen among the officers. At Lake St. John the Ouananiche, and in the many rivers and lakes of the Laurentian range the brook trout offer to this day as good fishing as can be found, and from Lake Megantic east, the streams and lakes of the Eastern Townships still have their devoted adherents. Indeed, the trout fishing in Brompton Lake, reached by Canadian Pacific Railway and Mount Orford Railway, and in Brome Lake the bass fishing are better than they have been within the memory of living man. Moose, caribou and deer are still found in numbers to satisfy the many Nimrods who make an annual visit to Quebec in the hunting season. The fish and game protection laws are not, however, as well adhered to in Quebec as they ought to be.



Canadian Hunting and Fishing Territory—A Returning Hunting Party.

J. Y. SHANTZ. D. B. SHANTZ.

The

Jacob Y. Shantz & Son Co.

Limited

BERLIN - ONTARIO.



Manufacturers of

Fine Lines of Buttons

IVORY, HORN, PEARL, PEARLETTE.

All leading Wholesale Houses handle our goods in Canada, and leading Button Houses in the U.S., who recognize our goods as of the best manufactured on the continent.

FACTORIES: BERLIN, ONT., BUFFALO, N.Y. WAREHOUSE: CHICAGO, ILL.

NEWEST EFFECTS IN

Homespuns,
Mantlings and
Costume Cloths,
Blankets and
Mackinaw Cloths.

All shades, and of excellent wearing qualities.

Pure Canadian Wools.

The T. H. TAYLOR CO., Limited

CHATHAM, ONT.

THE

'PIRLE' Finish

Indispensable for the Open-Air Girl.

"LADY'S REALM" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will **remain unspotted** and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."



REGISTERED TRADE MARK.

"Madge" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer.

"The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

TO BE OBTAINED FROM THE LEADING IMPORTERS,

or full particulars from

E. RIPLEY & SON, Limited,

100c, Queen Victoria Street, LONDON, E.C., ENGLAND.

The transcontinental line of the Canadian Pacific Railway follows the valley of the Ottawa river to where the Mattawa falls into it, and there turns westward, following the Mattawa, Lake Nipissing and the French River to Lake Huron. How many hundreds of thousands of Indians the fish and game along this route have fed before the coming of the white man. The voyageurs and the employes of The North West Co. and The Hudson's Bay Co. have shared



Canadian Hunting and Fishing Territory—Mother and Babe.

with the Indians and have lived upon it since. Then came the lumbermen and the railway contractors in myriads, many of these using dynamite with which to slaughter the fish, and yet, notwithstanding all that, the sportsman to-day finds abundance of fish and game there. Of late years, under the good laws of Ontario, the fishing and big-game hunting is improving very much indeed. This is true of the great northern forest all the way to Winnipeg. A little more commercial fishing is done in some of the inland lakes than I would allow as a sportsman. I think that commercial fishing should not be done in any lake smaller than Lake Winnipeg, and especially should this be the case where there are miners and farmers to feed. I would allow anybody to fish with hook and line, but no netting of any kind. I would have every river and lake in the Dominion owned by the Government free to all to fish in. I would have no preserves of any kind.

I am afraid I am making my communication too long and will conclude with a resume of such fishing and shooting as I have myself enjoyed from Winnipeg to the Pacific Ocean.

One of the best afternoons of duck shooting that ever fell to my lot was on the Red River, between Emerson and Morris. I am ashamed to say how many I killed, but I won't do it again. I transgressed again on lakes near Killarney, Man., before Killarney was. I have shot many more prairie chickens than the law allows all over the prairies, but they have increased notwithstanding. There is no better sport to be found to-day than in the shooting of geese, ducks, plover and prairie-chicken on the Canadian prairies. Whitewater Lake, in Southern Manitoba, is one of the good points.

The trout fishing in the Bow River and its tributaries, and in other streams coming out of the Canadian Rockies, is unsurpassed.

Should you want a hunt more enjoyable than grizzly hunting follow a prairie wolf, the most cruel and cowardly of animals, on horseback with a lot of cowboys.

The lakes and rivers of the Rockies, in the rainbow trout, give you as gamey a fish to tackle as any that swims. There is especially fine salmon trout in the Mother lakes of the Columbia, south of Golden, B.C.

I will say nothing of big-game hunting in the Rockies, so much has been better said than I could say it. I will conclude by saying that Canada, from ocean to ocean, owing, in part, to the fishing and hunting possibilities in her mountains, forests and prairies, her streams and lakes, is to-day the greatest nursery for raising men of the best type that the world can produce.

The High-Class Washing Material

"Viyella"

(Registered)



The famous "TWO GIRLS" TRADE MARK (Regd.)

DOES NOT SHRINK.

The Greatest Textile Success of the Age.

FOR

Nightdresses,
Dayshirts,
Blouses,
Pyjamas, etc.

DAY AND NIGHT WEAR.

Wm. Hollins & Co., Limited

Spinners and Manufacturers

Friday Street, LONDON, ENG. (SOLE PROPRIETORS).

Canadian Agent, Mr. William C. Meredith, 3 Wellington Street East, TORONTO.

WE BELIEVE

that you would appreciate the value of

THE NEW IDEA PATTERN

if you knew what a trade stimulant it is.

WE KNOW

that your customers would be pleased and suited, and *you know* that *satisfied customers* return and bring their friends.

It pays to give satisfaction.

WE TELL YOU

that our pattern is THE BEST PAPER PATTERN on the market and its tremendous popularity proves it. Thousands of merchants sell it, and tens of thousands of women buy it whenever they want a new dress for themselves and their children. They buy the material at the same store and the accessories.

REMEMBER

Every pattern is designed to suit and cut to fit all styles and sizes of figures.

Look this up at once.



The NEW IDEA PATTERN CO.

Home Office: 636-638 Broadway,
NEW YORK CITY.

Western Office: 232-234 Fifth Ave.,
CHICAGO, ILL.

202 Board of Education Building,
ST. LOUIS, MO.

Canadian Office: 50-52-54 Bay St., Toronto.

PROGRESSIVE RETAILING

THE RETAILING OF JOB LOTS.

By W. L. A.

THE DIFFICULTIES encountered in the profitable retailing of job lots are very much underestimated by merchants, and, as a matter of fact, combine to render such business an extremely dangerous undertaking, which is very seldom appreciated at its true value. Indeed, it not infrequently happens that instead of profit, loss is sustained, even in the financial results, while, after taking into consideration the trouble, the anxiety, the interference with legitimate lines, and the untidy appearance which usually results, the financial profits that may have been obtained are unworthy of consideration.

There is no reason, however, why such a sale should not be of benefit to the retailer, if handled properly from the beginning to the end. An advertisement often results that costs nothing and brings many people to the store; new vigor and life is instilled into a dying business, and that line may be a means of creating confidence in the truthfulness and buying abilities of the firm. If managed poorly, however, job lots are apt to give the stock a "bankrupt" appearance, and an impression of cheapness is imparted to every customer.

The first essential to consider in the buying of such a stock is whether it can be entirely sold without leaving odds and ends that have to be returned to regular stock. If this cannot be done it is better to avoid buying, for the replacing on the shelves of remnants ruins the appearance of the stock and the reputation of both store and merchant. The mere facts of good appearance and good value should not be allowed to blind the retailer to the impossibility of disposing of certain portions of the lot unless he is prepared to discard such portions entirely at the beginning of the sale. Even then there is always a certain value attached to them in a merchant's mind, which either enhances the entire value overmuch, or impels him to give way at the last moment and allow the unsalable to appear with the salable. If he does that he cheapens the entire lot in the eyes of his customers and lessens its selling value.

When a job lot is offered for sale the merchant should know that there is always some weak feature in it, or it would be disposed of regularly. Such causes may exist as, unequal assortment of sizes, colors or patterns, unevenness in manufacture, or over supply; the latter very seldom, as no wholesaler cares to admit faulty buying; but no matter what the cause may be, the retailer should feel certain that he has become fully possessed of that cause, or otherwise he is likely to be deceived.

When once the cause is known, and it is of such a nature as to admit of buying the lot, the best thing to do next is to advertise extensively the sale that is to be held, and in all the advertisements great prominence should be given to the cause which allows the offering of such a line at such prices. The merchant who, at the present day, conceals the cause, is hastening on to the end of his successful career. Not only is it better to do this in order to avoid deceiving the people, but, the very fact that prominence is given to the faults, will convince people that the goods will be sold strictly on their merits, and that a buyer can depend upon no unseen defects appearing afterwards. If the goods cannot be advertised with their defects, they should not be bought at all. The public of to-day knows that it usually has to pay for what it buys, and the retailer who attempts to use the old cry of "goods below cost," finds that the public are too benevolent to steal from a fool.

Take a case of irregular sizes in a job lot of corsets. Say the lot contains 200 corsets at $1.50 a dozen regularly, but bought to sell at 25c. per pair. The sizes may be 20, size 18; 10, size 19; 10, size 20; 8, size 21; 6, size 22; 6, size 23; 10, size 24; 15, size 25; 20, size 26; 20, size 27; and 25, sizes 28, 29 and 30. This is a poor assortment for a regular stock, as it is over supplied with large sizes. In advertising, point out that the sale is a big sale of big corsets for big people at a big reduction in prices, or something after that style. Make no or very little mention of the average sizes. The women who wear large corsets will know that in all probability such sizes can be obtained cheaply on account of their unusual size, and they will come to the sale. Another job lot may be bought in gloves, well assorted in colors, but deficient in the medium sizes. Such a lot may be advertised as a sale of kid gloves for small and large hands. A card illustrated with a small and a large hand will aptly supplement the advertisement, and people will have confidence in such a sale, while a general advertisement of reduced prices in kid gloves would not attract them. By magnifying its weakness a job lot will be readily sold, and the weak point in the wholesaler's buying will become the strong point in the retailer's selling.

It often happens that the sudden announcement of a sale of goods not usually carried by a store creates a healthy feeling of surprise, and a belief that they must have been obtained at a sacrifice, or they would not have been bought at all. Some years ago an Ontario dry goods store announced a sale of bayonets and people crowded to the sale to see such an unusual article in a dry goods store. Dolls, novels, silver plated goods, perfumery, writing paper, soap, etc., can be utilized in the same way with very good results. Such lines, however, must be cleared out quickly and the experiment must not be repeated too often.

THE CARE OF WHITE COTTONS.

REQUESTS have been received by "The Dry Goods Review" to give information regarding the care of cotton goods on the shelves, in order to prevent their soiling. Considerable time has been spent in studying the subject and in procuring the opinions of old merchants and wholesale houses, with the result that very little satisfaction has been obtained.

Nearly everyone whose opinion was asked seemed to treat the subject as if a preventive for soiling the hands and face were sought, and the answer given in different forms was: "keep out of the dirt." White cotton goods

are of the color that will soil if exposed to dust or handling, no matter what precautions are taken, and the only answer that appears possible to give is "keep them out of the dirt." Care must be taken in handling them; hands must be clean, counter must be clean, and the cleanest part of the store should be used.

The manager of the cotton department in one of the large wholesales said that his experience had been that cottons kept better laid flat rather than doubled, as in the latter case creases appeared and increased the untidy appearance of the goods. One authority told of the plan adopted by a few merchants, viz.: rolling the goods as soon as received. In this way a minimum surface was exposed both to the dust in the air and to that on the shelf or counter. In this plan, too, every outside piece was sold at the first sale, whereas in leaving the goods flat edges of inside layers became soiled.

Cottons are a staple line, and therefore need not be left open for display, as everyone who enters a dry goods store knows they are in stock. In such a case there is no objection to keeping the cotton wrapped in paper. When taken out for sale the paper can be left on the piece, so as to protect it from the counter. In this way there can be very little danger of dust soiling it, and if the hands are clean the goods will remain fresh for any length of time.

SYSTEM IN BUSINESS.

SYSTEM is Heaven's first law. To argue in favor of system in any walk of life is like doubting the stability of an axiom under consideration. Its worth cannot be debated upon; the evil effects of lack of it cannot be overestimated. Ask any man of business what assisted most in his success, and he will tell you that it was system, unless he thinks that the necessity of such a feature in business is so well understood as to be outside of the field of consideration almost as much as honesty and an attention to business.

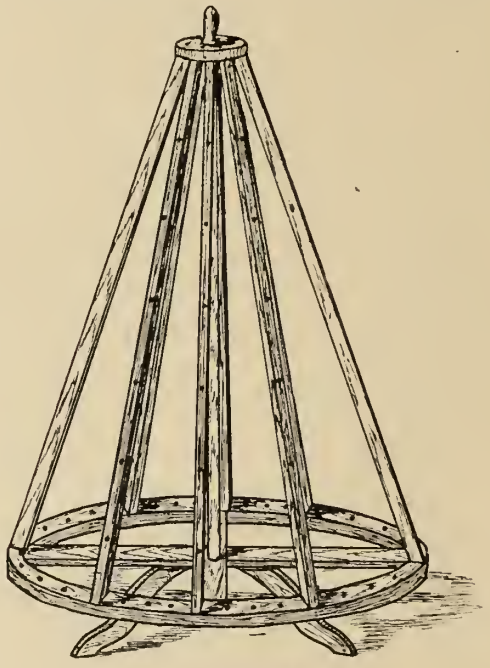
Some men criticise it, but when cornered, admit it is the over-application of it that is harmful. It is only too true that the only merit of many businesses is the presence of system, and it is true that system alone will not ensure success. A firm will not necessarily attain to the highest place through system alone, but it is certain that without it, they will never get within sight of such a position. The business that has a good system is working on a foundation of rock; the business without system is plunging for a footing on a bed of quick-sand.

Henry Ward Beecher once said that a man or business without a system reminded him of a river that had in it great potentiality for a variety of things, like irrigating, producing power and floating cargoes, which in its natural state was at times destructive of crops, wasteful of power and dangerous to life and property, but when checked and systematized, produced, as was desired, only beneficial results. H. H. Vreeland, president of The Metropolitan Traction Company, New York, says: "Ever since I began the important business of earning a living, to which I went without much theoretical education on the subject of how that much desired end could be best accomplished, I have been an admirer of system. The subject first came home to me with force while assisting a number of Italians and others in distributing gravel from a flatcar, and the prodigious results from its application on this small scale early enlisted me among its enthusiastic advocates."

There are still many merchants who say that system is necessary for large wholesale or manufacturing businesses and for large industries, but for a small business like theirs it is only a worry. It makes no difference how small the business may be, system is an essential part of it. Every retailer to be successful must have system in his bookkeeping, disposal of stock, paying and collecting of accounts, buying of stock, and in the general store regulations. No business is below or above system.

AN UMBRELLA STAND.

A DESCRIPTION of a new umbrella stand, designed by Edgar Bailey, Slocan, B.C., has been received at the office of "The Dry Goods Review." From it the accompanying cut has been produced, and shows without much further description the merits of the invention. The



A Simple Umbrella Stand.

stand is 3 ft. high, with a base of 2 ft., and revolves on a centre post. There are eight uprights, each intended to hold eight umbrellas; the bottom circle holds 24 and the top six, with one in the centre. In all, this small stand will carry 79 umbrellas in a very small space. The invention is worthy of notice on account of its compactness and the ease with which any one of the 79 umbrellas can be reached.

LADIES' SUITINGS

EXCELLENCE

The quality of the

HOMESPUNS

Manufactured by

HARRIS & COMPANY,

LIMITED,

ROCKWOOD, ONT.

Selling Agents:

DIGNUM & MONYPENNY

Toronto - Montreal.

Manufacturer of

TENTS

FLAGS, SAILS, AWNINGS

Why not put up one of our Patent Chainless Awnings?



Life Preservers,
Life Buoys,
Cork Fenders,
Oiled and Plain Horse and Wagon Covers,
Coal Bags,
Feed Bags,
Men's Black Oiled Clothing,
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LADIES, GENTS, MISSES AND BOYS.

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"PREMIER" WATERPROOFS AND SHOWERPROOFS

STANDARD OF THE WORLD.

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(Gentlemen's and Boys' Coats) Bear this Label.

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THE PROCESS OF MERCERIZING

By C. G. H.

MERCERIZED cotton cloths have taken so strong a hold on the dry goods trade of late years that they are regarded as an important staple, and have earned a place for themselves apart from the ordinary cotton goods. All this has been accomplished within the past half-dozen years or so. In the estimation of the consuming public, too, they have reached a high place, and one may see them almost everywhere, made up into many articles and garments, and used in combination with other materials, with the most satisfactory results. There is certainly good reason for their having grown so into public favor. The improvement in the appearance of the cottons when put through the mercerizing process is alone sufficient to account for that, but when in addition they are given more weight and strength, and are improved in quality in every way, one cannot wonder that the public is delighted with them and finds many uses for a material that seems to be neither silk nor cotton, but which combines, to a certain degree, the beauty and quality of the former with the cheapness of the latter.

ORIGIN AND DEVELOPMENT OF MERCERIZING.

Mercerizing, as we know it to-day, is but the discovery of six or seven years back. The term has its origin in the name of the first experimenter along the lines which ultimately led to the discovery of the process of mercerizing. That was John Mercer, a calico printer of an inventive turn of mind, of Lancashire, England. He cannot rightly be called the inventor of mercerizing, though it was undoubtedly from his original experiments that the process afterwards came to light. In 1851 he was making experiments with a view towards obtaining a method of contracting and strengthening the fibres of cotton, in the same way as woollens are fulled. He used strong caustic soda in his experiments, and though being partially successful in obtaining that which he sought, he did not know that by slightly changing the method of his process he could have added to the cloth a fine, silk-like lustre. This addition was not discovered until nearly half a century afterwards.

The credit of first producing this silk finish, if it can be called a credit, seeing that the discovery was purely accidental, belongs to a German dyeing firm, Messrs. Thomas & Provost, who happened upon the process as late as 1897.

EARLY DIFFICULTIES.

For some 30 years after Mercer's discovery, little or nothing was done in mercerizing along the lines adopted by him, which was partly owing to the shrinkage that took place in the cotton, making it considerably dearer at the expense of both manufacturer and merchant, and partly to the high price of caustic soda, which was necessary to its accomplishment. This latter obstacle, however, was removed a few years later by a great drop in the price of caustic soda, and then French manufacturers began to mercerize yarns to obtain crepon effects on silk and cotton, and wool and cotton goods. These goods becoming very popular, it was sought to produce them by manufacturers in other countries. A peculiarity of the goods was a crinkly effect, which at a later date was exaggerated into quite large puffs all over the goods, and it was a puzzle to other manufacturers how this was produced. Many were the experiments to arrive at the same end, but all were fruitless, until too late for commercial purposes at the time; when the fashion had died out, it was found that the goods which were woven so as to be practically cotton backed and silk faced had been mercerized, and in the process, the cotton shrinking about 25 per cent., the silk face was formed into raised puffs. Thus manufacturers found that in mercerizing such goods the cotton would shrink and the silk would not.

A FORTUNATE EXPERIMENT.

Thomas & Provost, the German firm before referred to, were one time experimenting with some of these goods for dyeing, and they found that the cotton would not take the dye as well as the silk. They decided to mercerize it. But former experience taught them that they must first devise some means to prevent the cotton from shrinking, and thus giving the "puffy" effect to the silk. With this end in view they gave the cotton the usual bath in caustic soda, but varied the process by immersing it while stretched to its utmost. This proved a success in more ways than one, for not only was the dyeing done thoroughly, but, much to their surprise, the cotton had taken on a decidedly silken appearance. They recognized the importance of their discovery, and after further experiments with a view of improving on the first crude process, they had it patented in the United States in 1898.

VARIOUS PATENTS AND PROCESSES.

The above is the basis of the mercerizing process. There are various patents for mercerizing, differing in a greater or less degree from the original, and almost every manufacturer of cottons who does mercerizing has his own particular method of securing certain results. Each guards his secret jealously, and it is next to impossible to obtain a full account of how any one "mercerizer" performs the work.

The processes used in the mercerizing of cotton yarns and cotton cloths differ somewhat. The yarns, stretched to their utmost, are placed in the bath of caustic soda, remaining there from 15 to 25 minutes, according to the nature of the yarn. They are then run through rollers to squeeze out the liquid, and then given a thorough cleansing in water. The effect of what lye remains in them is finally overcome by treating them with dilute sulphuric acid, and, after another cleansing, they are ready for the dyer and the weaver.

USES OF MERCERIZED YARN.

Mercerized yarn is put to very many uses, and is found in all sorts of goods. Frequently it is employed as a substitute for silk, and when used with silk is detectable only by experts. For lining purposes it is well liked, and

is commonly woven in with mohairs, alpacas, etc. On cotton grounds we often see it as the pattern in stripes or figures, and it looks as well as silk. In all sorts of garments, both outer and under cloths, it is a feature not to be overlooked in any season.

MERCERIZING COTTON FABRICS.

As to the mercerizing of cotton fabrics, the process begins by winding the goods round rollers, and from there it is taken into a machine for the purpose and stretched first lengthwise and afterwards crosswise. Hot water is applied to it, and then comes the bath in caustic soda, as in the case of the yarn. After passing through the rollers of the calender, the upper one of which is wound round with cotton and the lower one a metal roller, the goods pass through a number of troughs containing boiling water and sulphuric acid and similar chemicals. From the last trough it goes through another calendering machine, and is then wound round a roller. It is now ready for bleaching or dyeing.

EXPLANATION OF THE SILKY FINISH.

The silky finish given to the goods by this process is explained to be due to the structure of the fibre becoming firmly rounded as it swells out, and so reflecting rays of light, instead of absorbing them, and also to the outer skin of the fibre being removed, leaving it in a semi-transparent condition which adds much to its brilliancy.

The most satisfactory results in mercerizing are said to be obtained from Egyptian and Sea Island cotton, American cotton not being so good. It is estimated that the cost of producing the finest mercerized yarn is about three times the cost of producing non-mercerized yarn of the same count, spun from the more common grades of cotton.

The manner of distinguishing between goods which receive their lustre from the mercerizing process and those which are given it by the calendering machine is to subject them to a hot water bath. When dry the calendered goods are seen to have lost their silky surface, while the real mercerized goods retain it, not only after washing, but after dyeing as well.

MERCERIZING IN CANADA.

Mercerizing has been done in Canada for the past five years. As yet it has not been generally taken up by the cotton mills of this country, the only concern now mercerizing goods being the Montreal Cotton Mills, at their works in Valleyfield. It is gratifying to know that they are making a success of it in the face of great foreign competition, and that Canadian mercerized cottons in yarn and piece goods are being used by the whole dry goods trade of the Dominion.

AFTER THE SHUTTERS ARE UP.

A STINGY Farmer had a Mule that was always ready to eat. And the Mule was not particularly choice in the matter of Provender.

The Farmer had a pair of green spectacles made for the Mule, and was thus able to make the Poor Animal eat shavings, under the impression that good grass was being devoured.

One day the Mule, while equipped with the green goggles, found the clothes line full of wearing apparel. The garments seemed to be Green, and the Mule ate the Whole Business. Towels, socks, aprons, slumber robes and pinafores all went into the Mule's Interior Department, and it cost the Stingy Farmer $17.75 to duplicate the goods that were destroyed.

Moral: A goat would have eaten the garments without the aid of spectacles.

* * *



Policeman—"Hi, there! This isn't a blacksmith shop. What are you driving on the sidewalk for?"

Driver—"By George! Ever since I bought that sunshade for me hoss, I can't get him by the show-windows."

* * *

The skeleton of a cat walked into a butcher shop. Ryan, seeing her, bawled out, "Mickey, didn't oi tell ye a month ago to fade that cat wid a pound of mate a day until ye had her fat?" "You did! An oi'm just after fading her wid a pound." "Has that cat ate a pound this mornin'?" "Yes, sir." "Sure, oi think it's a lie ye're tellin'. Bring me thim scales. Now bring me that cat." The cat turned the scale at exactly one pound. "There, didn't oi tell ye that she'd eaten a pound of mate this mornin'?" "All right, me boy; there's the pound of mate; but where's the cat?"

* * *

A certain woman has a husband who has done such a thing as to forget to do what his wife had requested. The other evening about 5 o'clock he came home, and she went at him.

"John," she said, "did you tell that expressman to come here this afternoon?"

"Yes, Mary," he answered meekly.

"Well, he hasn't come."

"Is that so?"

"Yes, it is. Now, how do you account for it?"

John gave the matter a few moments' consideration.

"Well, my dear," he said finally, "either he's lying or I am, and to relieve us both from your suspicion I'll just step down to his place and see what's the matter." And the charitable John went to see the expressman.

* * *

Some persons find as much fun in reading signboards as others do in reading the comic papers. Here are a few oddities reported by observing travellers, the first of which, evidently, was displayed in front of a butcher's shop:

"I kill myself every Tuesday and Friday."

"Take notis when this board is out of sight the river is dangerous.

"Widow with large family wants washing by the week."

"Ladies and gents sold and healed."

"This is the old shop just come from above."

"A large stock of ladies' hose, pure cashmere, to be cleared 25 cents the pair. They won't last long at this price."

"Abominable belts made to order."

"Sailor's vitals cooked here."

"Why go further and be gulled elsewhere? Step inside."

Latest Styles



SALISBURY.



EDWARD.



APOLLO.
Reg. No. 13808.

MONTREAL WINNIPEG



YOUTHS' SALISBURY.



GIRLS' RECOLLET.

"Premier" Waterproofs.

A large assorted stock of all the latest styles always kept on hand.

Geo. H. Hees, Son & Co. Limited

Manufacturers of

WINDOW SHADES and SHADE CLOTH

in all colors, lengths and widths, plain, fringed, ornamented, with or without Spring Rollers.

Curtain Poles and Trimmings

Lace Curtains

Prices from 20c. to $15.00 per pair.

New arrivals of Upholstery Goods, Draperies, Velours, Furniture Coverings, Table Covers, etc.

We sell these goods at a price that affords the retailer large profits.

Geo. H. Hees, Son & Co., Limited

71 BAY ST., TORONTO



CARPETS.

THE BUYING OF CARPETS.

IF there is one department in the dry goods store that really requires experience in both the buying and the handling, it is the carpet department. Lack of experience in this branch is nearly always fatal, and that is the reason so many merchants make a failure of it. The amount of capital required, also, is a serious deterrent to the successful handling of carpets. To the young merchant going into carpets without a good capital, good advice is, to look before he leaps. It is far better to go slowly at first and carry only what means little money, even though this means a limited business. Matting, rugs and samples are all that such a man should risk, as in this only a couple of hundred dollars are required. Samples are not satisfactory to sell from; but better that than failure; and if a few rolls are also carried to show the roll effect, such a stock is the best to handle with small capital. Matting should not be carried only by sample, nor should rugs be attempted from the small piece.



A French Rug in Art Nouveau Design.—*Carpet Trade Review.*

In a town of about 1,500, to the man of capital a stock of $1,500 in the different kinds of carpets will prove a good selling size. Of course, this is only treated on the average, as many localities would require less and some more. The conclusion on such a subject must be arrived at only after a careful study of conditions. After the size of stock required is settled upon, the division of the amount among the various kinds must be determined, and in this no assistance can be given as to quantity, but only as to conditions to observe.

In many parts of the country, ingrains sell far more readily than three-quarter goods, while in others there is little demand for the wool or union carpets. As a rule, the sale of ingrains, which has always been large, is rapidly picking up in all parts of the country, and this must be considered. In towns of considerable size, or those located near cities, the rug stock is an important part of the entire quantity carried; and there is no doubt that it will increase more rapidly than any other grade, for when the taste for such lines is started in a town it has invariably grown to immense proportions.

So that, in determining on the division of the amount to be laid out, the merchant must take into consideration the size and location of his town and the quality of its inhabitants; he must consider the class of goods most in demand, the color, the style of pattern and the size of houses. All these points can be better judged by studying the stocks of competitors than in any other way, although this must be supplemented by sound reasoning and a study of the people. In this preliminary of the buying, more common sense and good judgment is required than in any other stage of operations.

Take a town of 2,000 or less as an example and a stock of $1,500 as the average stock in such a town. The usual distribution of such a sum is about $450 in ingrains, $550 in three-quarter goods, $225 in rugs and $275 in oilcloths, linoleums and mattings. This, as has been said, is a matter that must be adjusted according to conditions, but the proportions given are about the average. Many towns will require less ingrain or more rugs.

After a business is started and running successfully the wise merchant does not lay in each season too large a supply at the beginning of the season. Of course, it is a bad plan to carry a small stock at first and provide no choice for customers, and, in addition, ruin a reputation. But as long as a

good selection is provided, care should be taken that an oversupply is not indulged in. A few new patterns through the season brighten up the stock and give an impression of a large business. In these days of telegraph and frequent trains, an order can be supplied in a couple of days, as a rule; and by taking advantage to a limited extent of these conveniences, the merchant is saved from a left-over stock, which spoils the new stock, depreciates in value, and cools the enthusiasm of a clerk who relishes a new line of goods and infuses his interest into a customer.

As a rule, it is not the best policy to purchase the entire stock from one firm. Try as it might, no firm can tear itself from a display of preference and each has its choice. The tastes of different firms may not interfere with popular shades and patterns, and may differ very little; but by buying from at least two firms, a variety is assured both in color and pattern, as in these days no two factories use the same patterns, or at least very rarely. By inspecting samples of different firms and trying their methods of doing business, one has a chance, too, of seeing the trend of fashion and of selecting the factory that supplies one's preferences to the greatest extent.



A Matting Window.

The profit that should be expected from carpets should never be less than 35 per cent. Some accept 25 per cent. and many 50 per cent., but 35 is a good profit. Less than that would not sufficiently cover ends or depreciation in value of carried stock. A special clerk, too, is usually necessary and the room occupied is large and should earn a sufficient amount to cover all these expenses.

With capital, common sense and good taste there is no reason why a dry goods merchant should not make a success of a carpet stock, provided the town is not already overcrowded. Without any one of these requirements it were better for him to leave such a line alone, unless his carpet-man can supply the good taste and has a tolerably free hand to make use of it.

STRAW MATTING.

THE ideal floor covering for Summer in rooms that will allow of its use, is the Chinese or Japanese matting which has obtained of late years such an important position in every retailer's stock. Cool in reality as well as in appearance, no Summer house is suitably furnished without it; the same quality, combined with the saving to carpet, gives it advantages that are appreciated in any house, whether town or country. The additional virtues of cheapness, ease of cleaning and removing, add to an already well-merited popularity.

Some thoughtfulness is required, however, in its use; not every room is suitable for carpeting with matting. A room that is damp should not have it on the floor, as dampness rots the fibre and keeps it soft, when any extra pressure is liable to tear the straw. Neither will it stand the wear of a room that is in constant use—like a sitting-room. Of course, if covered with rugs it will endure the rough usage, but in such case, if the floor is at all presentable, the rugs alone will do. Such wear and tear as the constant moving about of chairs or tables or heavy weights soon tears the straw and renders it unserviceable for rooms in constant or rough use. As far as appearance goes, there is no impediment to matting in any room in the warm weather, particularly since such beautiful patterns have appeared during the last season.

Any room, then, not prevented by hard usage or dampness, is a fit room for matting during the warm months. Underneath the matting should be placed a carpet lining to catch the dust and provide a softness and springiness which is lacking in the matting alone. On the lining the matting is laid in strips, rarely sewn together, but for the most part tacked down by the selvedges by use of double-ended tacks. This method allows the removal of a worn strip and the insertion of a new one, and also facilitates the lifting and storing of the whole carpet at the end of the season.

The ease with which matting can be kept clean and fresh is one of its strong points. In the ordinary course of events, sweeping is sufficient, except, perhaps, once a week, or less often. A damp cloth run over the face will remove all stains, and if the water used is slightly saturated with salt and a fresh cloth used when the old one soils, increased cleansing powers are given.

In the buying of matting, the merchant has only to consider the likely demand, both in quantity and quality. Some of the larger houses import direct, but unless an immense business is done this scarcely pays, as the wholesale houses, by buying in such large quantities, get much better prices and secure more reasonable freight rates. There are very few retailers who can import to advantage, and the average mer-

The Dominion Oil Cloth Co., Limited, Montreal

See Cut book 19
Page 99
J. McD



MANUFACTURERS OF

Floor Oil Cloths, Table Oil Cloths,
Stair Oil Cloths, Shelf Oil Cloths,
Mats or Rugs, Enamelled Oil Cloths.

Decorative Burlaps—Double-sized and Oil-coated.

Our Fall Samples

are now in the hands of the Wholesale Dry Goods trade. An inspection of our various lines will be to the advantage of buyers.

Office and Works: MONTREAL

chant is securing just as good terms and more conveniences by buying from the wholesaler, where he can buy as little or as much as he wishes and is sure of getting his goods on time.

Too large a stock should not be laid in at the first of the season, as only a limited choice is required, and by buying only in sufficient quantities to supply a choice, left-over stock is avoided and a new life given the goods at each receipt of new rolls. In a general way, cheap matting does not pay any better than cheap carpets, either to retailer or consumer, and as very little choice is required in the low grades, a few rolls only of this class of goods should be carried. There is, however, little demand for matting to retail above 40c., the best prices being 30 and 35c. Dark colors show wear sooner than light ones, and this should be explained to a customer, as also the fact that they fade and lose their new appearance.

In the placing of his stock in the carpet-room, a very prominent place should be accorded it during the months of June, July and August, as it will sell during those months in larger quantities than any other line of floor coverings. The room must be dry or the matting rots and becomes soggy to the feet and dull in color. Exposure to sun should be avoided. Matting-windows can be made even more effective than carpet-windows. The one in the illustration is an example of how simple and yet how presentable a window can be trimmed.

DON'T.

DON'T show carpets anywhere but on the floor. One of the little details necessary to successful carpet selling is the avoidance of allowing either pattern or color to occur in any material in close proximity to the carpet shown. The worst condition under which to show carpets is to have a floor-covering underneath which contains pattern or color, as this invariably spoils the effect of the upper piece. Plain linoleum or bare floor are the only materials for a carpet room floor. It is a well-known fact among carpet travellers that if they fail to get a proper sample room in a hotel, a bedroom with carpeted floor will not suffice.

Carpets always appear to better advantage on the floor than in any other position. Neither counter nor table nor rack from which they hang will show carpets so favorably as the floor. Our minds always connect them with floors, and when shown in any other position they do not present the appearance of carpets. The light thrown on the floor has much, also, to do with it. Even rugs and mats, although appearing better when hung than the roll carpet, nevertheless sell faster when laid on the floor.

Don't buy all one color because it is the popular shade.

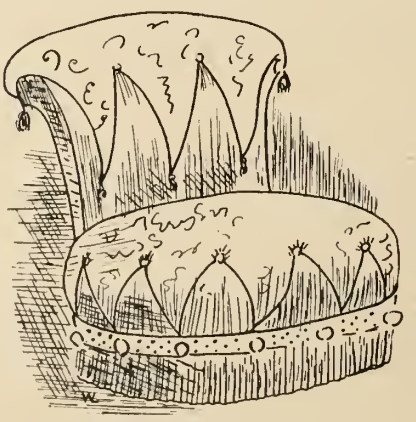
Merchants who have decided tastes in carpets are apt to confine themselves to the shades that suit their fancy, while the buyer who has no choice often lets the popular shade predominate so strongly that no choice is afforded. Greens have been very popular, and are at the present time. The result of the demand for this color is often seen in stocks that show no other colors. The merchant is not apt to notice the monotony of his colors in the buying, but a customer when looking over the goods will observe it immediately.

No matter what color seems to be the best-selling color, others should be carried in the stock, as there are certain shades of wall paper or furniture that will admit of only certain colors, regardless of what the prevailing tint may be. There are always people, too, who object to certain shades, and with many people the popular color has no effect. Taste, rather than fashion, is the important thing with them. Everyone has to be supplied, and although more of the stylish color should be handled, the other shades should be represented to some extent. Fifty rolls of greens do not represent such a large stock in the eyes of a customer as thirty rolls embracing a variety of colors.

ART FURNITURE.

ART FURNITURE IN THE DRY GOODS STORE.

SINCE so many dry goods stores have begun branching out into department stores, one of the lines that has rightly come in for a share of attention is art furniture. Still, it has usually been one of the last departments carried, and the reasons for this, although obvious, are not so important as they at first appear to be. The decided departure from the line of fabrics has intimidated many a merchant, who feels that it is entirely out of his line. Since he has had no experience in the handling of wooden goods, he fears that he would make disastrous mistakes. The fact that there are furniture men in his town whose business is only in that line often prevents him from risking his reputation and money in competing with those whom he considers as specialists.



An English Upholstering.

There is, of course, something to be considered in all these points, but when judged rightly there is no reason why any large dry goods store should not handle art furniture. 'Tis true it is not a textile, but neither is the grocery stock, and yet few dry goods stores in branching out pass by groceries as their first addition. Lack of experience is a disadvantage, but of no more importance in art furniture than in any other line, and being sold entirely in the finished piece, a customer can see for himself exactly what it is he is buying, and the merchant's lack of experience in buying is not of so serious a nature as he supposes. Were he laying in a complete line of light and heavy furniture it would be different.

The number of articles that come under the title of art furniture may be determined by the taste of the merchant or the room he has at his disposal. The articles that are usually classed under this heading are fancy cabinets, book cases, centre tables, jardiniere stands, umbrella stands, music cabinets, wall shelves, towel racks, music racks, work baskets, lamp stands, box seats, pedestals, small hat racks, screens, easels, swing poles for draperies, ottomans and tabourettes. This list can be amplified if desired or a few lines can be omitted, but it is in general the best plan to carry as complete a stock as possible.

By confining himself to these lines a dry goods merchant conflicts very little with the general furniture business of his town, as the furniture dealer devotes very little attention, as a rule, to the art branch of his business. There is thus always a demand in a town unsupplied and an inherent taste discouraged. There are few houses but desire the little specialties that make a house tasty and comfortable, and yet there are few towns that cater to this desire. The result is that the cities are forced to supply it all, and a good paying business is lost. Another important consideration is the affinity that exists between carpets, curtains and art furniture. If a customer needs either of the former there is always a good chance of selling some article of the latter.

The store that handles carpets has an excellent opening for art furniture. If possible, a flat or half a flat should be set apart for housefurnishings—carpets, curtains, drapery ma_

DOWN COMFORTERS,
WOOL COMFORTERS,
COTTON COMFORTERS,
BED PILLOWS,
WHITE CUSHIONS,
COSIES, MUFF BEDS, Etc.

FANCY CUSHIONS.



FANCY COSIES.

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Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

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Bound to Have a Light!

Bright Store

Bright Business

IF you have good goods in your store you want them to be seen. Do not keep them in the dark. Brighten up your store. You will find that the public is attracted by a bright place of business.

We can supply you with almost all kinds of



Oil and Gas Lamps

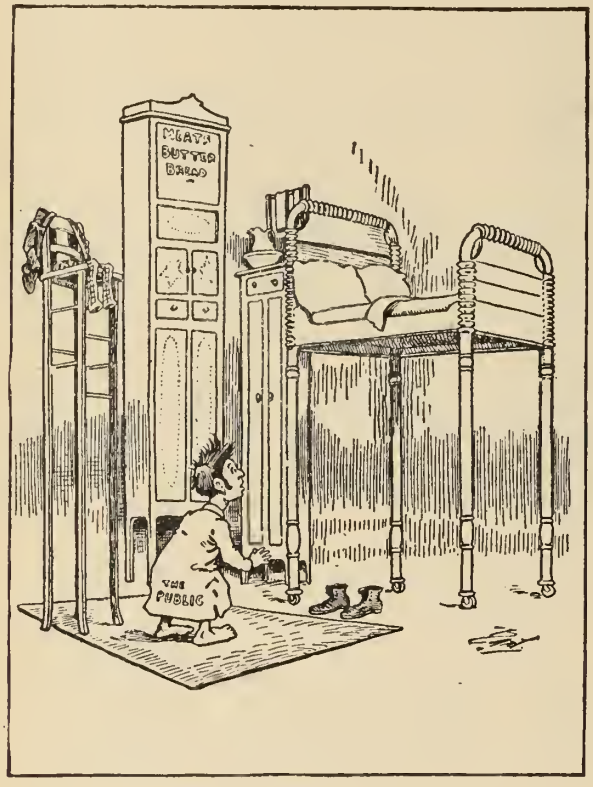
The expense of installing a first class lighting system is overcome by the increased trade which results. Send us your order. You will be satisfied.

THE ROCHESTER LAMP CO. OF CANADA
24 FRONT STREET WEST, - - TORONTO.

terial, art furniture and wall paper. All can be shown in one section, and each assists in selling the other. Art furniture occupies considerable space when properly set out, but repays a goodly sum for the use of that space. Experience is not absolutely necessary in the handling of it, and the dread of competition is a feature that should enter very little into any business except as an incentive to bolder, more advanced methods.

RUSTIC FURNITURE.

ALMOST every house, whether in town or country, has a space set apart for a lawn, which, in the warm weather, is used more than the house. For this purpose special chairs are necessary that can be left on the lawn in rain or shine, and the common rustic chair fills this want as nothing



Since Furniture Went Up.

else will. The demand for this class of goods has become so great at this time that factories are making what was once the product of the farmer lad.

In connection with an art furniture stock these chairs, tables and urn stands should be carried in stock at this season of the year. Their popularity and cheapness ensures their ready sale, and the merchant who is alive will not neglect this opportunity to cater to the public demand. Many dry goods merchants this year are purchasing large lots to retail at reasonable prices and to use as a drawing card. Even if he handles no stock of art furniture, this departure from his recognized lines will attract attention where few other schemes would succeed.

Supposing a merchant purchased a line of one or two hundred pieces in a couple of shapes of rustic chairs, a wide seat, a lawn table and an urn stand, he need then keep only samples of each in his store, and could sell from these and deliver from the more convenient place where he could keep the stock. New vigor would be imparted into his business in the hot, slow season, and a neat profit would accrue that would well repay him. He could feel sure that very few people would make a chair that could be bought for less than a dollar, and many people would buy who could not make it if they wished.

WOOD FILLING.

OLD furniture is often rendered unsightly by cracks that cannot be closed and by rough spots. An excellent wood filling is made of Russian tallow mixed with plaster paris until fairly thick. Rub well into the surface of the wood and rub off all superfluous fllling.

An old furniture man says the best way to remove varnish is to procure some soda ash from the chemist, and after dissolving in water apply to varnish.

THE MONTH'S OFFERINGS.

THE different styles of outdoor chairs, rustic, cane, rattan and grass, are the features of this month's business in art furniture. Although partaking somewhat of heaviness for the usual line of art goods, they are specialties which any dry goods store can handle.

Tents come this year in previously unheard-of shapes and makes. The little lawn and children's tents, which have come into such demand, are prettier and more tastily made than ever. Hammocks of all sizes, prices, materials and shapes form a staple part of all stocks.

Some new fabrics in upholsteries in the United States are a metal teinture, in which the metallic threads are woven all through the groundwork and thrown up in the figures, an armure with moired or watered surface, showing red and gold and similar combinations in chameleon-like effects, a fabric that imitates leaded glass in upright oval forms, and a self-toned damask in art nouveau or art moderne styles.

A new bedstead has the foot and head made of cane, similar to that in the ordinary cane-seated chair. The frame and side pieces are of a dark naturally-finished wood.

DECORATION.

THE SITTING ROOM.

IT is, to some extent, not advisable to lay down rules for the decoration of a sitting room; and if any room in the house is open to ignoring of rule, this room is the most free. Comfort and convenience are the only points to be considered, and beauty is a factor simply in adding to the comfort. There are, however, many small details which a decorator is apt to overlook in the arrangement of the room, that if considered would have added very much to the effect which a living room is supposed to give.

In general, it may be said that nothing should be used solely for beauty, but that every article placed should be considered only in the light of its adding to the comfort of the occupant. Nothing so striking as to weary the eye after a time should have a place, colors should add to the cosiness, and delicate lines or unserviceableness should be avoided.

The carpet should be some rich, deep color, such as a red, as this color adds much to the warmth. Pale colors are usually cold, or make the room look top heavy. As a rule, a carpet covering the entire floor is preferable in this room to a rug. The bare walls around a rug will be sure to receive scratches in such a commonly used part of the house. Warmth in feeling is also afforded by a complete carpet.

The walls are usually covered now with a deep red paper of some kind, better in a self tone and with a rather inconspic-



RETURNED
3
cut book
10, Pr. 12 4

EVERYONE IN THE TRADE

that examines or handles the products of
THE GUELPH CARPET MILLS:—

Wiltons, Brussels, Ingrains, Art Squares

is pleased with them. Some consider them superior to any other Canadian carpets and by no means inferior to the much-talked-of imported article.

There is no better equipped mill than ours, and as we are gaining credit for giving a little bit better value than other makers, we are striving to sustain this reputation.

For Fall, we are now showing some new and very beautiful effects both in figure and coloring, embodying the creative ideas of our skilled designers, as well as many outside artists.

Our long established system of selling direct from our mills to the trade assures the closest prices and most prompt shipment.

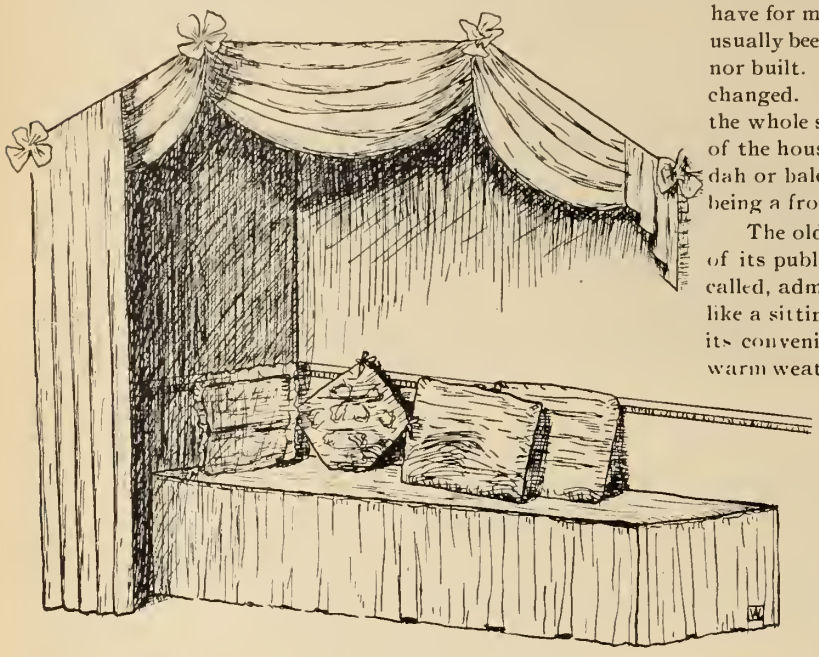
Repeat orders of any of our patterns supplied on very short notice.

If our travellers have not recently called, let us know and we will forward you some samples.

Guelph Carpet Mills Co., Guelph

LIMITED.

uous pattern. A conspicuous pattern is very bad taste in a room where many pictures are to be hung. In this room the best pictures in the house should have a place—pictures of all sizes and styles; this is practically the only room in which a small picture can receive the attention it needs, and the better the pictures the less apt is one to tire of them. Unframed and



An Attractive Cosy Corner.

informal pictures of various kinds are suitable as long as they do not clash with the more formal ones. Stiffness in the hanging of them should be carefully avoided and no definite plan should appear.

The furniture must be chosen for comfort only and should be of such strength as to render it perfectly safe and able to be more roughly treated than the furniture of any other room. Sofas and Morris and easy chairs may be freely used, and no hard-seated, straight-backed chair befits the purpose of the room. Tables should be scattered around, with chairs convenient to each, and on each table should be a lamp. The central chandelier is extremely out of place in the sitting room; for reading, writing or talking the scattered lights are the best.

Bookcases are a necessity, even though a special room is set apart as a library. The cases should be light in weight and not large. A writing desk is a convenience that should not be overlooked, and which increases the air of comfort imparted and the convenience to those who use the room. It is unfortunate that in these days the drawing room always contains the piano; it would be far preferable to the family to have it in the sitting room where it would add much to the pleasure and cosiness of an evening at home *en famille*.

The cut presented is a picture of the living room in "Idlehour," the Oakdale, L. I., residence of W. K. Vanderbilt, Esq. An air of warmth and comfort is breathed out that is not dependent upon the wealth of the owner, nor the cost of the furnishings. The careless arrangement of the chairs, combined with their usefulness, the number of tables, the placing of the lamps, and the piano all assist in giving the room the appearance that any carefully considered sitting room might have.

THE VERANDAH.

MORE and more every year sees a greater regard for comfort in the planning of the house, and the verandah is now almost as carefully considered and almost as certainly a part of the building as the drawing-room or kitchen. It is true that, where land has allowed, the majority of houses have for many years had a verandah of some kind, but it has usually been an unimportant addition, neither carefully planned nor built. During the past year or two, however, all this has changed. The verandah is often the most charming part of the whole structure; the size of the lot controls rather the size of the house than the existence or non-existence of the verandah or balcony. What is more noticeable is that, instead of being a front ornament, it is a rear convenience.

The old-time front balcony was of little service on account of its publicity, but the modern rear open room, as it may be called, admits of being adorned, prepared and used almost like a sitting room. Whether on the first storey or the second, its convenience, when properly built, is so great that in the warm weather it receives more attention than any other room in the house.

Its treatment varies according to the taste, but more often the purse of the owner. Where possible, it has almost all the decorations and furnishings of the sitting-room, even to pictures on the house wall and outside drapes over the doorways. A rich self-toned rug on the floor and a variety of easy chairs and rockers, usually of grass or cane, supply all the comforts for lounging; a table or two, a portable book shelf on runners and an electric light or two enable one to read or write with ease at any hour of the day or night. A couple of hammocks make the verandah a resting place that has all the advantages and none of the disadvantages of an inside bedroom on a Summer's afternoon.

The disadvantage of a greater or less publicity, at least to the neighboring houses, is easily overcome by the use of awnings which slide or roll up and down. The light straw awnings of Japanese manufacture screen the verandah from view



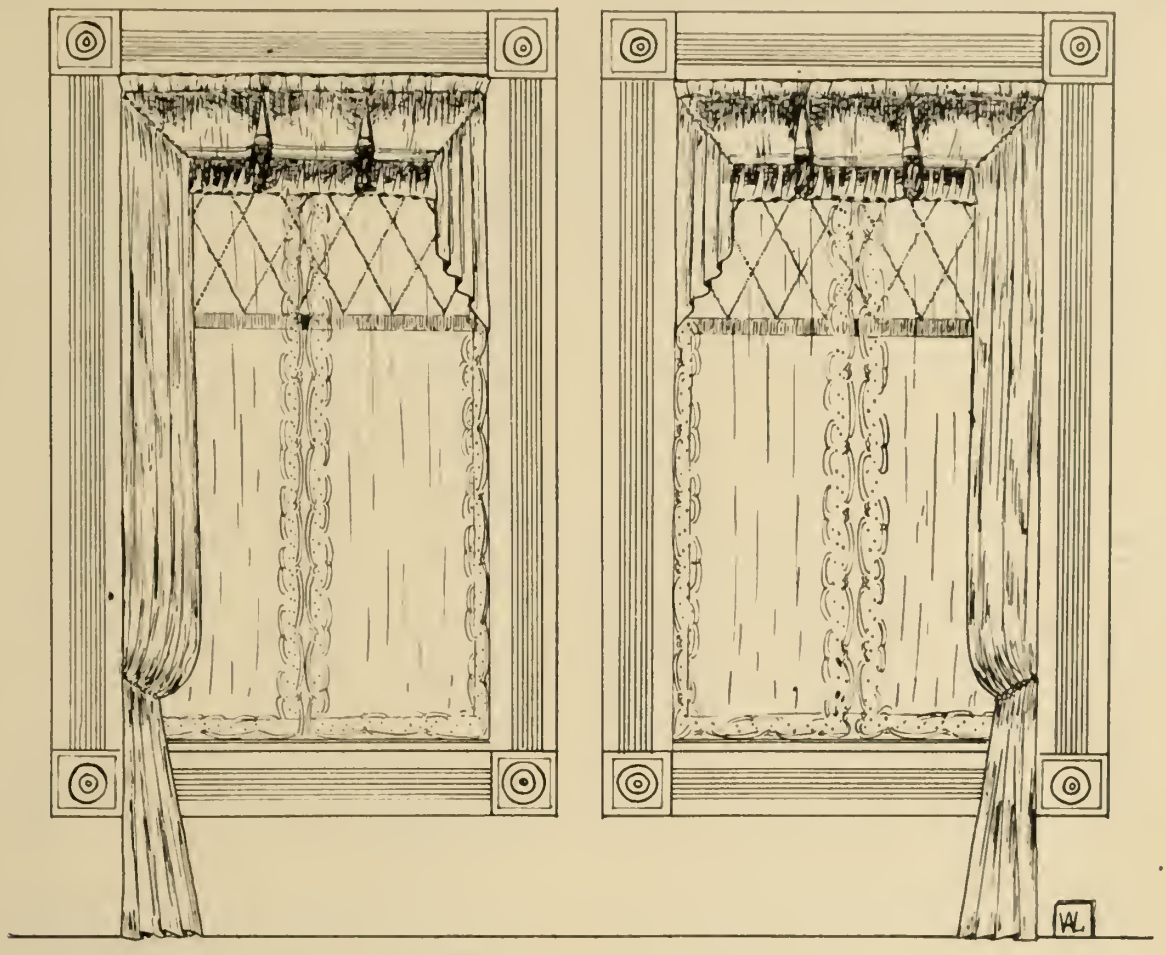
Living Room in the House of W. K. Vanderbilt, Esq.

and do not keep out the air. Many people find vines an excellent screen, but the great fault is that they cannot be opened out at pleasure and worms or bugs are apt to prove a nuisance.

Many people are using their verandahs almost entirely—in the Summer—for meals, lounging, or reading, and, upon necessity, even as bedrooms. A large, square verandah, well-screened, tastily-decorated, comfortably-furnished, and overlooking a well-kept back lawn, is an addition to the finest mansion as well as to the humblest cottage that provides more genuine pleasure and comfort than any other expense put on a house. It may raise the taxes or be something of an expense, but it saves many a doctor's bill in providing fresh air, a cure for ennui, and a relief from the heat of an unbearable Summer's day.

So it is in decoration. The shallow artist applies a dressing of ornament that attracts a person's attention immediately; it is seen and soon forgotten. But the true artist considers the surface no more than the depth; instead of profusely ornamenting the outside in a striking manner, he carefully considers mass as well as detail, and the result is a quiet proportion and beauty that when observed never wearies. He never forces himself on our attention, but, as it were, accidentally attracts it. When he gets it, however, he holds it.

If we are truly desirous of joining the new artistic movement, let us consider simplicity and appropriateness as the most important. What we need is not an art confined to a favored few, but one that is shared by all—an art that is not a patented invention, but a collection of all the good of the past assisted by all the genius of the present.



A Decoration of Twin Bedroom Windows

SIMPLICITY.

WHAT architect has not been told that his house is all right, but it should have been a trifle more conspicuous, and so on? It has come to the pass that any decorative work is not worthy of notice unless it stops a person and forces him to behold how grand it is. Among true artists, the art that conceals art is the highest. Perhaps this point can be better illustrated by taking two classes of authors. Jerome K. Jerome belongs to that class of humorists who hurl their jokes at you and make you see them. They very often make you laugh, it is true, but is it a thoroughly happy, self-satisfied laugh? On the other hand, John Kendrick Bangs can be read and laughed at, and laughed at again, and still again enjoyed. His best jokes are covered up, are clothed in a garb of innocent narration, but when that subtle humor is seen we laugh quietly but happily, with a feeling that part of the merit of the work lies in ourselves in being able to pick out and appreciate that joke. Which author represents the higher art?

THE ILLUSTRATIONS.

THE window draping illustrated is suitable for twin windows in a bedroom. The material used is some light washable fabric, which can easily be removed, cleaned and replaced. The valance at the top is of the same material. The upper part of the window has small leaded panes and glass curtains stretch the entire length of the window.

The second illustration is of an original design for a cosy corner. This design is especially useful where a grate occurs in a room on the same side as the cosy corner. The seat is open on this side to the heat, but secures almost all the feeling of privacy by a curtain draped at the other side and across the corner almost to the foot of the seat.

WALL PAPER.

THE HANGING OF WALL PAPERS.

[Extract from The Tapetenzeitung.]



N the last few years the complaints made by wall paper dealers about ingrains and other better class papers have very much increased. In nearly all cases the paper shows spots after hanging, and the paper maker is blamed for it—very often without reason An incident I—a wall paper manufacturer—met with in Switzerland induces me to give the the matter publicity. The rooms of a new hotel in the Engadine had been papered, and afterwards, to the regret of the proprietor, a large portion of the better-class papers turned out spotty and shady. He showed me over the rooms, and I noticed that those papered with cheap papers were perfect, whereas those where better-class papers had been used showed very serious defects. In some instances the walls were covered with yellow and yellowish red spots, in others dark streaks appeared, and very often an entire length had turned yellow. The paperhanger, who was sent for, declared the fault to lie with the bad quality of the paper, and was much astonished when I simply told him that he did not understand how to hang better-class papers. He drew attention to the fifty perfect rooms, and also to his own experience and reputation all over the country as a careful workman. One ingrain paper which was the most at fault was selected for trial. Fresh starch paste was made, and in my presence the paperhanger recommenced papering with the aid of another workman. A brush was used for the pasting, which, when not in use, was thrown down on the paper on the table. The man used a large quantity of paste, folded each length, placed it on the floor, and, after pasting four lengths in all, commenced hanging. This being completed, he closed the windows and doors carefully. The next morning the result was as before, all the lengths being spoiled, but more especially in the places where the brush had been allowed to lie, yellow spots being visible. The strips furthest from the door appeared the darkest.

The next day I commenced to paper my room myself in the presence of the paperhanger. I had one length only placed on the table at a time and coated very sparingly. The brush was not thrown carelessly on the paper when not in use, but put aside. Each length was finished without interruption and hung at once. After the room was finished I opened all the windows and doors, to the disgust of the decorator, who said that air bubbles would form under the paper. The result next morning, however, showed a faultless room. No spots, no creases, no defects whatever. The paperhanger now confessed with shame that he must admit that he had not understood how to do the work properly, and the remaining papers were hung without difficulty. The explanation is very simple. Formerly, in the manufacture of paper, rags and chemical pulp were used, whereas now nearly all paper is made from mechanical pulp. The fibre of the paper is loose, therefore, and it sucks up paste to a much greater extent. Formerly, again, in printing, hard mineral colors were used, aniline dyes at the present time taking their place, and being much more easily dissolved in water.

Instead of animal size, vegetable size is used. The result is that, whereas in earlier times wall paper had to be soaked, now this must be avoided. If the back of the paper becomes so much moistened that the liquid gets through the paper, it dissolves the ground color and destroys the aniline dye. This explains why it is necessary that, in the first instance, only one length should be pasted at a time, and why the doors and windows must be opened to facilitate the drying of the paste. On this occasion I made the test of placing a pasted length under the other lengths on the table, the air being thus excluded and the paper compelled to dry itself. Next morning the color was destroyed; the paste, through having penetrated the paper, had dissolved the dye; the vegetable matter in the size was decomposed owing to lack of air, and the whole paper was covered with red and yellow spots.

Ingrain papers are more easily affected than any others, and it is, therefore, essential that ingrains must be hung as speedily as possible. Owing also to the fact that the aniline dye now in use for better-class papers is very easily destroyed, it is necessary that the paperhanger should work with carefully cleaned vessels and brushes.

If starch paste or flour paste stands a length of time, organic acids are formed, which, although not perceptible by smell, will yet affect the color of the paper. Aniline dyes are especially susceptible to organic acids, and even the presence of small traces destroys the dye and causes yellow spots to appear.

The paperhanger who observes the following rules will never fail: (1) The use of clean vessels and brushes; (2) fresh starch or flour paste; (3) coating very thinly and immediate hanging, and (4) opening the door and windows after papering. If a soft ingrain has to be used it is advisable to suspend operations during rain, as in damp air ingrains dry very slowly, and it is therefore almost impossible to prevent the colors from being destroyed. It is well known that in a thunderstorm the paste turns sour. If this happens, work had better be discontinued and fresh paste made before recommencing.

HOW WALL PAPER IS MADE.

SIX different persons are concerned in the manufacture of wall paper. From the artist who creates the design to the experienced operative who controls the rolling machine, the services of half a dozen skilled mechanics are required, each of whom adds his share to the completed production.

The success of a paper rests for the most part on the designer and the factory colorist. The designer produces the pattern and the colorist combines the colors that are to be put in that pattern, and upon him depends, to a great extent, the finished appearance.

When a design is accepted it is handed over to the "transferrer." By means of oiled tracing paper he outlines the design on suitable material. This reproduction is wrapped about a wooden roller 18 in. in length and six in. in diameter, and by pressure an exact imprint is left on its surface.

The roller is now passed on to a trained workman who follows out the lines of the pattern with brass strips like tape. This he drives into the wood, leaving a narrow edge raised above its surface. Each roller is intended to print a definite color, and as each has its own color, great care must be taken that each raised outline for one color should be clear of the corresponding outline for another color. So delicate is this process that sometimes it requires months to finish a single roller.

Next the space between the brass outlines is filled with felt, hardened by a chemical process. The filling is made exactly even with the top of the brass lines.

The presses are now made ready with the set of rollers that has been prepared. Sometimes as many as 12 colors are printed at once. By means of delicate pins the rollers are held in position in such a manner that they will strike the paper exactly when required.

First, the paper is coated with a color for a background. This is done on another press, the paper running rapidly under brushes which supply the color. The paper is carried on to moving racks, where it hangs in large loops, and is moved slowly over steam pipes.

see ad on page 76



WALL PAPER MANUFACTURERS

Our complete new line of Samples will be shown to the Trade this month.

You will find it full of bright, new, attractive Wall Papers, at prices to meet any competition.

We leave it to your judgment to say whether we have improved on former lines—we believe we have.

Say you won't place your order until you have seen the "Staunton" samples, and you'll not be sorry.

STAUNTON'S LIMITED

FORMERLY M. STAUNTON & CO.

TORONTO

944 YONGE ST. CANADA

It is then carried through the main printing press, each roller printing in turn. From this it comes out with the design completely printed. Meanwhile it is dried by means of a similar process to that employed before, and then run up into the rolling machines, where it is cut off in rolls of 16-yd lengths.

The finer grades of paper, after being printed, are drawn through a machine composed of rollers vibrating rapidly, and these smooth it and give it a soft finish.

Embossed papers are made by passing the paper, after it has been printed, between two steel rollers. On one there is a raised design which exactly fits into indentations on the other.

TRICKS IN ALL TRADES.

ONE of the little tricks that is permissible and useful in the wall paper business is the showing to a customer of the same paper a second time, when many patterns and colors have intervened. Every wall paper merchant, or, indeed, dry goods merchant, knows that after a time the eye becomes tired when many colors are seen in succession, and it then becomes physically incapable of accurately distinguishing between different tints. For this reason a paper shown some time before can be produced again and it has a different appearance. Many sales can be effected in this way that would otherwise be lost.

MATCHING WALL PAPER.

THE paper was of a nondescript pattern, says The New York Press, whose most prominent features were a small wreath of variegated red and brown leaves from which were pendent two huge clusters of yellow fruit whose general contour suggested grapes. The clerk studied the sample doubtfully.

"I hope," said the woman, "that you can match it."

"I'm afraid I can't," said he. "The fact is, there is nothing on earth that is quite so hard to match as wall paper. I've tried my hand at matching most everything, in my time, from husbands and wives to copper cents, and at the close of a long and interesting experience I am bound to affirm that only those people who spend their days in matching samples of wall paper and their nights in dreaming thereof have sipped at the fount of the life that is truly strenuous.

"The worst of the matter is, it is almost impossible to convince patrons of the difficulty of the undertaking. Day after day the women come in here with samples whose pattern is so antiquated that I could swear the original rolls were used for papering the bedrooms of the Ark; and when I tell them so, in diplomatic phraseology suited to the occasion and their tender sensibilities, they get hopping mad and threaten to report me to the superintendent for impudence and inattention to duty. Now, take this sample you have submitted, for instance. It is—well, about how old do you suppose it is?"

The woman blushed. "I—I don't know," she stammered, "but I don't think it is prehistoric."

The clerk was somewhat mollified by this meek rejoinder, which, in his opinion, was tantamount to a confession of guilt.

"Well, no," he returned, "I won't say it is that, exactly, but it certainly must have cut its eye-teeth. Come, now, isn't it, say ten or fifteen years old, at the very least calculation?"

"It may be," sighed the woman. "We have lived in the house six years, and the paper was part of the institution when we took possession. It has been very good paper and I am very much attached to it; but it is now beginning to crack between the south windows and over the grate, and I thought I'd better patch it before it got any worse. Are you sure you have none like it?"

"Sure?" echoed the clerk, fervently. "As sure as I am of heaven. You won't find a roll of paper bearing even a family resemblance to this sample anywhere in town. You see, the styles of wall paper are so varied and are liable to such frequent and such radical changes that it is impossible for any house, no matter how enterprising, to carry extra rolls of patterns that have outlived their artistic charm and their usefulness. No, madam, the best advice I can give you is to have the walls newly papered. Even if I could accommodate you with a few yards like the sample, the price paid for the piece would be money thrown away. When once you got it pasted over the ragged patches you would find that its fresh colors did not at all harmonize with the worn appearance of the adjoining strips, and that the last state of your walls was much worse than the first.

"However, I don't expect you take much stock in that phase of the question. Women never do. If I've said that same thing to one woman this season, I've said it to 10,000, and what reply do you suppose everyone of them made? Why, they said, 'Give me a roll of the paper, please, if you have it in stock, and I'll take chances on the result.'"

The woman smiled blandly. "Of course," she murmured. "And I'll say the same thing."

"I knew it," moaned the clerk. "Unfortunately I cannot accommodate you. As I said in the beginning, of all commodities now on the market nothing is quite so hard to match as wall paper."

THE COMING SEASON.

MANUFACTURERS are now busy getting out their new samples, and about the middle of July the travellers will be completely equipped. As a result of this, the firms are particularly busy making up the books and preparing things for a heavy season's business.

As far as can be learned at this time, the new papers will run much in deep shades of red and green, as these have been so popular during the past season. In designs there is very little that is really new. Silk papers that are made in imitation of a silk fabric promise to meet with good demand, and the moire effects will no doubt last another season. These moire effects in ceiling paper have been very prominent the past year and have no doubt been rather overdone. The tapestry papers have had a good run and will experience a further acceptance with the trade.

CROCKERY AND GLASSWARE.

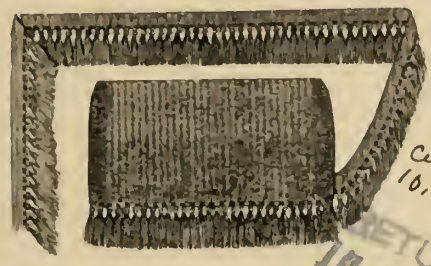


BUYING ON THE ASSORTMENT PLAN.

MERCHANTS, when laying in their stock of crockery, glassware, china or lamps, have two plans open to them in the buying. They can either order the exact quantities they desire in each article, or they can buy on what is called the assortment plan. The method adopted in the latter kind of buying is to place the order in lots varying in value, each lot containing an assortment of goods, large and small, expensive and cheap.

The lot may contain a dozen pieces or as large a quantity as a gross or more, and the price in the new assortment plan may vary from $5 to $20 or more. The ordinary course adopted in the wholesales is to put up a lot of goods of the same class in all sizes and branches of that class and offer them at a certain price. Thus, a set might contain a half dozen butters, a half dozen patties, a half dozen toothpicks, a dozen salts and peppers, a half dozen jugs, and so on. The difficulty that is encountered in the handling of such an assortment is that the large pieces sell readily, as the price can be

RUG FRINGES



A. R. BURROWS & CO.

of GUELPH, ONT.

Manufacturers of

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Carriage Fringes,
and **Carriage Dusters**

Made in the best quality and lowest prices.

WRITE US FOR SAMPLES AND PRICES.

IN NEW BUILDINGS OR OLD

If you want highest excellence—

USE OUR

METALLIC CEILINGS AND WALLS

Because they give more lasting satisfaction—are strictly sanitary—and are made in a multitude of artistic designs to suit all tastes and requirements.

We offer you very best value to be found in these reliable goods—the perfect harmony of beauty combined with practical business needs.

Metallic Roofing Co., Limited

TORONTO - MONTREAL - WINNIPEG

A Pointer About

Bed Quilts

We make five hundred dozen every week in the year.
This season's styles and designs are all trade winners.
"Puritas" Brand on the tag is a guarantee of value.

The Alaska Feather & Down Co.

Limited

Write for Price List

MONTREAL

placed quite low, but many of the smaller pieces are left on the merchants' hands. Then, again, the retailer has noticed that in such assortments the price set on the staples is very low, while the goods with which he is not so conversant are put up in price. In this way he feels he is being deceived.

Still, in spite of these disadvantages, there is no lack of evidence that the buying by assortment, where common sense is used, is the most judicious plan to adopt. The patterns come in such an assortment that great choice is allowed the customer, and when an article is bought there is not the same chance of annoyance to a woman by finding that all her



Cut Glass Butter Dish.

neighbors have the same pattern and article. A considerably better price, too, is quoted on assortments, as the wholesaler receives the goods and ships them out without being forced to open, unpack and repack the box. The boxes are received in the assortments, and simply pass through the wholesale and out to the retailer.

A plan recently adopted by the wholesale houses in the case of assortments promises to meet with great favor. Instead of the old mixed lots, the new plan is to make an assortment up of sets of the same goods, with prices of each plainly given. In this way a confused mass of large and small articles is avoided, and the dealer knows the price of each article. For instance, one lot will consist of four different patterns in glass sets, a half dozen of each pattern; another is an assortment of butters of different patterns, another of sugars and creams, another of jugs, and so on through the



Cut Glass Berry Dish.

entire list of goods handled in a glassware stock. The assortment thus consists of different patterns rather than of different articles. The plan facilitates handling for the retailer, as tables can be arranged in rows of butters, sugars, creams, salvers, berry dishes, and so on, in different patterns, and the customer can see at a glance what she wants.

Either plan is preferable to the separate order plan in many ways, particularly in the case of medium grade goods. The advantage of the old plan is that complete sets can be sold in the one pattern, and an entire stock is bought with very little bother and without the chance of missing or overlooking the purchase of certain articles. The merits of the latter plan are obvious and are being appreciated by the trade.

THE CUTTING OF GLASS.

MOST people have the idea that the process employed in the making of cut glass must be of a very delicate nature to produce such beautiful and delicate objects. In reality however the factory for cutting glass is as rough in appearance as the machine shop and the tools as coarse as those in any factory. There are in Canada only two establishments that are engaged in this work, and a representative of THE DRY GOODS REVIEW recently had the pleasure of inspecting the larger of the two—Gowans, Kent & Co., of Toronto.

The cutters are ranged in a row down each side of the factory, the "roughing" being done on one side and on the other the "smoothing" and "polishing." Each workman sits on a high stool and in front of him is stationed his cutting wheel above which is a large cone-shaped affair containing sand and water. The sand used resembles in appearance and feel common salt and mixed with the water drops slowly on to the revolving wheel and provides the cutting surface for the glass. The wheels vary in material from iron for the "roughers" to stone for the "smoothers" and wood and felt for the "polishers," and vary in size from six inches to a foot and a quarter in diameter.



Cut Glass Fruit Dish.

The plain glass is first marked off with red lead into even sections, and without any other guide to pattern the "roughers" work out the required design by pressing the plain glass against the sharp edge of the iron wheel. Only the deep cuts and rougher lines are done by these workmen, after which the glass is passed to the "smoothers" who, with stone wheels, smooth off the rough cuts and then pass it on to men who do the fine work or narrow shallow lines in the required pattern. Under the hands of these men the piece first begins to take on a presentable appearance.

The final stage comprises four separate acts. From the "smoothers" the glass is washed with acid to take off all remaining roughness, and the wood polisher then holds it on a wooden wheel. The buff wheel or wheel covered with felt, with a fine pumice powder, gives it more polish, and the last act is done with putty. After washing the article is ready for shipping.

To the casual spectator the work does not appear to be the production of skilled labor, but the fact is that great precision is required. The pattern is cut without any previous markings save the sectional divisions, and great care has to be exercised to cut neither too deep or the glass would break, nor too shallow or an uneven appearance is presented. Lines must be of a certain length only and regularity must be observed throughout the whole pattern or the glass will lack the fire and symmetry of a well-cut article.

You Can Guarantee Hermsdorf's Black

In Any Kind of Weather.



No rise in the thermometer can turn it pale—for it's dyed fast—fast against Summer Sun and Perspiration.
Here's the trademark all the shrewd buyers swear by—"that sign of sure selling"—the Hermsdorf guarantee:

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AMERICAN BUREAU OF LOUIS HERMSDORF:
200 Greene Street, New York City.

Selling Office of
HERMSDORF BLACK MERCERIZED YARNS
JOSEPH J. DE LONG,
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The Home of
The Campbell Shoe Co.

"Maple Leaf" and "Toronto" Brand RUBBERS

These are acknowledged the best goods in the market.

Write for Illustrated Catalogue and Discounts.



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Trickett's Slippers.

You know their selling qualities.

Should we say anything about

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If you handle Oil Tans you must have "Palmer's."



The Home of the "Maple Leaf" Rubbers.

We carry the best lines of Boots and Shoes made in Canada including the celebrated makes of The W. A. Marsh Co.

THE CAMPBELL SHOE CO., - Quebec, P.Q.

BOOTS AND SHOES

THE SHOE FINDINGS DEPARTMENT.

THERE is no shoe store which does not to some extent have a findings department. In many cases it contains only laces and polish and is a very unprofitable branch on account of the prevalence of the idea that laces or polishes should be given away, not sold. Whether a money making department or not, every dealer finds that his buying in those lines is a matter entirely apart from the regular shoe buying, and thus the idea should present itself that it is a separate department and as such should be used to make money from, and not merely as a convenience for the customers.

Although many customers consider polishes and laces merely as a detail and therefore articles that should not be charged for, and although dealers have often foolishly encouraged this idea, there would not be much difficulty in convincing them that the articles in this department cost money and should therefore be treated in no way different from the boots and shoes. Of course every pair of shoes must have a pair of laces, but those come in the shoes and are not a part of the findings department. Simply because a man buys shoes in a store it does not follow that he must be kept in laces. Again, in the case of shoe polishes it is really a good plan to provide a bottle of it when a pair of shoes is bought, for 20 cents, but otherwise the full quarter should be asked, and in no case should the polish accompany the shoes. This is a matter that sometimes requires a little firmness, but reasonable customers will see the sense of it and it will not take long to convince all of them that it is straight business.

But the principal error which most merchants make in the findings department is the thoughtfulness displayed in not separating this department from the boots and shoes. If a merchant simply piles his findings haphazard among the shoes, customers will, of course, follow their old plan of considering such smallwares as merely for their convenience. The proper way to treat these lines is to have them separate from the shoes—a glass case is the best place to show them—and by so doing convey to the mind of the customer that laces, polish, etc., are a part of your business as much as rubbers or slippers. As was said, a glass show case placed in a prominent part of the store and not containing shoes, is the proper way in which to show findings.

Another condition which militates against the success of this department is the lack of variety and completeness of stock which is such an important feature in the majority of stores. Laces and polishes are not by any means the only articles this department contains; in fact they are the least profitable of all. In addition, there are leather leggings, ankle supports, soles for slippers, shoe trees, rubber heels, shoe horns and hooks, and buckles and bows for shoes. In all of these lines there is a good profit and the dry goods store or shoe store which makes them part of its stock will find them a profitable branch and a business drawer.

A window decorated with nothing but shoe findings is very presentable and is sure to attract the eye of the passer as it is unusual and contains many articles which conduce to the comfort of every person, but which are usually done without unless his attention is drawn to them. For an example, take shoe trees. It is safe to say that not one person in a hundred uses shoe trees and yet nothing repays more rapidly the small expenditure they entail. A pair of shoes will wear longer and look well to the end if kept on trees when not in use. They can be retailed for less than a dollar and in one pair of shoes pay for themselves. A display of slipper soles may remind a woman that she needs slippers for some member of the family, or a pair of leggings will catch the eye of a boy and he will bother his mother till he gets them.

A display of thoughtfulness in the stock carried and the display made of it will make this department an important part of any business. People will be educated to the use of findings of which they had never heard or of which they did not realize the need and convenience. Less laces and bottles of polish will have to be sacrificed to the rapacity of the average customer and money will be made that previously had gone into the pocket of the customer. Try it and see.

TELL YOUR CUSTOMER.

A shoe should not be worn in which the sole is narrower than the outline of the foot.

It is safe to say that the sole should be considerably wider than the foot. If it is not, both appearance and comfort are sacrificed. The appearance of a foot where the sole is out of sight is very untidy and flat looking; the foot appears larger than it otherwise would and there is no shape. With too small a sole the foot is apt to touch the ground if the sole is thin, and thus the leather of the upper is worn and callous places appear on the foot. Corns, too, will come.

* * *

The top of the boot should not be tight.

Too often customers insist upon having their shoes tight at the top, thinking it adds to the appearance and strengthens the ankle. When not carried to the extreme such results are effected but the difficulty is that the shoe is laced too tight. Then the flesh above the shoe bulges over the top and looks anything but neat. This is not the worst, however, as the tightness interferes with the action of the muscles in the calf and makes a person walk very awkwardly and causes the ankle to swell; weariness also quickly ensues.

SOME ADVERTISING SCHEMES.

SHOE merchants and dry goods stores have adopted various schemes for the advertising of their stock and in many cases with satisfying results. One scheme which a dry goods store in a town adopted recently was to give a double coupon for every dollar expended in shoes. The customer kept one and deposited the other in a box. At the end of each week a customer was asked

to draw out two slips from the box, and the customers who had the corresponding numbers, were each given a pair of $3 shoes.

This plan might be varied according to the size of the town or the business done. Smaller prizes could be awarded, and the time be extended to two weeks or a month. It was found that people crowded to the store on the night the presents were given, and numerous sales were made in this way, that would otherwise have gone elsewhere.

In a thriving town a merchant used a novel plan to attract customers, or, at least, to bring himself before the people. Between five and six o'clock in the morning he had boys go around the town and loop over the knobs of front doors the strings of small round tickets, on which was printed the words: "Good morning! Have you tried B—'s shoes?" The residents, on opening their doors in the morning, were confronted with this greeting.

SUMMER GOODS.

THERE promises to be a decided predominance of white canvas shoes in men's footwear for the warm weather, and every merchant should be prepared for the demand. The low shoes, will, perhaps, sell more readily than the high, but the latter will also be worn. These shoes can be retailed at from $1.50 to $3, and, in addition to possessing good wearing qualities, look and feel cool. With white trousers, nothing else should be worn, and, with flannel suits, they will rival the black.

Black oxfords, in patent leathers, will be the dress shoe this Summer, and will almost entirely drive out the high shoe among well-dressed men. These shoes come either with patent or plain black tops. Quite broad laces will be worn with them, and the bow left exposed. Of course fancy hose accompany them.

In ladies' shoes the French heel will be the favorite, as also a high heel with curved back and straight front. The nobbiest shoe is the one with the narrow bands across the front, up to eight or nine in number. Patent leather toe caps have come in again for ladies.

SHOES OF ALL DESCRIPTIONS.

ONE of the chief industries of the Province of Quebec is the manufacture of boots and shoes. The vast tanneries there situated, with the abundant supply of raw material, fit it particularly for this branch of trade. Thousands of dollars of capital are invested in the industry, while hundreds of skilled laborers are employed in the various manufactories throughout the province, in the making of footwear which finds a ready market in all the best cities and towns in the Dominion.

In this connection the boot and shoe department of "The Dry Goods Review" would scarcely be complete without some reference to The Campbell Shoe Co., the well known jobbers of this line of goods, with headquarters in the ancient city of Quebec, who are frequent advertisers in these pages.

The Campbell Shoe Co. are not manufacturers and so are not bound down to any particular make, which may or may not suit all classes of the trade. They are distinctly a jobbing house and within the four walls of their commodious building are to be found every variety of footwear, from the coarsest top boot, so necessary in its place, to the daintiest of ladies' finely finished shoes; boots for the man whose foot declines to be numbered, down to the delicate covering for the tot who takes its first step.

Situated as The Campbell Shoe Co. are in the very heart of the shoe industry of Canada, they are in a position to purchase from the choicest lines of the various manufacturers, while their system of buying enables them to secure goods at the closest possible prices. These advantages, the retail trade is not slow to recognize, and as a result The Campbell Co., though only in business for four years, have built up an enviable trade. In addition to general lines they are sole representatives in Quebec Province for The Maple Leaf Rubber Co., of Port Dalhousie, Ont., also for the John Palmer oil tanned footwear, of Fredericton, N.B., and for Trickett's famous English slippers.

Their business goes to disprove the old adage, "A prophet is not without honor, etc," for a large amount of their trade is done with the many thrifty merchants of Quebec Province. Like all enterprising firms, however, they are not content with local trade only and are continually extending the volume and territory of their business. The company employs several live travellers, who cover all parts of the country, both east and west. In addition the firm are liberal advertisers, the management believing in a systematic policy of publicity. In fact one of the secrets of their success has been a judicious use of printers' ink.

The business is under the personal supervision of Mr. A. Campbell, a gentleman whose ability and experience in the trade eminently fit him for the position he holds.

WHITTEMORE'S POLISHES.

THE WORLD'S STANDARD.

THE OLDEST AND LARGEST MANUFACTURERS OF SHOE POLISHES IN THE WORLD.



Polishes without brushing, thereby saving time, labor and brushes.

"GILT EDGE"

The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful finish. Once tried always used.

LARGEST QUANTITY. FINEST QUALITY.

For Sale by all Wholesale Grocers.

DRY GOODS NOVELTY.



THE

Ingersoll

American Watches.

RETAIL PRICES, $1.25 to $2.50

ARGUMENT.

We now offer a practical time piece for the Dry Goods Trade of Canada and base our statement upon the following:

First—It is absolutely guaranteed to keep accurate time.

Second—It stands rough usage and does not get out of order easily, making it the only watch for dealers outside of the jewelery trade to handle, and also making it a practical one for sportsmen, boys and all men who give a watch hard usage.

Third—Its low price and high quality insure a tremendous sale, which we further augment by furnishing many handsome advertising devices for your store.

Fourth—Last but not least, these watches offer a handsome profit. Price cutters are not supplied.

Sold by several leading Dry Goods Jobbers of Canada. We will tell you who they are upon request.

Trial Offer—To any Dry Goods Merchant who will write to us upon his business letter head and inclose 75c. we will send a sample watch (duty not paid) and our catalogue, so that he can test its accuracy and durability.

INFORMATION ON REQUEST.

ROBT. H. INGERSOLL & BRO.

51-53 Maiden Lane, - - - NEW YORK U.S.A.

Cartwright & Warners, Limited.

MANUFACTURERS UNDERWEAR AND HOSIERY

LOUGHBOROUGH, - ENGLAND.



R. FLAWS & SON, Agents, Melinda Street, TORONTO.



FACTORY

ESTABLISHED 1868.

For FALL TRADE

Gloves, Mittens, and Moccasins

During the more than 30 years success of our business, we have always been at the front in all that pertained to improvements in the production of Gloves and Mittens. We have brought out new ideas. We have given the Trade splendid values—goods which have possessed style, given satisfaction and long service.

Our representatives will call on the Trade in due season. Make it a point to see our samples before placing your orders. We guarantee satisfaction, and the maximum in value at the minimum of cost.



TANNERIES

W. H. STOREY & SON,

The Glovers of Canada.

ACTON, ONT.

GLOVES AND THEIR MAKING

FOR the making of gloves almost every animal can contribute a hide. The only requisite is that the hide be not too hard or too tender and when it is considered that even that tough animal, the hog, and such a tender thing as a new born kid, supplies a hide that is of value, a person almost wonders where the line of non adaptability is drawn. The skins used for the manufacture of gloves come, for the most part, however, from the sheep, deer, elk, horse, cow, calf, hog, or kid. Occasionally a dog skin is used but its lack of elasticity and supply leaves it not worth consideration.

THE IMITATIONS.

In the finer gloves kid is used entirely while all the others figure only (except as imitations) in the heavier goods. This matter of imitations has come to be a study both for the manufacturer and the retailer and although the more important manufacturers sell lots intentionally deceive, it is well for the retailer to know that certain names are used more as a brand almost than as a definite statement of the material used. Dog skins, which are apparently such a stock glove for men, are usually nothing more or less than sheep or goat skin and the well known mule skin which every country store sells as an ideal working glove has, to put it conservatively, almost invariably covered the animal that provides our milk. After having been removed it is split and given an oil finish. Sheep skin is made with almost every finish and is used as an imitation for all the other lines. Suede sheep is a smoked skin in imitation of buckskin; mocha in the cheap grades is nothing more or less than sheep and it is a common thing to employ sheep in deer skin and other gloves. Hog skin is also used as an imitation, but can be told by its coarse open texture.

SPECIAL SKINS.

Elk is a skin used in buckskin gloves, which name also properly includes deer of all kinds. The leather is soft and very strong on account of the length of fibre and closeness of texture. Suede gloves are made properly from kids or lambs and are merely the skins with the outer cuticle removed. In glace finishes the outside of the skin must always be used as it is of finer texture than the inside.

Mocha, perhaps the best wearing skin on the market to withstand wet and wear in the finer glove, was originally the skin of the somali or black sheep of Arabia, so called from Mokha an Arabian seaport. It is now made from the sheep or goats of tropical climates whether Arabia, Africa or South America, and when properly finished is very velvety and soft to the touch, so much so, that in its finer states it can scarcely be felt at all. The Peccary, a species of hog found in the southern part of the United States and in northern South America supplies a great amount of the skin used in the rougher gloves. In the undyed skin little dark colored dots are scattered about an inch apart all over the surface.

SPLIT LEATHERS

Many leathers are split before making into gloves. With some this is necessary, as by this means the outer cuticle, which is often stiff and unelastic, is removed and an elasticity allowed that would otherwise not exist. In the cheaper gloves the aim, however, is to make a double profit, as the split can be used as linings for purses or book covers, or any place where a leather can be stuck on. It is very thin and unsuitable for sewing. In the buying of gloves, however, a merchant can usually rest assured that to prevent his being duped in the material employed all that is necessary is to pay a fair price. He should not be in business if he does not know that real mocha gloves cannot be bought to sell for a dollar. The name given to many lines must be understood to mean the line they are intended to imitate, if cheap in price, rather than that they really are the leather named.

THE TANNING.

Much of the tanning of the skins is done abroad and the hides imported into Canada for manufacture, but in some lines the tanning is done at home. The finer goods are almost always received here tanned. Of course the very best gloves, as all know, are made in France and neither Canada nor the United States has ever pretended to compete with her in fineness of quality, but in the medium grade and rougher goods Canada holds her own with the world. The styles of tanning are alum, oil chrome and Indian tanned or smoked. The alum process is used only in the finest kids and consists of placing the skins in a revolving drum containing a mixture of wheat flour, alum, salt and the yolks of hundreds of eggs. In the oil tan oil forms an important part of the mixture and with chrome and smoke tan chemicals and barks are used. The smoke tan used on deer skins gives them a bright yellow appearance, and was originally employed by the Indians.

Before going through any of these processes of tanning the skin has to be unhaired by means of lime water. By machinery the tail and fleshy parts are removed and the "scudder" takes off any hair that may have remained. In the finer leathers the skin is then soaked in clear water for a day or two to remove the lime and then placed in warm water and wheat bran to remove any fleshy impurities and make the skin soft. After this the actual tanning is proceeded with.

DYEING.

When tanned the skins are hung on the hooks to dry and then sheared to take off the rough inside layer. The dyeing process is done in two ways either by a brush which does one side only and is called "staining" or by being put in revolving drums where the coloring extends all through the skin. This style is called "dip coloring." The finer kids are dyed by staining and great care is taken to allow no color to touch the wrong side. Staining is done by simply laying the skin on a marble table and applying the color evenly with a brush.

CUTTING.

In the cutting of a glove a great many workmen take part as each section is usually cut by a different man. There are two styles of cutters, the block cutter and the table cutter. The former handles the rough goods and the latter the finer grades. The block cutter puts his hide on a block and with a die of the required shape and size and using a heavy mallet bound with raw hide hydraulically pressed, punches out the shape of the hand; another punches the thumb, while still another the small pieces and opening for the thumb.

The table cutter, who is employed only on the finer goods, first wets the leather, and then stretches it lengthwise as much as he can. After carefully measuring out the piece to see how it can be cut to best advantage, he cuts it in strips which are in width the length of the required glove. The strips are then stretched down their length, which is the width of the piece and of the glove, and the required width is cut. These pieces are stretched lengthwise again, to allow give across the glove, but none in length, and are then passed on to the slitter or puncher. This workman has a die of the required size and with it at the one time he cuts out the front and back in one piece, the thumb hole and thumb, the button hole and the small pieces that go between the fingers—the fourchette and the quirk. The former is the piece down the inside of the fingers and the latter the small triangular piece down in between the fingers.

It may be a matter of interest to know that often three or four sizes are cut with the same die, the cutter merely allowing a little more leather for the larger sizes. The two adjacent sizes at least are always cut with the same die. The dies come for the most part from the United States, as they appear to have mastered the art of tempering the steel a little better than the Canadian mills.

STITCHING.

The trimmer next takes the pieces and with scissors cuts off the raw or ragged edges. The stitching is done entirely by machine and female labor is used. The machines are like an ordinary sewing machine in appearance, but are run by machinery and require only the pressing forward of the foot of the operator to set them in motion. Each girl has her part of the work and the pieces given to a girl at one end of a row come out the finished glove at the other end. Occasionally one girl finishes a glove, but this is the exception. The backs are first stitched on and the different parts are done one after another through the closing,—the sewing on of the thumbs, the fourchettes and quirks, the placing of the lining and so on.

THE MACHINES AND STITCHES.

Several kinds of machines are used—the two needles, the four needles, the zigzag machine and the braiding machine. The zigzag makes a zigzag line of stitching and the braiding machine is for sewing heavy silk on the backs. The different stitches employed are described to some extent in their name. The overstitch is done by placing the two edges together and sewing over and over; it is suited to thin, tough leather. The in-seam is where the seam is entirely inside the glove and is a simple through and through stitch with the edges side by side; it is used in mocha, kid and some of the heavier leathers. The welt seam is the same as the in-seam with a piece of leather inserted between the edges. This seam is particularly suitable for heavy goods that are subject to much wear and is only used in buck and such stout leathers. The pique or lap-seam is used on the finer gloves and consists of one edge over the other and stitched through and through, leaving only a fine row of sewing exposed to view. The prix-seam or out seam is one in which the two edges are placed together and sewn through from side to side. The seam is then left on the outside of the glove and is used to a great extent on men's gloves. Such a seam affords facility for mending and avoids all chance of galling the hands. The mock-seam is an imitation of any other kind and is employed almost entirely on the back of the hand for decorative purposes.



St. John River at the Narrows Near the City.

THE FINAL TOUCHES.

The glove, after stitching, is ready for the finishing room where the buttons are first put on by boys, in the case of dome fasteners or the circle button of heavy gloves. This latter requires only one movement of a rivetting machine.

WM. BIGGAR & SON

GALT, ONT.

Sheepskin tanners and manufacturers of

Gloves and Mittens

In Saranac, Horsehide and Calfskin.

Also . . .

LACE LEATHER.

Drop us a line for quotations on any of these goods.

PEWNY'S KID GLOVES

Are sold by all the leading stores throughout Canada.

What has made them so popular with the trade?

The **FIT** and **QUALITY,**

backed up by the maker's guarantee with every pair.

Handle this line and make handsome profits.

GREENSHIELDS LIMITED

MONTREAL

Sole Selling Agents for Canada.



Smith & Baker

DUNDAS, ONT.

Manufacturers to the JOBBING TRADE ONLY of

Gloves and Mitts

To Our Friends The Jobbers:

It gives us great pleasure to inform you that our trade has increased so rapidly that we are forced to seek new and larger premises, which will enable us to meet the constantly increasing demand for our Gloves and Mitts. As it is impossible for our representative to call on you all, we will be pleased to send you our samples on application and estimates on any special line you may want. Our past experience enables us to make for you the correct glove or mitt for any trade.

In addition to our regular lines of Kid, Mocha, Buck, Hog, Calf, Horse, MULESKIN, Saranac and Chrome Sheep, we call special attention to our Heavy Wool Cuff Mitts, which have proved the best on the market for warmth and durability. As we knit the wool mitt in this line in our own factory it is especially adapted to the trade.

From the "buttoners" the gloves pass into the hands of the "layer-off." With this workman rests the responsibility of the final shaping of the glove. After all the processes of stretching, stitching and handling, the glove is in a badly shaped condition when it comes to the layer-off, but a very few minutes' work sends the glove out the neat shape in which we see it in the stores.

This is accomplished by means of steam heated brass hands of different sizes which project upwards above a low table. The glove is slipped on the heated hand and shaped into place by long smooth sticks which are thin enough to insert into any of the fingers. The glove and seams are then gently beaten into the shape of the hand by means of wooden hammers and after being left a few minutes on the shape, are ready for banding and boxing, in the case of the heavier goods. With finer gloves, however, they must then be ironed before they are finished.

The banding and boxing is all that remains before the finished glove is shipped from the factory. Sizes are assorted, joined together and banded and put in boxes according to quality, and often according to size—and the work is completed.

LINING.

When gloves are lined the linings are punched out with a die much like the leather is treated and are stitched in with the sewing of the glove. In stockinette linings no cutting has to be done as the lining is woven in one piece. The best linings in the world for winter gloves are made in Canada and the quality varies from a thin cheap short nap on a mixture of cotton and wool, to a pure wool material with a nap a couple of inches in length, and so thick the backing cannot be seen even by pulling the loose wool apart. This lining is like fur and very warm and is used to a great extent in Manitoba and the North-west Territories. In the case of cotton linings alone is any great importing done into Canada and some of it comes from the United States. The cotton linings, however, form a very minor part of the trade, so that it is substantially correct to say Canada makes all her own linings and cannot be beaten for quality.

FABRIC GLOVES.

Cloth gloves are made of different materials—silk, cashmere, wool and cotton; and are manufactured in two ways. The frame-made glove is woven in two pieces by a machine which acts much like the machine for seamless hose. The town-made process is carried on similar to that employed in the manufacture of leather goods; dies are used to punch out the shape and small pieces. When required the gloves are then stitched with the decorative work and are ready for the dyer. After pressing the gloves are ready to be banded and boxed for shipment.

THE HOME OF GLOVE MAKING.

England, France, United States, Canada, Spain and Australia each makes a fine glove, but no one of them attempts to assert their superiority over, or even equality to, France. Originally France did only the cutting, with Spain doing the dressing and England the stitching, but

See cut book 11 page 88 J. McP

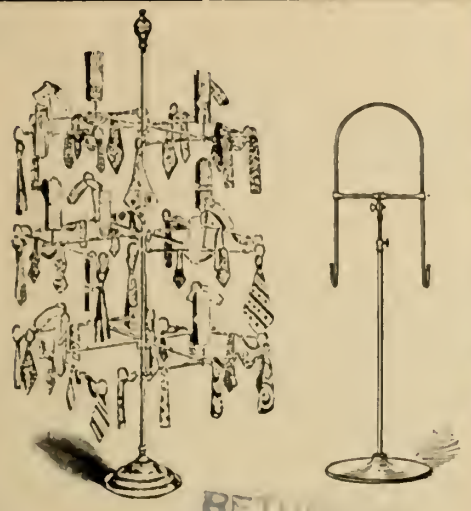


A Bit of Harbour Front—St. John, N. B.

France soon acquired a reputation in both dressing and stitching and at present she produces the finest glove in the world. In England the next best fine glove is made and also a great amount of fabric gloves and heavier grades of leather. The United States possesses hundreds of glove factories manufacturing all grades and situated in the States of New York, Pennsylvania, Illinois, the New England States and California, but the glove centre is in New York State in the cities of Gloversville and Johnstown, several hundreds of factories being in those places and producing annually over $15,000,000 worth of gloves. In Canada as yet glove making has not attained as prominent a position in the finer grades as some of the other countries, but in the heavy goods and lined gloves she holds her own with any country and produces a very creditable fine glove that, when price is considered, compares favorably with the manufactures of other countries. The centres of manufacturing here are Toronto, Quebec, Montreal, Brockville, Acton, Berlin and Dundas, with a half dozen mills located in other towns of Ontario and Quebec.

The Toronto Brass Mfg. Co.

93-95 Richmond Street West.







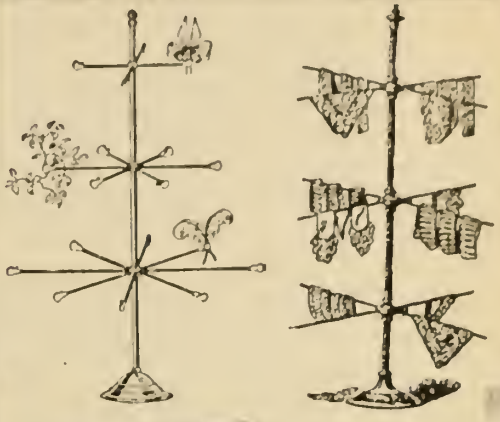


Look down the line on each side.

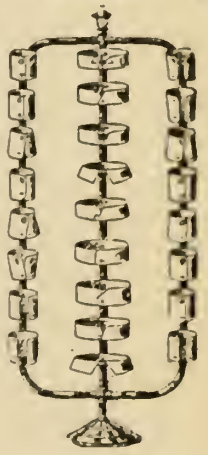
Be sure to see our exhibit in the Manufacturers' Building at the Fair.

We expect to be in our new factory in another month where we will have larger show rooms.

Get our catalogue and prices. We make everything in the store fixture line.

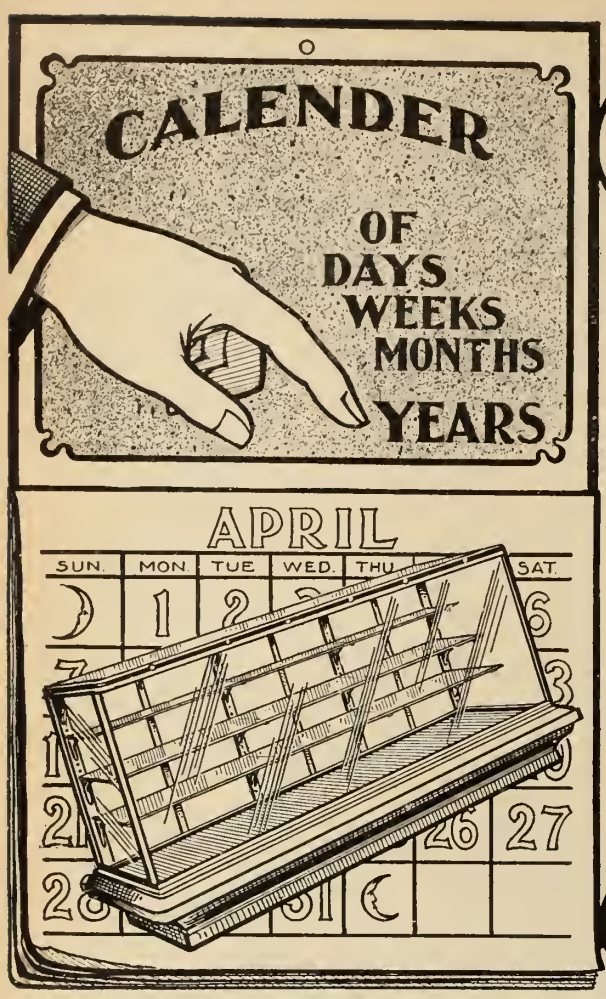












WELL SEASONED

Not a case for a month, or for one year, or ten, is Phillips Silent Salesman TRADE MARK Not a case of mediocre materials, and "Hit or Miss" manufacture! But the finest and hardest of gleaming glass, burnished wood, highly seasoned,—and a pride of construction that takes delight in perfecting the veriest details! In it scores of novel, attractive shapes, all minutely delicate, sturdily strong,—small wonder that such a case is fast displacing all others in the Twentieth Century store. If you wish to inform yourself fully, the catalog is the best instructor we know.

Silent Salesman TRADE MARK

JNO. PHILLIPS CO., Limited

DETROIT, MICH.

Established 1864.

Canadian Branch:
Windsor, Ont.

FALL 1903 . . .

Again we come before our customers with a FULL sorting stock of our Famous . . . . . .



"Maple Leaf" BRAND OF

HOSIERY, FINE MITTS and TOCQUES

ALSO OUR "Alaska" BRAND OF

LUMBERMAN'S SOCKS and MITTS



ALASKA BRAND

THE wearing qualities of the above brands are fully warranted, as we put into them only the best possible material and workmanship.

WHEN in need of any of our makes THIS FALL consider your own and your customer's interests and not fail to place your SORTING ORDER with us. . . . . .

PROMPT DELIVERIES. SATISFACTION GUARANTEED. EVERY PAIR WARRANTED.

The Goderich Knitting Co., LIMITED, ...Goderich, Ont.

J. E. LEWITT, Manager.

Established 1895.

SELLING AGENTS: McCLUNG & BURNS, Toronto, Ont. A. L. GILPIN, Montreal, Quebec. J. H. PAYNE, Winnipeg, Man., N.W.T., B.C.

MERCHANTS AND THEIR STORES

A DRY GOODS STORE IN THE GREAT WEST.

IN a small town of about 700 inhabitants near the western boundary of Manitoba there is a general store which has acquired a well-earned reputation for completeness of stock and efficiency of management. The town is Rapid City and the store is owned by the Le Page Bros.

Rapid City is situated on the branch line running from Brandon to Minnedosa, and is the junction point of the Hamiota line. The town has a fine river, a first-class new brick hotel and several good stores. It is a fact that Manitoba stores carry better and fuller stocks than the average store in the same size town in any other part of Canada. This is easily accounted for by the lack of competition with neighboring towns or cities and the fact that new supplies are more difficult to obtain, making it necessary for a store to carry a stock that will supply all the wants of the customers. In this point Le Page Bros. are in no way behind the best Manitoba town stores, and are eminently fitted through the qualifications of the heads of the firm to conduct a successful business.

They attribute their success in business to the confidence they have inspired in the public by their strict attention to business. Both brothers had a thorough business training before entering the business world for themselves. Mr. A. F. Le Page is a dry goods man and knows the business from the ground up, while Mr. A. J. Le Page is a competent accountant, and the combination makes a good working team.

As will be seen from the illustration, the store is situated on a corner with a display window on each side. The two interior views are the divisions made by a row of shelves in the centre of the store, which row is used for smallwares and is surrounded by a neat circular counter. On the right hand side are the boot and shoe and gents' furnishing departments, and on the left the dry goods and smallwares departments. The grocery department is at the back of the store and has an entrance from the side. The store is 36 x 66 ft. with a 14 ft. ceiling, and is fitted up with the most modern store fixtures.

The Messrs. Le Page have often been complimented on their stock, and are said to have one of the most up-to-date stores west of Winnipeg.



Exterior and Interior Views of the Store of Le Page Bros., Rapid City, Man.

TRADE TACT AND COURTESY.

TEACH your clerks tact. Not to press customers to buy what they do not ask for, but if they are of the approachable kind, a hint will often effect a sale. Keep them thoroughly posted as to what is new, and interested in showing same to customers, but to be very cautious not to push goods upon anyone. Have them make customers feel free to come in and ask questions and buy or not, as they feel inclined. Have them sell postage stamps or get a match with the same courtesy that they would sell a suit or dress pattern.

This is the cheapest as well as the very best kind of advertising. Demand absolute courtesy towards every man, woman or child that enters your doors It pays.

BUSINESS MEN OF THE MONTH

What they are doing

IN the British House of Commons there are now eight Canadian born members and one other who has lived here most of his life. Of these eight, at least three are prominent business men. Mr. Bonar Law, the member for Glasgow, gained his position through his prominence as an iron merchant, and as chairman of The Glasgow Iron Trade Association.

Mr. G. M. Brown is a son of the Hon. George Brown, founder of The Toronto Globe and famous in the political history of Canada. Although only thirty-four years of age he is well known in publishing circles, being the managing trustee of the firm of Thomas Nelson & Sons, Edinburgh and New York. Mr. William Keswick, although a much older man than the other two, and a resident for many years of Scotland and Canton, China, was born in New Brunswick. He is a partner in the firm of Jardine & Mathieson, of Canton, China, and his intimate knowledge of the Chinese has made him an important member of the British Legislature.

* * *

"Five Hundred and Twenty Per Cent." Miller, whose gigantic Brooklyn fraud and subsequent capture in Montreal are well rembered, has again come into prominence in connection with the trial of Robert A. Ammon, who is now accused, as lawyer for the Miller Syndicate, of being the chief in the big fraud. Miller is brought day by day from his cell to testify and in a clear frankly told statement accuses Ammon of using nearly all the money obtained by the syndicate.

* * *

Sir Charles Rivers-Wilson, the Grand Trunk President, has just sailed for home after a tour of the system in Canada. Sir Charles was of course working hard on the Grand Trunk Pacific scheme while touring the country. Born in 1831, he was educated at Eton and Oxford. His official capacities have included the positions of an officer of the British Treasury, rising steadily to the post of Comptroller General, Finance Minister to Egypt, and a member of the Suez Canal Council Board.

* * *

The failure of the large banking and brokerage firm of A. E. Ames & Co., Toronto, was keenly felt by Torontonians and to a considerable extent in New York and Boston. As a bull on Twin City stock, his purchases were immense and at his failure the price of that stock dropped in an hour in New York and Boston 12 to 15 points. With him have failed the Atlas Loan Co. and Elgin Loan Co., of St. Thomas, whose funds had been used by A. E. Ames & Co. for speculation. Mr. Ames is a prominent Methodist and considered a first-class business man. His liabilities, which were at first over ten million dollars, are being rapidly reduced and are at present less than half that amount, while a financial statement issued on the 17th shows a surplus of assets over liabilities of $300,000.

Some of the important positions which he held were: President of the Metropolitan Bank, President of the Lake and Ocean Navigation Company, President of the Board of Trade for two years, President of the Stock Exchange and Regent of Victoria University. In spite of Mr. Ames' failure one must admire his business career. Born in 1866, the son of a Methodist minister, he entered the Merchants' Bank in 1880 and at the age of 21 became manager of the Imperial Bank at Mount Forest. Mr. Ames is one of Toronto's leading citizens and few worthy objects or institutions were not benefitted by his philanthropy. No one doubts his integrity and there are few who do not sympathize with him in his adversity.

* * *

A. E. Wallace, who was a partner of the A. E. Ames Co. is reported to have lost about $350,000 in the collapse of the Ames and Atlas companies. Mr. Wallace had formerly been a prominent citizen of St. Thomas, Ont., and only a few years ago went to Toronto to take the position with Mr. Ames. He still retained his presidency of the Atlas Loan Co. and although he withdrew from the Toronto firm some days before the failure, and returned to St. Thomas, his money and that of his friends was bound up and the loss has so affected him that it is said he is almost a nervous wreck.

* * *

Signor Marconi's invention is being severely handled at the Engineering Conference in London, England. Some of the best known scientists, such as Sir William Preece and Nevil Story Maskelyn said that practically no overland success had been met with and the disturbing influences were unexplainable. As a rule they admit a great future for wireless telegraphy, but assert that there is need of great improvement. The De Forest system is proving fairly successful but even it has not come up with expectations.

* * *

Mr. James Ross, President of The Dominion Iron & Steel Co., has resigned the vice-presidency of The Montreal Street Railway Co., and severed his connection with the directorate. It was rumored, but again denied, that Mr. Ross had sold his street railway stock. Hereafter he will devote himself to the interests of the iron and steel and the coal companies. Mr. Ross has great faith in the future of these properties and considers that his whole attention should be given to them. Mr. F. L. Wanklyn, the present general manager of The Montreal Street Railway, succeeds to the vice-presidency and Mr. Duncan MacDonald, formerly superintendent, has returned from Paris and will resume the duties of his old position.

* * *

Guglielmo Marconi, of wireless telegraphy fame, whose invention was the other day the subject for discussion by a gathering of scientific men in England, first saw the light of day under warm Italian skies at Bologna, and he possessed the advantage of having an Irishwoman for his mother, so that his parentage is to some extent responsible for the temperament which has carried him with so light a heart to the threshold of success. He was educated at Leghorn and at Bologna University, and it was on his father's estate at the latter place that he made the first hesitating steps in the direction of solving the great problem to which he has given his youth and his enthusiasm. Later on he fell under the influence of that wonderful magnet, London, and went to reside in England. And England has not proved a bad friend to Mr. Marconi. In London he associated himself with Sir William Preece, attaching himself to that electrician's laboratory, and no doubt assimilated a good deal of useful knowledge. All this time the theory of wireless telegraphy was developing in the mind of the young electrician, and although in some quarters the hypothesis was scouted, young Marconi did not lack sympathy. The scene of some of the early experiments was on Salisbury Plain, but it was not until 1897 that the success of the invention was clearly demonstrated by the experiments in the Isle of Wight. The invention having been proved a success, Mr. Marconi returned to his native land, and the Italian Ministry of Marine took up the invention. When in 1899 communication was established across the English Channel, the great possibilities before the invention were for the first time perhaps fully realized.

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See that your stock includes a good assortment of our Brand. It guarantees pleased customers and increased business.

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Seasonable Underwear,
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We carry full line of camping supplies—**Tents, Flags** and **Tent Furniture.** Send specifications for your new awning. Our prices are right.

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Tweed, Etoffe and Duck-Lined Coats.

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James Coristine & Co.,

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Manufacturers of

FURS

Cloth Caps, Robes, etc.

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FASHIONS AND FEATURES IN FURS

FOR the Canadian trade Persian lamb is the leading coat fur, and is also very popular in Paris. Broad-tail baby lamb and caracul are the wanted furs for the smart American trade; but Persian lamb has the call here as it makes a much more serviceable coat.

Ermine is again a fashionable fur, but will only be seen in high class goods, as its great vogue in Europe has raised the price so high as to be almost prohibitive. Where seen it will be used as a trimming for other furs.

Grey squirrel has never obtained a hold with the masses, and less of it will be taken by the popular trade even than last season, but the ultra fashionable people are still wearing it, and some of the newest models in stoles come in this fur.

One of the latest of these is made very soft and pliable, and ties, hanging in two long ends at the front. There is a girdle arrangement to this stole that draws it closer over the hips.

Another fashionable model in squirrel has a deep cape rounded in front to the long stole ends and has a flat collar that can be turned up as a protection for the neck.

Mink is stronger in demand than ever, notwithstanding the advance in price, and it is in the lower grades that the sharpest advance has taken place. Though some handsome coats are made all of mink, its chief use is as a trimming fur; indeed the chief trimming furs are mink, Hudson Bay sable, and kolinska, another striped brown fur. Russian sable is also used on some of the most expensive coats.

All the foxes are to be in great demand, as they are a sightly, showy fur at a fairly moderate price. The sable, Isabella pointed sable showing white hairs, the white, and also the Leipsig-dyed Sitka foxes, which are a sort of dark slatish color, suggesting dark silver fox, are fashionable. Silver fox is one of the most expensive of furs and it requires a deep pocket to purchase a set. White fox promises to be much in vogue this season.

Seal will be as popular as ever, although prices for the undressed skins have advanced 10 per cent., but the advance is scarcely noticeable to the retail furrier owing to the many processes through which the skins must pass before the finished garment reaches him.



A Handsome Fur Rug.

Lynx is another fur that promises well for the coming season, both in the dyed, and in the natural colored fur.

The old reliable Alaska sable is in as great demand as ever, as the furrier has yet to find another fur to take its place. When its durability and appearance are considered its continued use is not to be wondered at.

STYLES IN FUR GARMENTS

For the popular trade the 22 in. coat, in the half-fitted coat, is again fashionable, but in the high class trade it is the blouse coat that is the best liked shape. Extremely stylish is a bloused coat of baby lamb with a 20 in. loose skirt, and large collar and cuffs of Hudson Bay sable with elaborate ornaments and girdle with long hanging pendants.

The loose backed coats do not seem to take so well with the Canadian trade, and the other styles certainly have the call. Besides the all fur garments are fur lined coats in ¾ and 50 in. lengths, with collar and reveres of mink or kolinska. These coats are made of fine French broadcloth in various shades. Besides these shorter cloaks there are also full length models, which are semi fitting. Handsome silk brocade wraps lined with fur and trimmed with the natural furs are shown for carriage and evening wear.

Lines of Fall furs are now having the finishing touches put to them. In the medium and popular lines the so-called staples have been on the road for some time, and a very large advance business has been done. Furs are to have, if possible, a more extended vogue than ever for the Fall and Winter seasons; indeed the ultra fashionables are donning furs even now on every possible occasion. Manufacturing furriers are predicting a strong season for all kinds of neckwear, as the collarless cloaks and coats that are expected to be the style will mean a large increase in the sale of fur scarfs and boas.

ORNAMENTS AND PENDANTS.

The craze for ornamentation has struck the fur manufacturers, and the number of dangling ends and drops is what catches the attention most when first shown an up to date fur garment. Not only is this a feature in coats, but the neck pieces are in the same style, and wherever a

handsome ornament can be used there it is and with its accompanying drops and dangles.

This is again to be a combination season, and as well as the frogs and ornaments referred to, two furs will be used in many garments, the one for the body and the other with which to trim. Girdles of silk cords, knotted in front, with handsome pendants, are much in evidence. The large cape-like stoles have centres of rich satin embroidered with dull silks and bullion; the edges being heavy bands of lovely fur. Stoles of fur have flounces of rich lace, and many handsome coats show a frill of lace as an additional sleeve finish. Passementerie ornaments are used on all fur garments.

The linings of fur coats and the fashionable stoles are of unusual beauty this season and rich brocades and also Dresden and Persian designs in handsome silks are being used.

FUR NECKWEAR

Fashionable styles in fur neckwear show, as a rule, flat lined models with long broad tabs and ends, in most cases embellished with a number of small tails—but no heads. These flat-lined neck pieces are expected, in the finer trade.



A Broad Tail Coat.

to supersede the rounded boas with fur on both sides; but for the popular run of trade the round boas are still selling Caperines are dead.

There is a decided tendency towards ornamentation of fur neckwear with clasps, braids, fringes, cords, etc; and rich lace is also used on some handsome stoles.
on some handsome stoles.

SKILL IN CUTTING AND MAKING FURS.

Few people realize the amount of work involved in the making up of fur goods, or the extreme skill that is required in the cutting, planning and making of fur garments.

The accompanying cut of a fur rug made by Cummings & Sellers, Toronto, will give some idea of what furriers are capable. The ground work of the rug is seal and the pattern is in different shades of beaver. Many fancy rugs are shown, but not many with such ambitious designs as the one that we illustrate. That the same skilful planning and accuracy is required in cutting and fitting in practical work is shown when a muff or neckpiece of any of the striped furs is seen without the lining. The skins are too short to make a muff and so they are skilfully lengthened by dropping. This is accomplished by cutting long and narrow, and so narrowing and lengthening a skin, while at the same time the stripe and depth of fur must be accurately matched on the outside. This dropping makes the back of a muff a perfect network of fine lines and only when one is seen is the immense amount of skill and labor that goes to the making up of fur garments realized.

FASHIONS IN FUR MUFFS.

The increase in the use of the muff means that fur gauntlets are no longer worn. Muffs this season are large and flat, and often show a fringe of tails. The leading shapes are the Imperial—a little narrower at the top than the bottom, and the pillow, which is perfectly oblong and flat. The round barrel muff, in the medium and large sizes is by no means a back number, as many "canny" people prefer to buy this style, as they always keep in fashion.

THE SIBERIAN FUR INDUSTRY.

By W. R. Holloway, St. Petersburg.

THE leading market for Siberian furs is Irbit, 1,000 miles east of Moscow and 150 miles east of the Ural Mountains, and Nizhni Novgorod, where annual fairs are held. The fair at Irbit is held in February each year and that at Nizhni Novgorod in July and August. The former is much the largest and has just closed, the supply of fells consisting of bear, glutton, lynx, elk, reindeer, stag, musk deer, fox, sable, marten, mink, ermine, polecat, squirrel, Alpine wolf, and blue, silver, and red fox, and one or two kinds of wildcats indigenous to Kamchatka. The Siberian black hare has become very scarce, as well as blue fox, which brings about $50 per fell.

The supply was not equal to that of former years. The number of buyers from all the leading capitals of Europe and America increased and prices were higher, which is attributed in part to the fact that the world has adopted the American fashion of wearing furs outside, instead of as linings, which requires better skins.

Although a Russian company enjoys the monopoly of catching Alaska seals, they are all sold in London, and none are to be found in the Russian market. It is claimed by the leading experts that unless Russia, the United States, England, Canada, and Japan agree to put a stop to pelagic sealing, seal fells will disappear from the market.

Previous to September, 1902, Russian squirrel fells were only used as linings for ladies' shubas, but the demand at the Nizhni Novgorod fair during that year was so great that the price increased and the undressed skins (on which there is no duty in America) sell at from 10 to 30 cents each. It requires from 100 to 250 to make a jacket, 60 to 150 for a cap, 20 to 40 for a boa, and 5 to 10 for a muff. Pale squirrel tails are sold at $2.63 a pood (36.112 lb.) and dark squirrel tails at $3.13 per pood. White foxes are sold at $6 each. Undressed sable skins sell from $15 to $200 each, and it requires from 50 to 100 to make a jacket, 30 to 60 for a cap, 2 to 12 for a boa, and 2 to 6 for a muff.

Sable and ermine remain the favorite furs with those who can afford to purchase the best.

Local merchants at Irkutsk purchase a considerable quantity of furs from hunters and trappers, as do all merchants throughout Siberia, which, if not shipped direct to Moscow and St. Petersburg, find their way to the annual fair at Irbit in February, where the leading fur houses of the world are represented by buyers.

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Plain, Tartan and Polka Dot.

ART EMBROIDERIES.

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TECHNICAL TRAINING

By PROF. HENRY T. BOVEY, F.R.S.,
of McGill University.

EVEN to a most superficial observer, it is evident that the trade conditions now obtaining throughout the civilized world are rapidly changing, and that in directions requiring the utmost care and watchfulness on the part of all interested in industrial development.

I need only instance the application of scientific knowledge to many special manufactures and processes, and with this, the inability of the average schoolboy to grapple with the problems so arising; also the increasing introduction of labor-saving machinery; the practical collapse of the apprenticeship system; and, what might be called, the tyranny of voluntary and often irresponsible associations of men, which, not content with their first objects, have assumed the functions of a sort of government within a government.

Some of these "conditions" are distinct benefits; some are evils, either unavoidable or for which no adequate remedy has yet been found; but benefits or evils, they must be met by suitable measures, in the one case, that they might be used to the best advantage, in the other, that they might, if possible, be rendered innocuous.

The application of scientific knowledge is not sufficiently general or thorough: the elementary education of our boys and girls is not continued long enough to give them the power of comprehending and appreciating the fundamental principles which underlie all sound progress.

The large introduction of labor-saving machinery is constantly altering the number and kind of operatives required, so that, where formerly, an all-round mechanic was needed, a mere automatic machine-tender will do now, but, on the other hand, a new class of designers of special tools and machines has come into existence.

The rigid limitations imposed by the trades unions as to the number of apprentices, prevent many most desirable young men from having that fair chance to learn which ought to be an inalienable right of every man. In other days, the apprenticeship system gave us some of our best men, men who became leaders and not infrequently proprietors of great establishments. If such as these should happen to be shut out from learning by the new rules, the country would lose one of its most valuable assets.

The state of trade in any nation has always been of the first importance to its well-being, since the days when Solomon's servants brought linen yarn from Egypt, apes and peacocks from Tarshish, gold from Ophir, and cedar trees from Lebanon. Foreign commerce, bringing wealth and stability to a country, must depend either on the value of its natural products, as lumber and minerals, or on its power of producing grains and other cultivated fruits of the soil, or on the amount and excellence of its manufactures. How enormously the product in each of these departments can be influenced by a thorough training of those who are engaged in their production, has received a striking exemplification in the commercial evolution of Germany, which has made such rapid strides as to excite the rest of the world to a laudable emulation of the methods by which it has been brought about. As soon as the Government and people woke to the fact that the keen competition of the civilized world necessitated special measures, they studied the subject theoretically, and came to the conclusion that improvement must come from the direction of the application of scientific principles to industry, and that, for this purpose, a greatly improved education was necessary. They did not hesitate to use large sums of money, and the development of the idea seems practically endless, as there and elsewhere each department of science is gradually becoming more specialized and more combinations with other branches are becoming possible.

The German forests were placed under strict regulations to prevent the deforesting of the country. The felling of trees in any given year was to be balanced by the planting of new ones. Their miners were trained to extract ores at the least possible expense. The best methods of fertilizing were studied, and men instructed so as to put them into practice. They made the most exhaustive study of chemistry and of the application of chemical methods, and manufacturers found it to their interest to retain chemists, at high salaries, to study their special manufactures, perhaps for years without results, but then a discovery (say, of aniline dyes—actually found out in this way)—was a more than ample return for the expenditure.

Schools sprang up all over Germany for the purpose of training the workers; no expense was spared in their equipment, and the Government gave liberal assistance, recognizing that it was possible in this way to attain a better supremacy than could ever be reached by military conquest.

In every country where these methods have been adopted in any measure—Switzerland, England, the United States and Canada—results have been obtained quite surprising, when we consider the comparatively short period during which the experiment has been tried.

This national benefit was solid because it rested on the elevation and advancement of the individual.

The advantage of scientific training is a subject much too large to be entered upon here, but, in general, it may be considered as proved that science taught in a scientific manner—that is, proceeding by careful induction from experiments to conclusions—must cultivate habits of attention and accuracy; must have great effect upon the powers of observation, reasoning and will. Now, the new education given in connection with industrial development, necessarily partakes of this character to some extent, and can be best based on a general education of the same kind, but intended purely for the cultivation of these mental powers. Thus, we find that the establishment of industrial schools was followed by an instant demand for such preparation of children as should give them the qualifications necessary to enable them to profit by their improved advantages.

In many countries a very general system of education has developed a fair degree of mental capacity in the children. After leaving school the boys know something of the kind of knowledge to be gained from books and oral instruction, but, in many cases, they cannot do anything, and, so far as society is concerned, they are often but drones in the hive.

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FALL 1903

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which renders any fabric to which it is applied

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in all climates, sun and heat having no deleterious effect upon it.

Millerain Cloths are Rainproof, but the process does not alter the appearance of the goods so that garments made from Millerain Cloths never look out of place, whatever the state of the weather may be.

They possess all the advantages of a Mackintosh without any of its disadvantages. Every fibre of the Cloth is made permanently rain-repellent, yet the garment is porous and hygienic.

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Again, even where education is compulsory, it often ceases so early as to leave a gap between the child's arriving at the end of school life and his coming to an age when he will see the advantage to himself of entering an industrial school.

Knowledge has an inconvenient faculty of evaporating, and, worse still, the power of acquiring is easily lost.

When the Manchester Technical Institute, the largest in the world, was in contemplation, this was found to be one of the great difficulties, the knowledge of the boys had largely leaked away. The preliminary education is not even continued long enough to bring the children up to the required standard, if there were no leakage, nor is it in itself exactly of a character to do this, so that time is only one of the factors to be considered.

Thus we find a consciousness of these evils in the results of the House of Commons' Enquiry, given as follows, as long ago as 1869:

1. Efficient elementary instruction should be placed within the reach of every child.

2. Regular attendance for a sufficient period should be insisted upon.

3. The instruction should be supplemented by drawing and nature study.

To this slight sketch of some of the present conditions of trade in its relation to the well being of the nation, and of the present preparation of individuals for their place among the producers, I would like to add a few remarks, which call attention to some very important points in connection with the advancement of the individual, namely, that the highest industrial rewards come from new labor saving apparatus, in which America is facile princeps, and in new art industrial designs, in which France has long led the world.

Let us look now, in some detail, at the remedies which have been proposed. These are many, or at least, they have many names. We hear of—

Manual training, including Sloyd work and other systems;
Technical schools;
Industrial schools;
Trades schools;
Institutions of Technology;
Polytechnics;
Art schools;
Engineering schools;
Engineering colleges;
Agricultural colleges;
Experimental farms;
and what not?

It is very natural, in fact exactly what we might expect, that a movement involving the proper development of all kinds of natural resources, in many different countries, should take many forms, that these at first—and even at last—should be somewhat chaotic, and overlapping of one another from want of that clear understanding which only comes from experience. We even find a name employed, in one case, to attain a special end. Thus, the Derbyshire County Council disguised its agricultural classes under the name of Elementary Science, and thus overcame the prejudices of the farmer who, like many other purely practical men, was naturally convinced that he could not be taught anything about his farm by a man who perhaps had never followed the plough.

We seem to see now, however, under several names, the evolution of a complete series of industrial training schools.

At the top of the series, and, in many places, the first in point of establishment, we find the engineering college or the engineering faculty of a university, as in McGill. Here are trained in the highest branches of industry and sometimes of art, the young men who are fitted to become the directors of the great engineering works of the countries of the world, works which have made so strong an impression on our modern civilization, that we can now hardly imagine ourselves in a town without telegraphs, telephones and railways. In order to produce men of this type, these colleges must be kept up to a very high standard; their work must include the most abstract theories of mathematics, physics and kindred subjects as well as that general knowledge which ought to distinguish the university graduate. As might be expected, large numbers of bright young fellows are unable, for different reasons, to fulfil the required conditions and so are excluded from the university. What is to be provided for these? Are they to be allowed to drift away and become of little value to the State, when out of this material might be drawn some of the rank and file of those whose tastes fit them to be the developers of the natural resources of the country. It has always seemed to me that the university as being the highest authority in educational matters should have a voice in recommending the course to be pursued in all cases and should assume some responsibility—at least that of advice.

What could it recommend to this particular class? I think that where it is in existence, the technical school would be the best provision for them, as well as for the thousands of boys and girls, young men and young women, who desire to be trained to do something useful, something artistic, something, in fact, which will raise them to a higher level and make them feel their own value and responsibility, will make them proud of their country's development because they have a personal share in it, will give them a delight in work for its own sake, which may yet revive the days of the ancient craftsmen, when

"In the ancient days of art,
Builders wrought with greatest care
Each unseen and unknown part,
For the gods see everywhere."

This idea of a technical institute will include all institutions now known under the name of polytechnics, agricultural colleges, trade schools, schools of domestic science, the higher grades of industrial schools, etc.

Again, the student of both the engineering college and the technical institute must be drawn chiefly from the public schools, but I have already called attention to the fact that two difficulties meet us here, which apply in different proportions in both cases.

First: The school education is often not long enough; second, it is often not so arranged as to prepare the child to make the best use of either college or institute.

The ideal of elementary education has been well striven for, but it is a subject that will apparently absorb the continued efforts of great minds for some time to come. Lately, however, it has come very much to the front and is now being studied on new lines in the schools of pedagogy. In the meantime, till the ideal can be better explained, the best thing seems to be to be practical. If we want a man that can do something, let us teach the boy to do something.

The three R's have held the place of honor for long. Reading opens the doors to every department of knowledge and is an absolute necessity, if only to save the expense of teaching. Arithmetic is supposed to train the reasoning powers and does so if it is not taught by rule. Many parts of it are of course necessary and useful in themselves. Writing, one would think, was manual work, but strange to say, it seems to be the least attractive of the three. Is it that the object is strictly utilitarian? It is certainly not taught with a view to training the hand at all.

Other subjects are added in varying proportions according to local estimates of their importance.

In Sweden, France, Germany, England and America, the idea of adding further a study which will train the producing faculties, has taken deep root. The means by which this is done at present differs widely, the essential principle being that the manual training is intended to train the mind through the hand. It does not fit a boy or girl for any special calling, but its students are well adapted to go at once into any practical trade or business. It is of course possible, if we have the rather rare kind of teacher who can steadily keep the real aim in view, to employ as the means of training the mind a subject which is also intrinsically useful, but in the majority of cases it seems safer not to allow this and so to force the attention of the teacher and pupil to concentrate itself on the process.

my. It differs in one important respect from any other calling in this, namely, that it is not a trade to be followed by a certain section, like carpentry or tailoring, but affects the health and even the morals of every member of the community, boys as well as girls.

There is also a pressing practical reason for giving the manual training of girls the form of cooking and sewing, which is, that you cannot be sure of capturing them later. In a more ideal state of things it would be far better to distribute the manual training throughout the whole course, in which case it would occupy but a small part of the average daily programme, would be in itself a refreshment and would, in the opinion of many, go far to create that interest which would make the boys and girls themselves anxious to stay at school for a longer period.

Also, up to the age of twelve, say, the teaching might have no ulterior object, as it were, that is, it might be



A Pretty Bit of Summer Scenery.

The introduction of such manual and artistic training will be found to be no waste of time, nor even to be a new idea, for about the year 400 B.C. the philosopher Plato seems to have understood all about it and to have called attention to the important direct and indirect results from the combination of beauty and utility in the materials of common life. He says, "Such qualities, I presume, enter largely into painting and all similar workmanship, into weaving and embroidery, into architecture, as well as the whole manufacture of utensils in general; nay, into the constitution of living bodies, and of all plants: for in all these things gracefulness or ungracefulness finds place. And the absence of grace, and rhythm, and harmony, is closely allied to an evil style, and an evil character; whereas their presence is allied to, and expressive of the opposite character, which is brave and sober minded."

The subject which is on the border-land and perhaps the most difficult to form a judgment about, is domestic economy. It differs in one important respect from any other calling in this, namely, that it is not a trade to be followed by a certain section, like carpentry or tailoring, but affects the health and even the morals of every member of the community, boys as well as girls.

There is also a pressing practical reason for giving the manual training of girls the form of cooking and sewing, which is, that you cannot be sure of capturing them later. In a more ideal state of things it would be far better to distribute the manual training throughout the whole course, in which case it would occupy but a small part of the average daily programme, would be in itself a refreshment and would, in the opinion of many, go far to create that interest which would make the boys and girls themselves anxious to stay at school for a longer period.

Also, up to the age of twelve, say, the teaching might have no ulterior object, as it were, that is, it might be directed solely to the fitting of the mind for its after work. Teachers in the cooking schools of New York have told me that twelve to fourteen was a good age, but from fourteen to eighteen would probably be better still, and if we could be sure that most of our children would take at least one or two courses in a technical institute, all special training, even of domestic science, could be much more cheaply and effectively given there.

Again, a special development of manual training claims the attention of educators. It seems to be established, as has been already quoted, that the artistic character of a design greatly enhances its value. The actual instruction in the carrying out of artistic designs in wood, metal and the like, can best be provided for in a technical institute, but if these institutes find the boys and girls utterly untrained in hand and eye, it is evident that much of their effectiveness will be wasted in bringing pupils up to the point at which they should have arrived before entrance.



312.

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Also, as has been well pointed out, art can only thrive under conditions of general comprehension and appreciation. We need an art atmosphere. To create this requires time in which to educate the whole people along artistic lines and to get at the whole people the work must be well begun in the public schools.

If this be true, and there is much truth in it, in my opinion, something must be devised all along the school course to educate the artistic faculties and to bring once more into friendly relations the useful and the beautiful, so often rudely divorced. When this is done, it is possible that even our language may hesitate to describe our buildings as sky-scrapers.

There is no other argument for preserving the public school from any introduction of special training. There is danger of fostering materialism and of the setting of an undue value on riches; there is not only the possibility of losing sight of the far more essential training of the mind, which has been referred to, but the serious risk of either crowding out or counteracting the training in the fine instincts of honor and purity and the righteousness which exalteth a nation.

We have thus found a place for the engineering college and the technical institute, and for manual and artistic training in the common schools as a preparation for both.

The present series of institutions, differentiated as they are by subjects, aim, class and age of students, might all fall under this general classification, which seems to cover the whole ground, and can be made to include every special branch for which it may be found necessary to provide from time to time.

Now, what are the results, so far as they can be observed at present, of the new ideas?

As an example, first, of the result of manual training carried right through a school, I would call attention to the Central School at Monomonie, Wisconsin. Here the management has had wise counsel and financial aid from a private citizen, but the city will doubtless undertake the whole charge, as the school has the loyal and enthusiastic support of every citizen. Both the appliances and the instruction are said to be of the highest order and the results are well calculated to astonish anyone who has never seen this system of public instruction in successful operation from the kindergarten through the high school.

Secondly, we find the results of present day industrial schools, equivalent to the technical institute, described as very satisfactory. They have a distinct tendency to raise the men so trained into another class. This is cited by shallow critics in disparagement, as leaving the ranks which they have filled depleted, but the cure is manifestly not in keeping back those who have it in them to fill a higher place, but in raising others to take their places.

We see this actually done in many cases where labor-saving machinery has been introduced. The new machine-tenders, who do not require to be skilled mechanics, are drawn from the ranks of the laborers, and the old "all-round" skilled mechanics have not disappeared, but have risen to be tool designers. Further, it must be remembered, that this result is to a certain extent temporary, because if the learning were nearly universal, as it ought to be, the men would cease to be differentiated by training and would only be distinguished by natural capacity.

Now, to turn to our own city. What have we here to represent this great movement?

In the city of Montreal full provision has already been made for what may be called the higher branches of technical education. To speak especially of McGill University, there the various scientific departments are now thoroughly well equipped and adapted for giving the very highest and best education for those who are intended to direct and superintend the great engineering and industrial works of the country. The same great benefactor who has provided so liberally for the advanced training, has always felt the vital necessity of preparing a suitable foundation for it in the schools. He has shown this in a most useful manner by giving a large sum of money for the purpose of spreading throughout the country, from east to west, from north to south, that system of manual training, which is becoming a fundamental factor in leading boys and girls to realize that they can be of some practical value in this world.

Sir William Macdonald's work in this direction has demonstrated the utility of the movement. All the provincial governments, with one exception, have given encouragement to what has been done by placing the whole work on a solid foundation and paying for it. I regret to say that the single exception is the province of Quebec, and this, in spite of the fact that the townships in which these schools have been established in our province have expressed their willingness to pay a sum representing about one-third of the expense and expect within a short time to be able to take charge of the whole; in spite also of the fact that the Protestant Board of School Commissioners has expressed its strong desire to continue the work, if only the necessary money could be found. The Provincial Government has merely expressed its sympathy and will give nothing at present, but is sending a commissioner to make inquiries in France as to the results of the system there. If the training now initiated so successfully is allowed to lapse for a year, it will certainly be a great check to the growing interest in the work on the part of the pupils and public and there will be serious risk of losing valuable teachers, to say nothing of the want of appreciation of the great benefit already conferred on the city and province. Such lack of appreciation can scarcely be considered an encouragement to future givers. I understand that a sum of $3,000 only would maintain throughout the whole province for one year the work as it is now conducted, but which is of course only a commencement.

In addition to the engineering school and the elementary manual training, some attention has been paid, but in a very insufficient degree, to the provision of technical education in several forms, under the Board of Arts and in connection with lectures given at the Monument National, in the cooking classes given under the Protestant Board of School Commissioners, and under the auspices of the Y. W. C. A., etc.

What is evidently wanted is greater and more united effort. Several classes are much in need of help. The experience of the schools of Trinity Parish and the Hebrew Institute of New York, for instance, would lead one to the conclusion that by similar efforts in Montreal much might be done to redeem what, if left to itself, is so likely to become a kind of waste humanity, but what is now merely a mischievous boy, with much potentiality for good or evil.

The technical institute should also prevent waste of force, by teaching careful planning before commencing work. We ought never, for instance, to see cases parallel to the re-making of one of our streets last year, where the steam roller looked down proudly on the smoothed and finished surface, quite oblivious of the cable men following immediately behind and diligently digging up their trenches for the excellent purpose of putting the wires underground.

Not least, it ought to have a considerable effect in preventing the frequent and worse than wasteful commercial wars and the continual struggle, which the Germans well call "Klassen-Kampf," by developing those interests which are common to all classes, and by gradually evolving a clearer conception of the interdependence of all forms of mental and physical work.

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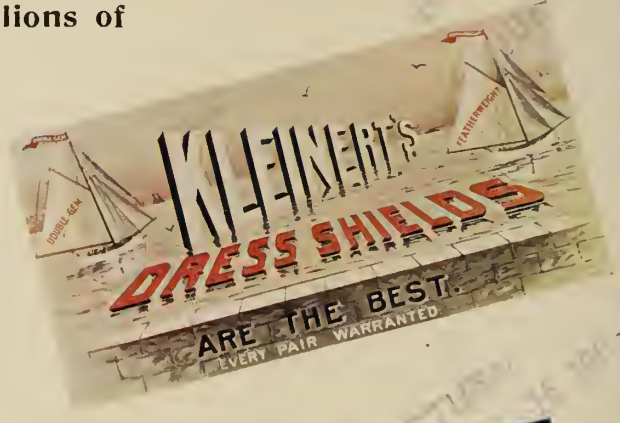






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LACE: ITS MANUFACTURE AND HISTORY

By L. D.

NOTHING marks the present-day styles so much as the lavish use of beautiful lace. A lovely piece of lace is an inspiration in itself, and gives a richness, beauty and grace even to the plainest fabric. In the constant and restless search after novelty, fashion has revived the interest in many lovely kinds of hand-made lace, and, considering the vast quantities sold and the great amount used at this present time, a short description of the most prominent kinds and a little glance at their history should be a help to the intelligent buying and retailing of the same.

As is usually the case, the learned in such matters dispute over the origin of the word "lace," but it is pretty certain that lace, as we know it now, and the name it is called by, does not date back further than the 16th century, when the



Lace Pillow, Showing Manner of Working Hand-Made Lace.

method of braiding or plaiting threads on a pillow was invented, either in Saxony or Italy—for both claim the honor. But, most probably, as with many inventions, when the idea is, as it were, in the air, it was grasped almost simultaneously by more than one mind.

The word "laces," a braid, from whence our modern name lace is evolved, just describes the process of pillow lace making, as it is a literal interlacing or braiding of a number of threads. To make pillow lace, a pillow or cushion is stuffed with hay, and a piece of parchment, with the pattern pricked in it, is laid across the cushion and pins placed in the holes. The thread is wound on peculiarly shaped small wooden bobbins that hang down in front of the cushion and serve as a weight as well as holders of the thread. These threads are interlaced and knotted in such a manner that by braiding and twisting the pattern is formed. An illustration of one of those pillows is herewith given.

In Malta at the present day and in many places on the continent of Europe, and in the earlier part of the nineteenth century in England, the art of lace-making was handed down from mother to daughter, each family taking a delight in the working of some cherished design. In the country districts where lace was made it was taught in the schools. It is said that owing to the exceedingly small earnings of the women engaged in this industry, lace-making is dying out, particularly in Belgium, the profit going to the middleman, who farms out the work.



Lace Bobbin.

The older kinds of lace were slowly and with infinite labor and pains made with a needle, stitch by stitch, both ground and pattern, and just as pillow lace was evolved in an effort to satisfy the demand for these tediously-made needle laces, so was it in time supplanted by machine-made lace The labor involved in needle lace can only be realized by taking a piece of the real venetian, or alencon, or any other needle-made lace, or if the real is not available, a piece of the machine-made imitation, and thinking of the time and patience that would be needed to make it stitch by stitch.

To rightly distinguish the different kinds of lace, a knowledge of the terms used in lace making is advisable. The toite, or cloth, is the pattern, while the grounds are of two kinds, the bride and the rescau. The bride grounds are formed with



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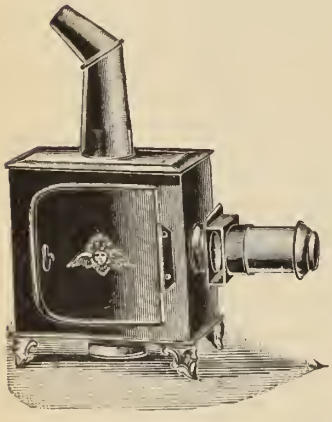
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plain bars or those ornamented with picots—that is, the little loops or thorns, as they are called, which decorate the brides and also the edges of the patterns. Honiton grounds consist in filling in with a number of plain bars that cross each other and form diamonds as the ground work of the lace. The reseau grounds, in both needle and pillow laces, are much more difficult to make, and from the time they take to execute and the cost of the fine flax thread, this ground about doubles the value of the lace on which it is worked.

The foundation of all reseau grounds is the neat pattern. In alencon this ground is of extreme fineness and is hexagonal, as is the reseau in brussels point. Another ground used in both laces resembles the overlapping scales of a fish. The best known laces with the reseau or net grounds are alencon, brussels, mechlen, chantilly, point de paris, torchon, holly, valenciennes, etc.

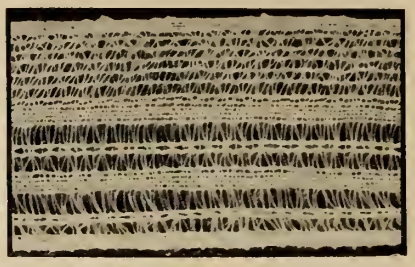
Ajours is the name given to the ornamental work that is used to fill enclosed spaces. Applique denotes that the pattern, either in needle or pillow, is made separately, and afterwards sewn on a net ground. Very often these grounds are the machine-made net, and thus both the labor and the cost are lessened, but as almost all these nets are wholly or partly cotton,



Maltese Lace Handkerchief.

when the lace is washed the net puckers and spoils the appearance of the lace. Cordonnet is the thick thread or cord that outlines the pattern in many laces. Point, from the French name for a stitch, is only properly applied to needle-made laces; therefore, though generally used in speaking of duchesse or honiton, it is a misnomer, as they are purely pillow laces. Guipure is a term that has only now a mixed definition. Originally it applied to laces with large patterns connected by brides, but now any large patterned lace, even with a net ground, is termed guipure, but no fine or delicately grounded lace is so known.

Whether this art was copied by the Venetians from the Greeks or it was the Venetians that taught it to the Greeks, is a disputed point, but in all the countries around the Adriatic and in the Greek Isles, varieties of the early form of the lace we know as point de venise is made, and this is the one from which modern lace has sprung. The first form of this lace was, strictly speaking, only a drawn work, and was made over a piece of fine linen, and this was the beginning of all kinds of lace, with the exception of cluny, guipure, guipure d'art, filet brode, point conte or antique, as it is now called, which has a square mesh netting for a ground. This netting is fastened in a frame and the pattern darned in. The origin of this kind of lace is lost in the mists of antiquity, and has been made by the French peasantry from time immemorial.

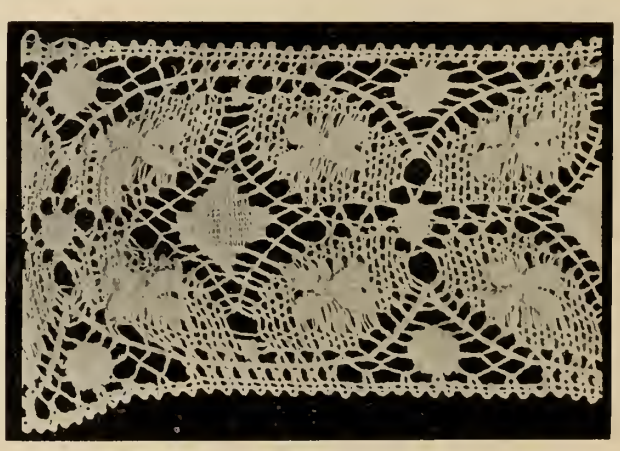


Machine-Made Nottingham Lace, Early XIX Century.

Some highly original beasts and birds are introduced in the old patterns, and some of those in the lace that is used in a set of bed hangings that once belonged to Louis XIII. would be calculated to give any modern man the nightmare. After the linen foundation in venetian lace was thrown aside, and the worker given full scope for the play of her fancy—for handmade lace has always been a feminine industry—this became a very beautiful lace, and was so much sought after and such immense sums paid for it that the French Government of that day planted a school for teaching the making of this lace at Alencon, and under the fostering care that it received such progress was made that, instead of copying venetian designs, they originated a new lace, called after the place of its birth, "Point de Alencon," which is now one of the art glories of France.

Besides alencon and guipure d'art, many other laces are made in France, but they are mostly of the fine varieties with the reseau ground, as calais, valenciennes, chantilly, etc. Torchon is also of French origin, and was anciently called beggar's lace. It is made on a pillow and resembles the Saxony guipure, said to have been the first pillow lace made. The patterns in both these laces are simple and formed by a coarse, loose thread on a coarse reseau ground. Torchon is also made in England and in other parts of the continent. Quantities are made by machine, both in cotton and in linen, and Nottingham also makes a good cotton imitation of Saxony lace.

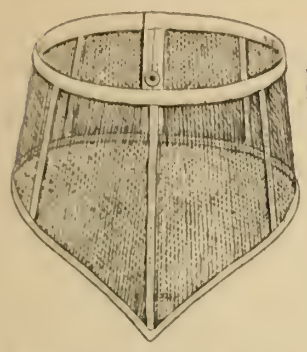
Tradition credits Catherine of Arragon with introducing lace-making into Bedfordshire, but this would be needle lace, and, most probably, was copied from "Venise." The real founders of this industry were the Flemish refugees from the persecutions of Alva in the reign of Elizabeth and this accounts for the decidedly Flemish character of English made lace. Once, many kinds of lace were made, not only in Bed-



Machine-Made Nottingham Lace, XX Century.

fordshire but in Buckinghamshire and Northamptonshire also, but Honiton point, guipure and applique are the laces now made. The English laces are all pillow and they have a curious name for them—calling them "bone" laces—perhaps from

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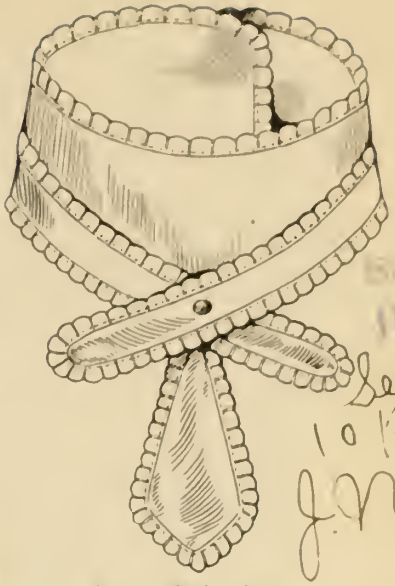


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the hobbins used in their making being of bone. Silk maltese is made, to some extent, in England, and also yak, which is a woollen lace in saxony patterns.

Maltese lace is again coming into note as a fashionable garniture. It a very beautiful and durable lace, and is made in linen, and in both black and white silk. The greater part of the lace exported is made on the island of Gozo, one of the Maltese group. At least three-fourths of the women of this island are lace-makers. The designs used are all of native origin, and the maltese cross is introduced in most of them, but special patterns when ordered are cleverly carried out. During the past six months a great deal of this lace has been invoiced to firms on this side of the Atlantic. Wages are very low and the peasant housewife is content if she can add to the family exchequer by employing her spare time in lace-making. As her children grow up she trains them in the art, and it is not long before the female contingent of the family is found to be an important factor in the support of the household. Besides edgings and insertions, handkerchiefs, parasol covers, pillow covers, collars, boleros, and even whole skirts are made of lace by these industrious females.

Of the Flemish laces, duchesse is the most noted, and is a beautiful variety of point-de-flandere or brussels lace and of similar workmanship to honiton guipure, but is worked with a finer thread and in larger, bolder designs.

Though the needlewomen of Ireland are so celebrated, it was only a little before the great famine that the art of lace-making was introduced there. The first lace made was limerick, which can hardly be classed as a lace, being in reality a darned net. Irish point is a lace in which detached sprays are joined by bars and applied to a brussels net, and the net under the pattern is then cut away. Carrickmacross is more of an embroidery than a lace, as the toite is of lawn or linen, with a bride or bar ground, and the lawn cut away from around the pattern. Irish crochet is an imitation of the needle points of Venice and Spain.

The first attempt to make machine-made lace was in Nottingham towards the end of the 18th century on the stocking loom. It was comparatively easy to produce the toite, or pattern, but it was another matter to make the ground, and it was not until 1810 that a fairly satisfactory ground was made. What some of these early attempts were like may be imagined by looking at an open-work lace stocking. By the time of the accession of the late Queen Victoria not only had a net been produced, but some very fine imitation laces as well.

The varieties of nets now made are infinite and the methods of production are equally diversified. The first step towards imitating the heavy needle-made laces was by the Swiss, and these experiments have culminated in the perfect and beautiful imitations of Irish crochet, point venise and many others that are made chiefly at Plauen in Saxony, and at St. Gall in Switzerland.

The French machine imitations of the fine native laces have a world wide reputation and it would be a difficult matter to procure a yard of the hand-made valenciennes over the counter in Canada, so completely has the "patent," as it is called, superseded it. The chief fault with the imitation laces is the use of cotton instead of flax thread. It looks very well until the wash test is applied, but after that it is bitty and rough, and of course does not give the wear.

While machine-made lace is perfectly adapted to many modern requirements, one cannot but note with satisfaction the revival of interest in the hand-made laces, for while the finest specimens of such laces as alencon, duchesse, honiton, brussels, and others rank in value with my lady's jewels, and specimens of these laces are almost priceless, there are many such as saxony laces, maltese, guipure d'art, torchon, and the easier made patterns of the more expensive kinds that are well within the reach of the moderately filled purse and besides their beauty, they find work for a large army of peasant women in the old lands, and help to keep a beautiful art from dying out, and long may fashion serve this useful end.

OBITUARY.

BY the death of ex-Alderman E. A. Genereux, Montreal lost one of its oldest citizens. The late Mr. Genereux was born at Berthierville, Que., in 1821, and was thus eighty-two years of age at his death. Very early in life he came to Montreal and later became a member of the dry goods firm of Thibaudeau, Genereux & Company, with which he continued until the seventies, when he retired from active business life. In 1877 he was elected alderman for the East Ward and then chairman of the Light Committee, in which position he continued until his retirement from the council in 1880. In 1883 he was again elected and was placed on the Finance Committee. He was one of the founders of the Notre Dame Hospital, and remained as treasurer until two years ago.

* * *

Senator James O'Brien, wholesale clothier, Montreal, died recently in that city. Deceased was born in County Antrim, Ireland, in 1836, and after receiving a public school education, removed to Canada in 1850, where he started in the wholesale dry goods and clothing business eight years later, retiring in 1893. He was a director of various companies, among which were the Royal Victoria Life Assurance Company and the Montreal City and District Savings Bank. The late Senator was a Conservative and received his appointment in 1896.

* * *

At Westport, Ont., there has passed away an old resident, Mr. Joel Clarke, at the age of eighty-three years. Mr. Clarke was in business at Westport for many years and was the former proprietor of the Westport Woollen Mills. Death was due to old age.

* * *

Mr. James Carmichael, postmaster of the city of Oshawa, and a former dry goods merchant, died June 14th, at the age of eighty-three years. James Carmichael was born in Argyleshire, Scotland, in 1821, and came to Canada in 1842. In 1848 he began business in Toronto in the dry goods line, and in 1853 established a branch in Oshawa and a year later another in Prince Albert. In 1873 he retired from the dry goods business and commenced the manufacture of stoves, which he continued for eight years. In 1877 he became postmaster of Oshawa and retained this position up to his death. Deceased had been a Master Mason, a school trustee, and reeve, and in religion was a Presbyterian and in politics a Liberal.

* * *

At the age of seventy-one, Mr. William Ewing, of St. John, N. B., of late years cashier in the local offices of the New York Life Assurance Company, and formerly engaged in the wholesale dry goods business, died in that city. Mr. Ewing had been a member of the firm of J. & J. Hegan & Co., wholesale dry goods importers, from 1874 to their dissolution, and for twenty years previous had been head bookkeeper and confidential clerk of the house. From 1884 to 1891 he resided in New York.

A practical means of economy is never overlooked.



RETURNED
AUG 15 1904

OUR SYSTEM OF

Dyeing and Finishing

FOR

Dry Goods Merchants and Milliners

is being taken advantage of by hundreds of Canada's most progressive merchants.

We dye and finish goods that are soiled, faded or unattractive in pattern and make them equal in appearance to new goods. Our perfect dyes and chemicals, skilled artisans and complete equipment enable us to do this work well and at a minimum cost. Our success has been such that those who send us a first order become permanent customers.

You don't have to worry about the unsaleable stock which accumulates in your store.

Write for particulars and for booklet, which contains interesting and useful information.

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R. Parker & Co.

Dyers and Finishers

787-791 Yonge St., TORONTO.

Montreal Branches { 1958 Notre Dame St.
2410 St. Catherine St.

Wholesale Millinery

MARK YOU

Our representatives are out with complete range of samples for Fall season.

Comparison will give us your order, and put you on the right path towards

A Profitable Season's Trade.

In the Meantime we are prepared to fill your orders for present requirements without delay.

The **D. McCALL CO.,** Limited.

Debenham, Caldecott & Co.

MILLINERY

KEEP YOUR STOCK WELL FITTED. SORT UP.

ORDER BY MAIL

HATS, -	Straw, English, American and Canadian
FEATHERS,	Very fine goods. Best value in the trade
FRUITS, -	Are quite "the thing." Complete line.
RIBBONS,	In all Qualities, Colors and Prices.
SILKS, -	All kinds. All colors. Extra value.

Broches, Taffetas, Japanese, Pongee.

PROMPT ATTENTION GIVEN TO LETTER ORDERS.

DEBENHAM, CALDECOTT & CO.,

18 ST. HELEN ST., MONTREAL.

The Canadian Millinery Review

Features of the Trade.

THE READY-TO-WEAR HAT FOR FALL.

THE manufacturers of ready to wear styles are now showing advance lines of these useful hats, and as each season progresses they are adding to their attractiveness. More skilled and higher priced labor is being employed in the making of these goods, and the advance in finish and style is very apparent. Another line that the ready to wear people are introducing, is meeting with great success, and that is a semi ready hat that can be easily trimmed and converted into a dress hat.

All the folding, pleating and manipulation that takes so much time, and adds so heavily to the cost, is beautifully done by machine work, and the milliner has only to add the individual touches and trimmings.

This ought to be an attractive innovation and a great boon to many milliners.

The flat crownless shapes are still the favored ones in the ready-to-wear lines, and the box turbans and other semi military shapes are much in evidence. Quite a novelty is the jetre de soie hats shown by one firm, in black, with both dull and bright jet, and particularly handsome in grey with steel beads. Mohair felt, and various fancy felts, are largely used in the make up of these hats, and black and white is again to the fore. A pretty white mohair felt had a graceefully curved and moderately wide brim, and a low bell crown, the brim bound with black velvet, and a large rosette of the same with a quill thrust through it as ornament. The underbrim was a pretty arrangement of the felt, edged with wool and chenille. Chenille is much used on this class of hat for the coming season.

Feather egrets and fan wings are other popular trimmings. Quills and wings, though not so new, are well to the fore. One ready-to-wear firm is showing a strong line in velvet and mink fur. Long napped beaver hats are also shown, both in plain fur and in tufted and bunched varieties. Dull black silk in the ready-to-wear and in ready-to-trim hats are on the market and are likely to meet with a good reception. The prospects are very bright for this branch of the trade, and the chief worry and trouble will be the question of obtaining an adequate supply of suitable help.

SORTING SEASON IS OVER.

IN the wholesale millinery houses the sorting season is about over, and, after a most satisfactory season's trade, the millinery firms are busy stock taking and preparing for the general winding up of the season at the end of the month. Travellers are now out with advance lines of Fall goods, but made up styles are yet uncertain. Orders taken so far are most satisfactory, and when the proper time comes the wholesale houses will be found to have full and attractive stocks for Fall of all the leading staple and novelty goods from all the world's principal markets. The retail houses are busily engaged in pushing the sale of Summer goods, and reduced prices are the rule in dress shapes, flowers and millinery trimmings generally

OUTING HATS.

THE newest thing in the outing hat is in wash goods; and linen, both in white and the natural shades, used for the midsummer hat, draped with a scarf of China or Japan silk. Sailors are shown, but the ready to wear hats seem to have taken the place in the trade that they once occupied, and they are somewhat slow in sale. The sailor was always the useful hat, and appropriately worn for very informal occasions. The ready to wear hat can take the place of the sailor, and yet it is good style for many times when the sailor is not admissible. The newest sailor has a wide brim and broad, low, perfectly round crown. It is not a generally becoming hat, and its lines are trying to most faces.

SUMMER STYLES.

WHILE every effort is being made to clear out slow selling lines, there is still a good business doing in dress hats, and new ideas in shapes and trimmings are always in request.

The Summer styles are picturesque, with wide flexible brims, with flowers running riot over them, and very suggestive of the "Dolly Varden" styles. The beauty of the season's styles is largely due to the skilful blending of braid, net, laces and flowers. Ribbons, in shaded or harmonized colors, are used extensively, and sometimes as many as four kinds of flowers are used on a hat. The latest novelty is the high crowned hat, either with the bell, or, more novel still, with the steep alpine crown. These hats, it is expected, are only the forerunners of what we shall see in velvet, with plumes, for Fall. Many stores are making special showings of hats suitable for brides maids' wear, in white maline shirred in soft puffs and trimmed with lily of the valley, sprays of apple blossom, or other small pale tinted flowers and white ribbon. White chip is another favorite for this class of hat, with a handsome plume, and the newest style of using these plumes is to place them across the hat with the tip curling over, and trimming the underbrim at the side, and with rosettes, in either white or pale colored ribbons. The bandeaux on

these hats are velvet bound, and draped either with the ribbon or maline. Maline is used in every imaginable way; hats are covered with rolls of it, laid one after the other over the frame. Many shapes show the brim wires bound with it, and it is made into narrow folds and formed into a lattice border for the underbrim.

A talked of revival is the little bonnet for old and young. The strings are not tied under the chin as formerly, but are brought under the chin and lapped, but this form of head-gear will not easily supersede the wide brimmed low-crowned hat.

KNOX MANUFACTURING CO.

ON account of the largely increased trade, The Knox Mfg. Co., Wellington street east, Toronto, have been compelled to take in the building situated at 51 Colborne street. In order to facilitate a communication between the two buildings which they now occupy, an enclosed bridge has been constructed across the lane which lies between Wellington and Colborne streets. The Knox Company now employ 200 hands, and their staff of employes is gradually increasing, in fact, the demand is greater than the supply. The Knox Company began business in Toronto a little over five years ago, and was one of the first firms to introduce the ready-to-wear hat. The head of the firm is Mr. James Knox.

KEEPING FLOWERS.

EVEN in quite large stores, and in high-class trades, better methods of keeping stock, particularly flowers, might be with advantage adopted. The old style is to have a number of flower boxes on the counter or table and the flowers thrown into them—or, that is how it looks in too many cases to the customer. The disadvantages are so great and so apparent, that it is a matter for astonishment that this system is still practised in so many stores.

The woman of to-day compares and chooses before she buys, and a lot of crushed and tumbled flowers are not at all to her taste. Besides, this method gives a slovenly, untidy look to a show-room, that is not at all calculated to help to give that smart, well-kept look, so essential in a modern store. Flowers soon crush and lose their freshness, and when this occurs, they must be sold at a loss. Another and graver objection is that when goods are displayed in this manner, they form an easy mark for the petty pilfering that all merchants suffer from more or less, and which is so difficult to deal with.

One up-to-date firm have adopted a very attractive method of keeping their flower stock, that is open to none of these oqjections, and, though, of course, there is the cost of the fixtures in the beginning, the general gain of the plan must be very great. They use a number of showcases as counters. The fronts are of glass and the backs arranged as sliding doors, while the tops form the selling counter and are ornamented with a few fancy baskets and stands that are both decorative and useful, as they can be tastily filled with the latest novelties, or any stock that is slow of sale and needs pushing can be arranged in them and ticketed, and so helped off. Stock shown in this way is in full view, and yet it cannot be pulled and tossed about, and so keeps fresh, uncrushed, and free from dust. These cases in a small store, or indeed in any show-room, give great scope for the tasteful showing of the stock, and not only flowers, but ribbons and laces, can be attractively arranged in them as well.

Amongst the smaller retailers, or in millinery parlors, where it is important to carry some other lines to round off the selling, a corner of this show-case might be devoted to ladies' neckwear. This is a line that many a country merchant is rather shy of handling, but it is one that he will find both popular and profitable to stock, as many pretty pieces can be retailed at 25c., and there are any number of styles around half-a-dollar.

To keep neckwear properly you must have a show-case, and if this line is combined with the millinery department, the one case, or cases, that are used for the millinery stock, will answer the double purpose.

Another good line to keep along with millinery is a stock of paper patterns; but they must be reliable ones. Supplementary lines like these bring people into the millinery department, and lead to sales of headwear, besides helping to fill in between the seasons.

FEATHERS IN SINGLE BOXES.

THE attention of the trade is directed to the advertisement of Jno. C. Green & Co., London, Ont., on another page, they having something unique in the ostrich feather line. Their plan of having each feather put up separately in a box should fill a long-felt want, as it insures its arrival in good condition, and not out of curl, as would be the case if packed in boxes with other goods.

Jno. C. Green & Co. have the exclusive control of these feathers for the Dominion. They are always on the alert to secure the choicest lines manufactured for their customers, and have scored a success with the "Gainsborough" feathers. The firm are up to date. It is the custom of Jno. C. Green & Co., in order to keep their clients in close touch with the latest novelties, to send a buyer to Europe four times yearly, or twice each Spring and Fall. To meet the requirements of their increasing trade, they have opened branches at 56 Bay street, Toronto; 59 Albert street, Ottawa, and McIntyre Block, Winnipeg.

PARIS FORECAST FOR FALL MILLINERY.

THE Paris color card for Autumn that is always awaited with deep interest by the buyers of millinery and ribbons, has come to hand. The first series points to a revival of interest in cherry and crimson tones, beginning, as it does, with a pale pink with a tint of salmon and ending with a deep and beautiful crimson. The second series is given over to greens, in clear, beautiful tones that will harmonize with a number of other colors. The third group are in the art nouveau class that verge on old rose. They are beautiful for Winter wear, but are quieter in effect than the more daring reds.

A very full line of tans and browns follow, showing that as much attention is expected to be paid to these colors this Fall as for the present season. The blues are again distinctly of the bluet order, and the range of six tones should make an adaptable set. Cerise and the reds come next, followed by four good yellows.

There is a very full range of mauves. This color has had great favor with the high-class trade, and should take with the general trade this Fall. Then follow three castors with a blue-grey tinge and a gamut of the metal greys. Cold blues, known as Chinese, come next, and the final group is a series of olive greens. In the separate shades are an oriental pink, a violet, a purple, a dull green, a rose pink, sky blue and cream color. But the real novelty of the card bears the name of the "Cakewalk," and is a combination of all the leading tones of the season in warp print on a white ground.

The most remarkable thing about the card is the many brilliant shades and the conspicuous absence of the pastel tones.

T. S. BEILBY & CO.

Importers of

Millinery Supplies

Our Stock is the best products of
Home and of Foreign Manufacturers.

Our Prices are Right.

Mail Orders a Specialty.

You are invited to call

T. S. BEILBY & CO.

36 O'Connor Street Ottawa, Ont.

THE SPARROW IN MILLINERY ART.

IN the face of the agreement just entered into by the Audibon Society and the Millinery Association of New York, to discourage the use of birds in millinery decoration, the following account of the manipulation of so homely a bird as the sparrow, and the great changes than an artist can make in its appearance, cannot help but be of interest to readers of THE REVIEW.

The common sparrow, as Nature has designed it, is rather a dull-looking creature, especially when it is dead. The feminine desire for color and sharp contrasts which our lady friends have alone inherited from their disreputably-savage forefathers—or foremothers—is not satisfied by the shaded browns of the feathery street arab.

The manipulator of modern millinery magnificence is, of course, perfectly aware of the tastes of his clients. He has a large staff of workers, some of whom call themselves artists—in many cases a justifiable claim—and into their hands he delivers his latest consignment of dead sparrows. The latter, when they reach their destination, are only worth about a penny a dozen—sparrows are cheap to-day.

Now, the sparrow forms the foundation of a brilliant scheme in color and feathers. It first undergoes the experience of a bath for cleaning purposes. Then the little limp creature is hung out on a line to dry, a companion of several in a similar plight.

The subsequent glorification of the sparrow progresses by rapid stages. The feathers of more pretentious representatives of the winged world are called in frequent requisition. Pigeons, for instance, contribute largely to the material for building up the glorified sparrow, and even the common or back-garden rooster turns in handy at a pinch to aid in the transformation.

The sparrow, limp and bedraggled, passes through the hands of an artist who possesses the knack of brightening up everything he touches. Under his magic treatment the poor little bird grows stout and robust, not to say sprightly in appearance, once more, as in life.

Now the time has come for a change of clothing; the sparrow is introduced to a master of the brush, and he, with a few swift strokes, transforms the dingy brown of the bird's feathers into such brilliant hues that the common little sparrow is a sparrow no longer in appearance, but rather one of those beautifully-coated creatures which we seldom see except in the windows of fanciers or in zoological gardens.

When the "foundation" has become "a perfect little beauty," it is time that the decorative accessories should be made to add further importance to the subject. And the preparation of the component parts is not a whit less elaborate than that of the sparrow itself. It is first of all necessary that the unimposing wings should be added to. Millinery license allows a bird more than one pair of wings—in fact, ornithology gets a very poor show, indeed, when a "real nice thing" in hat architecture is being produced.

It has been decided by the designer of millinery ornamentation that a pair of pigeon wings, properly prepared, will add to the dignity and attractiveness of the manipulated sparrow.

Having previously performed the operation of introducing a pair of greyish-white wings to a dyeing-dish—whence they emerge transformed into something very tasty in color, the artist proceeds to add to their beauty, and, at the same time, relieve the daring of the color scheme by deftly working in a few feathers from a guinea-chick.

In due course the extra pair of wings is attached to the body of the sparrow, and in such a way that the real wings seem to be a supplemental part of the larger ones, and not vice versa—a fact which does credit to the responsible artist. The little chirper is now beginning to assume a more important appearance—indeed, it may be said that the tout ensemble even at this stage is rather imposing, what with color and added life. But more has to be done before the censor of millinery wares is satisfied Several gosling feathers have been treated with brush and pencil until they, too, look "dashing." This is done by the artist, who rapidly brushes a few strokes of specially prepared colors diagonally on each feather.

In the meantime, a couple of goose quills have been so cleverly deprived of a portion of the feathers that, when the remainder are curled and twisted, a very fair imitation of a pair of osprey feathers is produced, ready for the artistic manipulator who is preparing the feathery masterpiece.

The girls employed at this work have very deft fingers and work at a surprising rate ; whilst, so cleverly is performed the ripping away of superfluous feathers, the paring of the " bony " part of the quill and the curling of the dainty imitation of osprey feathers, that to the ordinary eye the completed article seems quite genuine.

The painted feathers and the imitation osprey feathers are cunningly added to the wonderful "creation" by the artist.

By this time the glorified sparrow has almost reached the zenith of its splendor. There is not very much more to do to complete the extraordinary creature which, no doubt, will edify the public when it makes its appearance in its intended destination—the hat of some lady with a taste for striking finery.

A fan-like collection of prettily-dyed feathers is evidently the clou of the whole thing. This is cleverly added on to the rest of the multi-feathered construction.

It may be said that duplicate "birds" of this description are seldom produced by the same firm. In some way or other an alteration of color or position of feathers suffices to produce a slight difference in appearance, but the result is the same—the construction from cheap and attractive materials of a creature which is a cross between a bird of paradise and a peacock !



Ostrich Feathers Up-to-date

As sold by **JOHN C. GREEN & CO.**

The Fall and Winter of 1903-1904 will undoubtedly be the greatest Ostrich Feather season ever known in Canada. We control the

"Gainsborough"



Returned Aug. 13/03

Brand for the Dominion.

Why not have the best when they cost no more than inferior makes ?

They are handsomely put up, one feather in a box, and will reach our customers in perfect condition.

Don't you think you can sell more Feathers when you can place them before your customers like this ? ☞

Del Curl Book 10 Returned page 161. Aug 13/03

Special Feathers . .

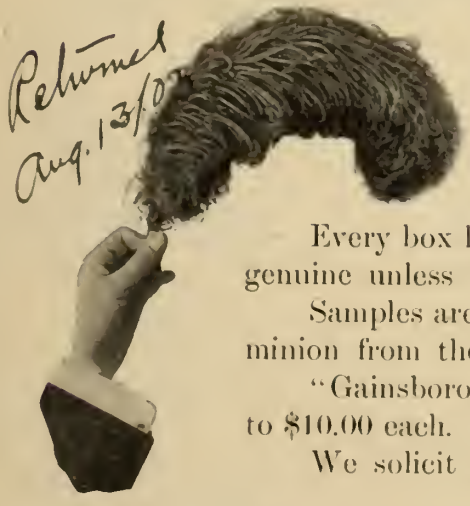
All "Gainsborough" Feathers over two dollars are put up ***one only*** in a handsome box.

The "Gainsborough" Black Feathers are guaranteed pure French dye, and will retain their lustre.

The Gainsboro gh" Feathers will reach you in perfect condition — not out of curl.



Returned Aug. 13/03



The "Gainsborough" Feather has a handsome metal edge ticket attached to each, on which is a printed guarantee that they will keep in condition.

Every box labelled with a cut of the Duchess of Devonshire. None genuine unless so labelled.

Samples are now in the hands of our travellers, who cover the Dominion from the Atlantic to the Pacific.

"Gainsborough" Feathers can be had at all prices ranging from 75c. to $10.00 each.

We solicit mail orders. Samples cheerfully sent if asked for.

☞ This is the way they look when shown out of the box.

Also at
TORONTO—56 Bay St.
OTTAWA—59 Albert St.
WINNIPEG—McIntyre Block.

JOHN C. GREEN & CO.

420, 422, 424, 426 RIDOUT ST.

LONDON, CANADA.

FOREST CITY GOSSIP

Office of "The Dry Goods Review,"
365 Richmond Street, London, Ont.

WHOLESALE dry goods trade in London during this month has had a good increase over last year in the placing of goods for Fall trade. The feeling, generally, is one of hopefulness. The condition of the crops in Western Ontario, as well as in the Northwest, is good and on a par with the last two record-breaking years. This leads very reasonably to the opinion that trade will be brisk for the next six months. Copious rains have fallen during the last week in Western Ontario and now all fear of damage by fires, or loss by stunted agriculture, is past.

* * *

The retail dry goods merchants of this city, as well as those in neighboring cities where your correspondent has just returned from, all report having done a satisfactory business since the warmer and more seasonable weather set in. The average retail Spring business—including March, which our readers still remember as being unusually mild—is high, and the volume of trade so far in this part of Canada can be called good and eminently satisfactory throughout.

* * *

The financial disturbances which have reached closely to our Forest City do not appear to have greatly embarrassed any of our moneyed institutions, or caused any sort of panic amongst our business men. Everyone is closely attending to business, pursuing the even tenor of his way.

* * *

The London Hat, Cap & Mantle Manufacturing Co., Limited, 255 Clarence street, this city, is going into voluntary liquidation. All orders taken for the Fall trade will be manufactured and shipped to their customers. About the month of August stock will be taken, and with the business will be advertised for sale.

* * *

The wholesale millinery firm of Clark, Vandelinder & Co., of this city, has closed its doors. An assignment iwas made to C. B. Armstrong. Liabilities are placed at $50,000 with assets of about an equal amount. Mr. Vandelinder withdrew from the firm a month ago and Mr. Halliday, the well-known merchant of Chesley, Ont., was spoken of as likely to join Mr. Clark; but on stock being taken Mr. Halliday decided to remain out of the business.

* * *

McMahen, Granger & Co., wholesale dry goods merchants, who occupied part of the Granite block, between The John Bowman Hardware Co., and A. M. Smith & Co., wholesale grocers, had their premises completely gutted by fire last week. New goods were being received daily to be shipped to their customers to fill orders for Fall, and a loss of $75,000 was sustained. The insurance on the stock amounted to $56,000. This loss is distributed over 17 different companies. The cellar is filled with cases, bales and stacks of goods, some of which fell from upper flats as they one by one gave way.

A gang of men are at work in the cellar of the damaged building excavating all of the dry goods that is merchantable from the burnt stock of McMahen, Granger & Co. These will be offered to the trade at auction or otherwise in a few days.

* * *

The Dominion Rubber Co. have their new factory, for the manufacture of men's, ladies', and other waterproof goods, well under way. The electric engine power, sewing machines, and other parts of the necessary plant have been installed. The rubber and other materials for their requirements are all being imported from Europe. W. A. McDougall, of The Robert Scates Co., will superintend and manage the concern in the meantime.

* * *

Mr. T. P. Blackwell, who was some years ago a valued employe of Priddis Bros., on Dundas street, when that firm carried on the dry goods business, died on Sunday afternoon June 14. His death was due to a complication of ailments. Of late years he was on the travelling staff of his brother-in-law, Joseph Smith, cigar manufacturer. He was kind hearted, sympathetic and one of the most popular men on the road. Mr. Blackwell was vice-president of The Commercial Travellers' Association of Western Ontario at the time of his death. He was buried by Masonic brethren on Tuesday.

* * *

PERSONALS AND NOTES.

Mr. McKay, of The John Chapman Co., of this city leaves this week for the European markets to purchase Fall goods for his firm.

Fraser & McMillan, wholesale hats and caps, are moving into the warehouse formerly occupied by E. Pavey & Co., next to J. C. Struthers & Co.

Mr. J. H. Grant, of the staff of R. C. Struthers & Co., is being promoted to the position of traveller for the house, and is taking his first trip to the "Soo."

The large premises on Dundas street, formerly occupied by the dry goods firm of Runians, Carson & McKee Co., is now tenanted as a branch sale-room by The Wright Hat Co., of this city.

Mr. R. C. Morrison, traveller for Robinson, Little & Co., has bought out the business formerly carried on by his father for 30 years on Dundas street east. His place on the road is being filled by Mr. George R. B. Sippi, of the staple department of R. L. & Co.

Mr. Smallman, of the firm of Smallman & Ingram, left on June 22 for New York, from whence he will sail on "Kaiser Willheim II." for London, via Plymouth. Messrs. Murray and Draper of the same firm, left for Europe on June 18 on the Etruria. These three gentlemen will purchase for different departments of the well-known London, Ont. store. Smallman & Ingram employ 170 hands.

RETURNED
JUL 10 1903
See Cut book
p. 10 Page 75
J. Mott

Style, Quality, Finish, Ease and Elegance



Style—Wray's IXL.

With habit hip, made out of Imported Coutil, in white and drab; and black, in Sateen; perfect fit. **Price, $1.25.**

are the chief points to look for in a corset, and one that combines every attribute of style with the utmost comfort, is the highest type of elegance and produces a graceful figure.

These qualities are combined in

Wray's Corsets

They are made in Canada for Canadian Ladies.

Manufactured by

THE

Wray Corset Mfg. Co.

LONDON, ONT.

ESTABLISHED 1854.

Telegraphic Address: "Business, London." Telephone. "2952, Avenue."

Hyman A. Abrahams & Sons

65 and 66 Houndsditch, and 28 and 29 Camomile Street, LONDON.

Wholesale and Export Manufacturers' Agents.

Warehousemen of all classes of

Fancy Goods, Dolls and Toys

DEPARTMENTS:

Albums	Hair Brushes	Stationery	Companion Cases
Travelling Bags	Dressing Combs	Clocks	Wood Brackets
Dressing Cases	Hand Mirrors	Bronzes	Paper Mache Goods
Writing Cases	Fancy Combs	Musical Boxes	Folding Chairs
Photographic Frames	Manicure Sets	Glass	Bamboo Furniture
Stationery Cases	Electro Plate	China	Tents
Chatelaine Bags	Jewellery	Work Boxes	Shell Goods
Music Cases	Scent Bottles	Desks	Mechanical Figures
Purses	Fans	Inkstands	Tin Toys
Cigar Cases	Photographs	Cinematographs	Mouth Organs
Cameras	Christmas Cards	Smokers' Cabinets	Dolls
Needle Cases	New Year Cards	Stationery Cabinets	Games.
Perfumery	Birthday Books	Pipes	
Sponges	Toy Books		

THE BEST PLAN IS TO VISIT OUR SHOW ROOMS. IF YOU CANNOT DO SO, WRITE FOR OUR

SPRING and SUMMER LIST

608 Pages, for HOME TRADE.

or OUR ILLUSTRATED CATALOGUE of 460 Pages, for Export, Post Free

A New Departure in

Knitted Underwear.

NOTHING EQUAL, in Canada or elsewhere, in all the range of KNITTED UNDERWEAR, to **THE ELLIS SPRING NEEDLE RIBBED KNITTED GOODS**, in COMBINATION SUITS and OTHERWISE, men's and ladies', being from the superior and peculiar construction of the fabric of a specially ELASTIC and UNSHRINKABLE character.

The reader will do well to look up these goods, when a trial will be sure to follow, as their many excellent qualities cannot fail to impress the buyer.

There is no other fabric made that so largely combines all the qualities which go to make up perfectly-fitting and comfortable underwear.

Do not fail to ask for these goods, and do not consider any other lines on the plea that they are "just as good," which means that **THE ELLIS UNDERWEAR** is a superior fabric to any other make.

The Ellis Company are the only makers in Canada of these beautiful goods, being the sole users in the Dominion of the necessarily fine and patented machinery.

THE ELLIS MANUFACTURING COMPANY, Limited.

Factory at Hamilton, Ont.

Canada Permanent and Western Canada
MORTGAGE CORPORATION
Toronto Street, . . TORONTO.

President: GEORGE GOODERHAM.
1st Vice-President and Managing Director: J. HERBERT MASON.
2nd Vice-President: W. H. BEATTY.

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We invite your deposit account, and are prepared to grant the best terms consistent with the absolute safety of the deposit.

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Paid-up Capital $ 6,000,000
Reserve Fund . $ 1,600,0 0
Invested Funds $23,600,000

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THE PRUDENT BUSINESS MAN

will name as his executor a Trusts Corporation possessing a large Capital Stock, a Board of Directors of high standing and a trained staff of officers to ensure the efficient and economical administration of his affairs and comfort and happiness of his family.

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THE TIME TO INSURE IS NOW

While you are WELL, STRONG and INSURABLE.

THE
Confederation Life

ASSOCIATION issues policies on all approved plans of Insurance, and is a prosperous and progressive Canadian Company.

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HEAD OFFICE, - TORONTO.

The Bank of Toronto.
(Incorporated 1855.)
Head Office: - TORONTO, ONTARIO.

Paid-up Capital, $ 2,500,000.
Reserve Fund, $ 2,600,000.
Total Assets, $24,000,000.

Business Accounts opened on favorable terms.
Savings Accounts for your spare money. Interest paid on these compounded twice a year.
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Four per cent interest allowed on funds awaiting investment.

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PROGRESS Because we always lead and never follow
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Incorporated 1851
FIRE AND MARINE

Head Office
Toronto, Ont.

Capital - $2,000,000.00
Assets, over - - 3,333,000.00
Annual Income - 3,536,000.00

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J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

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FINANCE AND INSURANCE

SPECULATION AND INSURANCE.

LIFE insurance has of late years undoubtedly inculcated habits of thrift among the Canadian people and the growing influence of the principle has been very noticeable during the past few years. Since, however, the introduction into Canada of the stock gambling craze, one of its most regrettable results is the effect it has had upon the life insurance companies and the policy holders of the Dominion.

Many who were, a short time ago, considering the advisability of effecting some provision for the protection of their families in this direction are now unfortunately not in a position to discuss the matter, their ability to pay their premiums being an entire impossibility. Called upon for margin after margin, the holders of policies, endowment and otherwise, have been compelled to sacrifice them in common with other securities to protect their stocks, and to-day the condition of the insurance business is very seriously affected, as is also the condition of the assurers themselves. This is truly a very lamentable state of affairs and its seriousness is fully apparent to those on the inside only. Thousands of our people, who a few months ago were in comfortable circumstances, are now in a condition bordering on penury, and have in addition parted with securities which would have been a help in their old age, or in the event of their death, a comfort and support to those whom they left behind

It is to be hoped that the mania has nigh spent itself and that the sad lesson it has taught will prevent a repetition of such regrettable folly for all time to come.

CANADIAN "RAILS" IN LONDON.

A FORTNIGHT ago we published an article showing why prices of Canadian rails would probably go lower, and arguing that on any material decline Canadian Pacifics were worth the attention of those who were prepared to take the shares off the market and hold for dividends. This view we still entertain, and during the past week an opportunity has been given for acquiring Canadas at what, having regard to the outlook for the company, must be considered very favorable terms.—The London Report, June 6.

WHY GOLD WAS NOT SHIPPED.

REFERRING to the fact that no gold shipments, contrary to expectations, had been made from New York during the week ending June 20, Bradstreets says: "A factor in deciding the general result was the condition of the London money market and the action of the directors of the Bank of England. Money at the British capital has tended to work easier, and the confidence which is shown by the financial powers of that city was strikingly displayed by the somewhat unexpected announcement made on last Thursday that the discount rate of the institution had been again reduced from 3½ per cent. to 3 per cent. Following as this did closely upon the marking down of the minimum discount figures of the Bank of England from 4 per cent. to 3½ per cent., it evinced a degree of confidence on the part of the leaders of the British financial world which would seem calculated to induce confidence in the other large financial markets. It has been noted that the principal English financial journals have taken the ground that the course of the Bank of England and the tendencies in the London open money market were likely to be uncertain, and would be in a large degree governed by what occurred at New York, and the probabilities as to whether the liquidation which has been going on here would proceed in an orderly fashion or would be attended by positive banking troubles."

AMES & CO.'S STATEMENT.

REFERRING to the statement recently issued by Ames & Co., Aemilius Jarvis & Co. say: "The rapid and satisfactory reduction of the liabilities of Messrs Ames & Co. has proceeded, contrary to general expectations, without weakening the market to a very material extent. Immediately after the failure we spoke of the likelihood of payment in full by the above named firm of all their liabilities, and even at this early date a proposition with this end in view is before their creditors. The plan proposed would involve the payment of 100 cents on the dollar within eighteen months, interest being paid in the meantime at the rate of 6 per cent. The first payment would be one of 25c on the dollar on July 15 next. The magnitude of the firm's operations and their very large liability at the time of suspension, only about two weeks ago, makes it a remarkable thing that such a proposition as they are now offering could at this stage be submitted. The liabilities, we understand, have been reduced from over ten millions to somewhere in the neighborhood of four millions. The proposal has been very favorably commented on by bankers and brokers, and we should think no creditors would refuse their offer."

LIFE INSURANCE AS AN INVESTMENT.

THE Canadian public has been taught a severe, and it is to be hoped a wholesome, lesson in the prolonged depreciation of railway and kindred speculative stocks during the past few months. Millions of dollars have been placed practically at the disposal of professional manipulators during that short period and the result to many has been the loss of the savings of a lifetime. Gambling under the guise of stock speculation has been rampant in our midst, and it can truthfully be said that thousands of our heretofore well to do citizens are now sadder but wiser men.

Canadians as a class are a saving and thrifty people, but the alluring prospects held out to them were too much of a temptation and ordinary prudence and caution were thrown to the winds. Now that the mining and stock speculative craze has well nigh spent itself, the community are looking for safer channels of investment and our financial and insurance institutions will soon experience the benefits of its return to reason. Perhaps no principle of investment appeals more strongly to the economical class than that of life insurance, and the immense amount of money involved in the transactions of life insurance companies shows how their methods recommend themselves to the confidence of the public. Encouraging saving and

thrift, they appeal strongly to the thoughtful man and as an investment promote a feeling of independence equalled by no other security.

Investment in life or endowment insurance means provision for old age or a protection to those we leave, and to carry it out saving and prudent habits are necessary, and with the incentive the necessity should be a pleasure. The large deposits made with the Government and the safe and careful management of the standard companies doing business in Canada are an ample safeguard against possible loss, and the growth of their business is a certain indication of the prosperity and welfare of the country.

THE ANNUAL BANK MEETINGS.

MONTREAL.

THE annual report of the Bank of Montreal was submitted to a meeting of the shareholders on June 1. This bank is to be congratulated on its magnificent showing. The statement gives a net profit for the year of $1,813,483, the largest in the history of the bank. It has increased its capital to $14,000,000; of this $1,379,240 is already paid up and on this the net profits for the year would amount up to 13.55 per cent. This statement also shows that $1,000,000 has been added to the rest, bringing the account up to $9,000,000. The public deposits and the current discounts have largely increased, and the directors have every reason to be satisfied with the bank's prosperous expansion. The annual meeting will henceforth be held on December 1, when the presidential address will be delivered.

HAMILTON.

The annual meeting of the Bank of Hamilton was held at the head office on June 15. Mr. John Stuart, who has been president of the bank for many years, resigned from the directorate, as did also Mr. A. G. Ramsay. The bank recognized the services of Mr. Stuart by granting him a retiring allowance of $5,000 a year for the remainder of his life. This sum was unanimously voted on the motion of the largest shareholder and was a generous testimonial to the ability and faithful services of the retiring president. Senator William Gibson succeeds Mr. Stuart as president, and Mr. J. Turnbull will fill the position of vice-president and general manager for the ensuing year. The shareholders are to be congratulated on the satisfactory showing made in the annual report—the most prosperous yet presented. It represents the most successful year's business in the history of the institution. The feature of the meeting was the interesting and able address of General Manager Turnbull, who gave a resume of the business and progress of the bank since his appointment to the management. The bank has now 50 branches; its deposits have increased to $16,000,000, and its loans to over $21,000,000. Under its careful management the Bank of Hamilton stands high in the confidence of the Canadian people and gives every promise of additional prosperity in the future.

SOVEREIGN.

The first annual report of the Sovereign Bank was presented to the shareholders at a meeting held on June 9, at the head-office, Toronto. Twenty-one branches were opened during the year, and results were of a very satisfactary nature. Mr. H. S. Holt was re-elected president, and Randolph McDonald and James Carruthers, vice-presidents.

IMPERIAL.

The 28th annual meeting of the Imperial Bank of Canada was held at the head-office, Toronto, on June 17. The directors' report, showing the continued prosperity of the institution, was read by the general manager, and, at the subsequent meeting of the directors, Mr. T. R. Merritt was elected president, and Mr. D. R. Wilkie, vice-president for the ensuing year.

ONTARIO.

The annual report of the Ontario Bank shows that it participated in the general prosperity. Five thousand dollars was granted to the officers' pension fund. Mr. G. R. R. Cockburn was again elected president, and Mr. Donald MacKay, vice-president.

EASTERN TOWNSHIPS.

The shareholders of the Eastern Townships Bank have every reason to feel pleased at the annual report submitted at their annual meeting, held in Sherbrooke on June 3. Public deposits have increased three-quarters of a million, and nearly a million more of the bank's funds is available for immediate use than ever before.

STANDARD.

At the annual general meeting of the shareholders of the Standard Bank, held in Toronto, Mr. W. F. Cowan was elected president and Mr. Frederick Wyld, vice-president for the ensuing year. The net profits for the past year amounted to $181,893.18, of which $75,000 was added to rest account.

THE TRADERS.

The president of the bank, Mr. C. D. Warren, presided at the annual meeting of the shareholders of the Traders' Bank, held in Toronto on June 16. Eleven branches were opened during the year. The net profits amounted to $167,340.78; of this, $100,000 was added to rest account.

UNION.

The annual meeting of the Union Bank was held in the City of Quebec on June 15. The bank has now 69 branches throughout the Dominion, and the business for the year was of a very satisfactory character.

FINANCIAL NOTES.

The Royal Bank of Canada is about to open a branch at Chilliwack, B.C.

The Bank of British North America has opened a sub-branch at Longueuel, Que.

S. A. Codd has been appointed manager of the branch of the Bank of Ottawa, recently opened at Regina.

The Canadian Bank of Commerce are opening a branch at Morrisey Mines, and have closed the branch at Sandon.

The Sovereign Bank are now operating their new branch at the corner of Guy and St. Catharines streets, Montreal, with Mr. E. G. Spinney as manager.

The Bank of Montreal have purchased a lot on the south-west corner of St. Catherine street and Papineau road, Montreal, and, it is understood, will open a branch there in the near future.

The Banking and Commerce Committee at Ottawa have passed the bills incorporating the United Empire Insurance Company, the Pacific Bank of Canada and the City and County Bank of Canada.

The provisional directors of the Pacific Bank of Canada are Wm. Postlethwaite, W. J. Hetherington, Geo. C. Thompson, and Geo. Clay, of Toronto, and A. G. Murray, of Gore Bay, Ontario. The capital stock is placed at $2,000,000. The head offices of the bank will be in Victoria.

The Municipal and General Securities Company, Limited, have been organized to conduct a general brokerage business, with a capital of $500,000. The provisional directors are W. R. Johnston, G. T. Clarkson, H. Langlois, R. R. Bongard and R. H. Parmenter, all of Toronto.

Mark Fisher, Sons & Co.

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Ottawa, Ont.
9 HOLBROOK CHAMBERS

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5 DUFFIELD BLOCK

Winnipeg, Man.
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Victoria, B.C.
53 JOHNSON ST.

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We carry the LARGEST Assortment of Canadian and Imported Woollens and Tailors' Trimmings in Canada.

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I—BAUERMARKT—3

Athens.
BANK EMPEDOCLES

Constantinople.

Cairo.

Sydney, N.S.W.
69 YORK ST.

Melbourne, Australia.
231 FLINDERS LANE

Auckland, N.Z.

Johannesburg.

AND

Port Elizabeth.

1903
BANK OF MONTREAL
ANNUAL GENERAL MEETING
HELD 1ST JUNE, 1903

(From The Gazette, June 2nd, 1903).

THE eighty-fifth annual meeting of the Shareholders of the Bank of Montreal was held in the Board Room of the institution at 1 o'clock yesterday. There were present: Hon. George A. Drummond, Vice-President; Sir. William C. Macdonald, Messrs. E. B. Greenshields, James Ross, Charles Alexander, W. H. Evans, T. Irving, F. S. Lyman, K.C., James Kirby, K.C., G. F. C. Smith, James Tasker, Henry Dobell, R. Hampson, Michael Burke, E. K. Greene, Lieut.-Col. Prevost, A. W. Hooper, A. T. Taylor, Albert Piddington, M. S. Foley, D. Morrice, James Skeoch, and John Morrison.

On the motion of Mr. F. S. Lyman, Hon. George A. Drummond, Vice-President, was unanimously voted to the chair, in the absence of the President, Rt. Hon. Lord Strathcona and Mount Royal.

On the motion of Mr. Henry Dobell, seconded by Mr. James Tasker, it was agreed "That the following gentlemen be appointed to act as scrutineers: Messrs. F. S. Lyman, K.C., and G. F. C. Smith; and that Mr. James Aird be secretary of the meeting."

DIRECTORS' REPORT.

The report of the Directors to the Shareholders at their 85th annual general meeting was then read by Mr. E. S. Clouston, General Manager, as follows:—

The Directors have pleasure in presenting the 85th annual report, showing the result of the Bank's business of the year ended 30th April, 1903:

Balance of Profit and Loss Account, 30th April, 1902		$ 165,856 09
Profits for the year ended 30th April, 1903, after deducting charges of management, and making full provision for all bad and doubtful debts		1,813,483 66
Premiums on new stock		965,468 00
		$2,944,807 75
Dividend 5 per cent., paid 1st December, 1902	$600,000 00	
Dividend 5 per cent., payable 1st June, 1903	620,000 00	
		1,220,000 00
Amount credited to Rest Account		1,000,000 00
Balance of Profit and Loss carried forward		$724,807 75

Since the last annual meeting, branches of the Bank have been opened at Birchy Cove, Bay of Islands, Newfoundland; Raymond, Alta.; Collingwood, Ont.; Paris, Ont.; and Spokane, Wash., U.S.

The Bank has acquired the property at the corner of Hollis and Prince Streets, Halifax, and went into occupation in May last; and has also purchased the premises it has been occupying, under lease, at Amherst, N.S.

A special general meeting of the Shareholders was held on January 7, 1903, at which authority was taken for the following purposes:

To increase the Bank's capital by $2,000,000, making it $14,000,000.

To apply for an Act of Parliament to sub-divide the shares of the Bank into shares of the par value of $100 each:

To appoint the first Monday of December as the date upon which the annual general meeting of the Shareholders of the Bank is to be held in future, instead of the first Monday in June, as heretofore.

The Head Office and all the branches have passed through the usual inspection during the year.

STRATHCONA AND MOUNT ROYAL, President.
Bank of Montreal, Head Office, 1st June, 1903.

THE GENERAL STATEMENT.

LIABILITIES.

Capital stock		$13,379,240 00
Rest	$ 9,000,000 00	
Balance of Profits carried forward	724,807 75	
	$ 9,724,807 75	
Unclaimed dividends	3,940 01	
Half-yearly Dividend, payable 1st June, 1903	620,000 00	
		10,348,747 76
		23,727,987 76
Notes of the Bank in circulation	$ 7,968,972 00	
Deposits not bearing interest	21,699,154 27	
Deposits bearing interest	71,698,765 04	
Balances due to other Banks in Canada	453,231 41	
		101,820,122 72
		$125,548,110 48

ASSETS.

Gold and silver coin current	$ 3,196,245 10	
Government demand notes	4,719,861 75	
Deposit with Dominion Government required by act of Parliament for security of general bank note circulation	360,000 00	
Due by agencies of this bank and and other banks in Great Britain	$ 2,429,755 41	
Due by agencies of this bank and and other banks in foreign countries	4,552,248 82	
Call and short Loans in Great Britain and United States	24,043,278 00	
	31,025,282 23	
Dominion and Provincial Government Securites	435,697 46	
Railway and other Bonds, Debentures and Stocks	8,136,235 53	
Notes and Cheques of other Banks	2,032,005 14	
		$49,905,327 21
Bank premises at Montreal and Branches		600,000 00
Current Loans and Discounts in Canada and elsewhere (rebate interest reserved) and other assets	$74,767,257 28	
Debts secured by mortgage or otherwise	141,500 51	
Overdue debts not specially secured (loss provided for)	134,025 48	
		75,042,783 27
		$125,548,110 48

Bank of Montreal,
Montreal, 30th April, 1903.

E. S. CLOUSTON,
General Manager.

ADOPTION OF THE REPORT.

Hon. George A. Drummond moved:—

"That the report of the Directors now read, be adopted and printed for distribution among the Shareholders."

"It is usual," he observed, "for the presiding officer to make some remarks at this particular stage of the proceedings, but in view of the fact that we shall have another meeting in six months, under the new and altered date, it seems to me unnecessary to detain you with any observations of mine. I can only say that the statement now in your hands is, I am sure, one which you will all agree is extremely satisfactory. It shows the largest profits of any of the Bank's statements for the last twenty-five years, although some indication may be drawn from the fact that in earning that profit, the business of the Bank has enormously increased. In 1876, when the profit to which I have referred was realized, the assets of the Bank—an indication of the business done—stood at $37,500,000, and to-day, according to the statement in your hands, they stand at $125,500,000; so that the old story is repeated, which is that to earn an equal amount of profit, you must now do a very much larger business; in this case, three times or more. With these remarks I put before you the motion I have already made."

The motion was seconded by Mr. E. B. Greenshields, and it was carried unanimously.

Mr. B. A. Boas moved:—

"That the thanks of the meeting be presented to the President, Vice-President and Directors for their attention to the interests of the Bank."

This was seconded by Mr. Charles Alexander, and was unanimously agreed to.

BY LAWS ADOPTED

It was moved by Mr. A. W. Hooper, seconded by Mr. A. T. Taylor :—

"That by-law No. Three shall read as follows :—

" 'III. For the management of the affairs of the Bank, the Shareholders, at each annual general meeting, shall elect, by ballot, a Board of nine Directors, who shall be capable of serving as Directors during the ensuing twelve months, or until they shall be replaced by their duly elected successors. Every such Director at the time of his election shall be, and during the then immediately preceding thirty days shall have been, and during his service as Director shall continue to be, the holder and absolute owner in his own and sole name and right (and not in any other right, or in trust for any purpose, person or party, or in trust simply), of not fewer than one hundred of the paid up shares of the capital stock of the Bank. At every annual general election the outgoing Directors, and each of them, shall be eligible for re-election.'

"And that by-law No. Eleven shall read as follows :—

" 'XI. The Board of Directors may, from time to time, appoint local Directors for the management of the affairs of the branches of the Bank, and may fix their qualifications and remuneration, define their powers and duties, and revoke their appointment ; but no such local Director shall at any time be appointed or serve as a local Director unless he be, and during his service continue to be, a holder in his own and sole name and right (and not in any other name or right, or in trust for any purpose, person or party, or in trust simply), of not fewer than twenty paid-up shares of the capital stock of the Bank.' "

This was unanimously concurred in, after which it was resolved, on the motion of Mr. R. Hampson, seconded by Mr. J. Kirby, K.C. :

"That by-laws Nos. III. and XI., as amended, shall go into effect on 1st September, 1903."

Sir William C. Macdonald moved :—

"That the thanks of the meeting be given to the General Manager, the Inspector, the Managers and other officials of the Bank for their services during the past year."

This was seconded by Mr. James Ross, and was unanimously carried, the General Manager acknowledging the compliment.

Mr. John Morrison moved, seconded by Mr. Albert Piddington :—

"That the ballot now open for the election of Directors be kept open until 3 o'clock, unless fifteen minutes elapse without a vote being cast, when it shall be closed, and until that time, and for that purpose only, this meeting be continued."

This was unanimously concurred in, and a hearty vote thanks was then accorded the Chairman, who acknowledged the same.

THE DIRECTORS.

The ballot resulted in the election of the following directors :—

R. B. Angus, Esq.
Hon. Geo. A. Drummond.
A. F. Gault, Esq.
E. B. Greenshields, Esq.
Sir William C. Macdonald.
A. T. Paterson, Esq.
R. G. Reid, Esq.
James Ross, Esq.
Rt. Hon. Lord Strathcona and Mount Royal, G.C.M.G.

At a meeting of the new Board on Tuesday, 2nd June, The Right Hon. Lord Strathcona and Mount Royal, G.C.M.G., was re-elected President, and Hon. Geo. A. Drummond, Vice-President.

LIFE INSURANCE ADVERTISING.

By J. Troy.

I BELIEVE it is a readily accepted statement, in these days of active competition, that not one man out of one hundred applies for a life insurance policy by a direct application at the company's office in which he desires to insure himself. And it seems to be the unalterable opinion of the leading life insurance companies, judging from the attitude they have for a long time maintained, that this ratio cannot be reduced by advertising. In support of this attitude I heard the statement the other day that an insurance company had been recently organized in the United States which advertised generally, "No commissions to agents." "Insurance at cost," the plan being to invest the agents' commissions in advertising, so as to attract the attention and secure the patronage of the general public. It was also stated that for the first six months so few applications were received by this company that a return to the old method was inevitable, and the company stopped its advertising and put a force of agents into the field.

The general idea among the big life insurance companies appears to be that they can only appropriate the means for general advertising out of the surplus, at the imminent risk of reducing dividends. Can anyone doubt that this is a very one-sided view to take of the matter? It seems to be based entirely upon the confidence placed in the solicitor, whose commissions, it is stated, are so liberal in these days that an advertising appropriation is considered out of the question.

It is a well-known fact that the majority of the companies depend largely upon new business that is written from year to year for their prosperity, their ability to pay expenses and dividends and show a generally prosperous condition at the end of the year. The commission being heavy, nothing is left for advertising. This is the way the question has been looked at for the past twenty years by all the leading companies. But this view does not end the question of life insurance advertising. If the agent receives half, or, as in some cases, nearly the whole of the first premium, why can he not be stimulated, indeed arranged with, to go in for himself, pending the arrival of that company which will take the initiative in advertising directly? The interest of the company and the agent is again one, and there is no company in Canada that would not grab at the publicity of printer's ink if it believed it could afford it. Competition in life insurance is now becoming so very keen, and new business is costing so much, that new methods will have to be adopted in the near future.

It takes a staff of agents quite a long time to educate the people of a city by word of mouth, or personal canvas, as to the merits of any particular plan or plans of insurance. A great deal of the preliminary work could very properly be done by an intelligent advertising campaign carried on through the medium of the newspapers. If this were done, two good results, following immediately in the wake of the advertising campaign would write as much business as four agents would without the advertising. The day is not far distant when some of the great companies, stimulated by the success which has waited upon advertising in every other field of business endeavor, will step forth and inaugurate a campaign of its own in general advertising.

ALL WOOL UNDERCLOTHING

WILL NOT SHRINK IN WASHING EVERY GARMENT GUARANTEED



ANY GARMENT SHRUNK IN WASHING WILL BE REPLACED

IN WEIGHTS SUITABLE FOR ALL SEASONS.

SUPPLIED THROUGH THE LEADING WHOLESALE HOUSES.

DUNCAN BELL, MONTREAL and TORONTO, CANADIAN AGENT.

EVOLUTION OF THE FIRE ENGINE.

AN exceedingly interesting paper on the "Progress of Fire Protection" recently read by Mr. P. H. Sims, secretary British America Assurance Company, before the Insurance Institute of Toronto, has been received by THE DRY GOODS REVIEW. Mr. Sims not only displays a thorough knowledge of his theme, but has evidently spared no pains or trouble to make this paper of a most complete and valuable nature. Presenting a reliable book for reference, he is certainly to be congratulated on the very readable and entertaining manner in which he has dealt with every phase of his subject. The paper is generously illustrated with cuts showing the evolution of the fire extinguisher, and through the kindness of Mr. Sims we are able to reproduce several of those in our present issue.

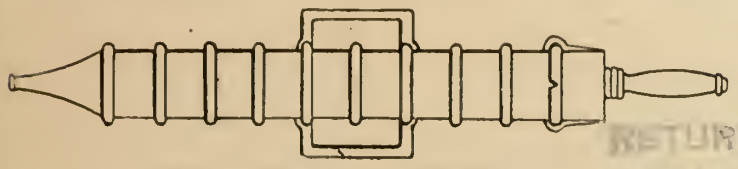


Figure 1.—Syringe from St. Dionis Backchurch.

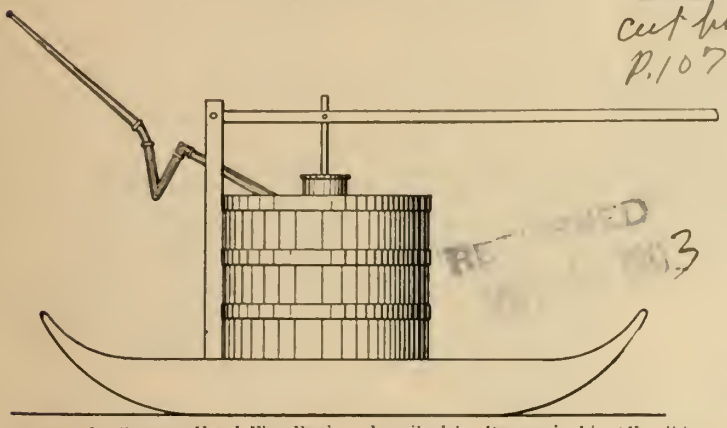


Figure 3.—German Hand Fire Engine, described by Decaus in his "Forcible Movements," published in 1615.

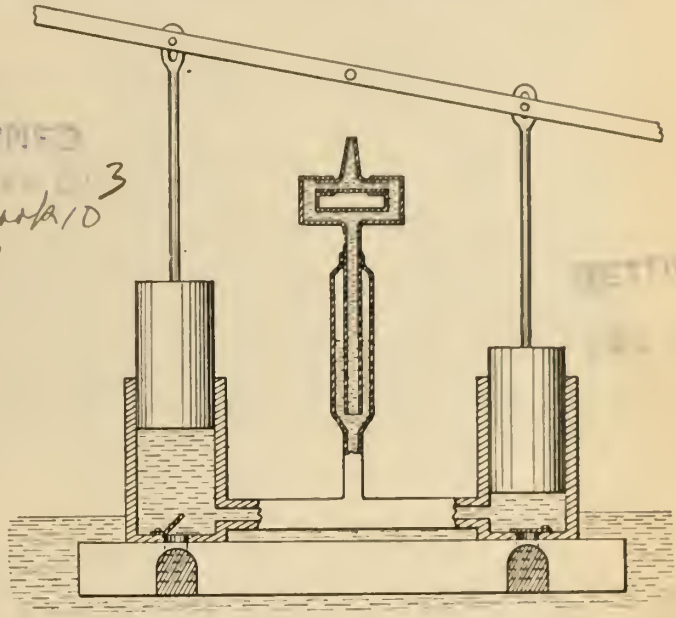


Figure 2.—Nero's Double Cylinder Fire Engine, 2nd. Century B. C.

We learn from the paper that hand-squirts, as illustrated in Figure No. 1, were first introduced into London in the 16th century — although they appear to have been used long antecedent to the Christian era; in fact, on the building of the City of Rome after the great fire of Nero, every citizen was required to keep in his house a bucket, mop, hook or syringe. The manual fire engine appears to have been known both in principle and practice to the ancients, and the fire engine described and illustrated by Nero about 150 B. C. (figure 2) might stand for the ordinary fire engine of the present day. Fire engines appear to have been entirely forgotten during the dark ages and squirts or portable syringes were (except buckets) the only contrivances used for the extinguishing of fires.

It is not known when the fire engine was re-invented, but during the sixteenth and seventeenth centuries frequent reference is made to them by writers of these times. During the first half of the seventeenth century an engine was invented in Germany (figure No. 3). It was mounted on a sled and, when manned by twenty-eight men, was capable of throwing a stream of a diameter of one inch to a height of eighty feet.



Figure 4. The "Sham-Rag" Hand Fire Engine, built by Newsham & Rag, of London, England, about 1730.

Engines of this description were introduced into London and three of them used at a fire at London Bridge. It is said of them:— "They were such excellent things that nothing that was ever devised could do so much good, yet none of them did prosper."

From this time on there were many inventors at work on fire engines, who brought out improvements, and a style very much used in England at the middle of the eighteenth century was known as "the fore and aft," having the brakes at the end of the engine instead of at the sides but these and other forms were superseded by the more efficient of Newsham, which was the prototype of the modern hand fire engine. There are still in existence engines made by Newsham in the early period of his work. It is stated on good authority that the oldest fire engine in the city of

Philadelphia, and one of the oldest in America, is a little machine known as the "Sham Rag" (figure 4), in the possession of Wm. H. Emhardt, president of the Germantown Mutual Fire Insurance Company. It was built by Newsham & Rag, of London, England, and brought to Philadelphia

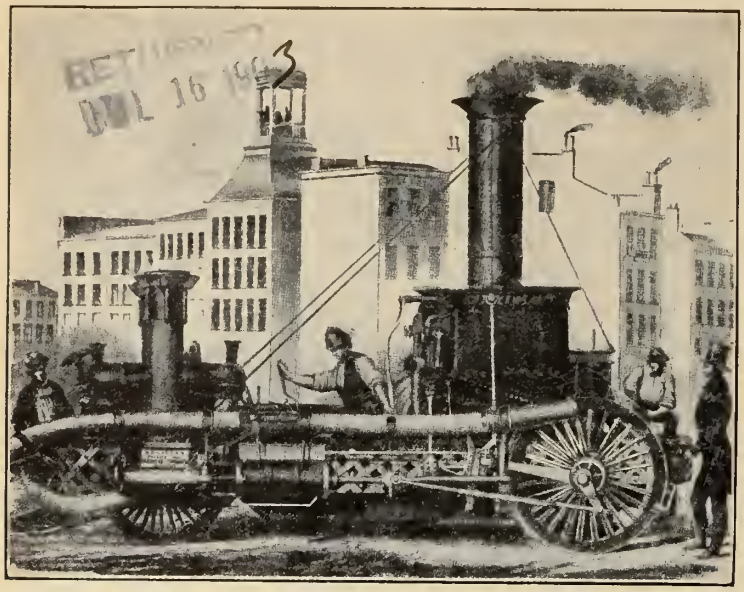


Figure 5.—"Uncle Joe Ross," the first Steam Fire Engine, built at Cincinnati by A. B. Latta, in 1853.

prior to 1764. From 1820 to 1850 a great many firms competed with each other in the manufacture of hand engines, and at the great exhibition of London, 1851, public competitive trials of hand engines were held, the records of which show splendid results, and it is doubtful if such engines could have been improved.

Among the competitors were G. Perry & Bros., of Montreal, who exhibited a manual engine to be worked by 40 men. It was awarded a prize medal, and the exhibits of American machines were probably superior in finish to the European makes. During the decade 1850 to 1860 processes were at work superseding the hand machine by one more effective, and as the use of steam was coming into vogue in all industries the application of this power was being experimented upon as applied to the fire engine. The first steam fire engine constructed in the United States was designed and built by Paul E Hodge, of New York, in the year 1840. It was a powerful engine, throwing a one-and-a-half-inch stream 166 feet high. Apparently Mr. Hodge received but little encouragement, as this was the only one he built, and it was not until ten years later that any substantial progress was made.

In 1853, A. B. Latta, of Cincinnati, began the manufacture of steam fire engines, which presented features of excellence in advance of any machine previously constructed. The machines called steamers at once secured a great reputation for efficiency and speed in getting to work. The first steam fire engine made by Latta, the "Uncle Joe Ross" (figure 5) is a type of up-to-date fire engines, and established the style of the American fire engine (figure 6) which is acknowledged to be equal to, if not superior to, any make in the world.

Mr. Sims also gives in his paper lengthy and interesting descriptions of other fire appliances of value, such as aerial trucks, water towers, chemical engines, etc., and we also learn from it that the leather hose for suction and delivery was the invention of Van Der Heule, of Amsterdam, in the year 1672, India rubber hose being first brought out by Thomas Hancock, of Fulham, in the year 1827.

The water-works systems and the greatly improved methods of fire alarms are also gone into very exhaustively, as are also the changes from the volunteer to the paid fire brigade system of to-day.

We very much regret that want of space prevents our giving more copious extracts from Mr. Sims' paper, this short review giving but a very bare idea of the contents of a very instructive pamphlet, the matter of which has evidently been compiled with the greatest of care, containing, as it does, much valuable material, the collection of which must have occasioned a vast amount of trouble and research.

An interesting event of the week was an official statement regarding the consolidation of the National Bank of Commerce and the Western National Bank into the Bank of Commerce, with a capital of $25,000,000 and surplus of $10,000,000. Ten years ago there were only two banks in New York with a capital of $5,000,000 for each. Now there are three with capital for each ranging upward from five times that modest sum.—N.Y. Journal of Commerce.

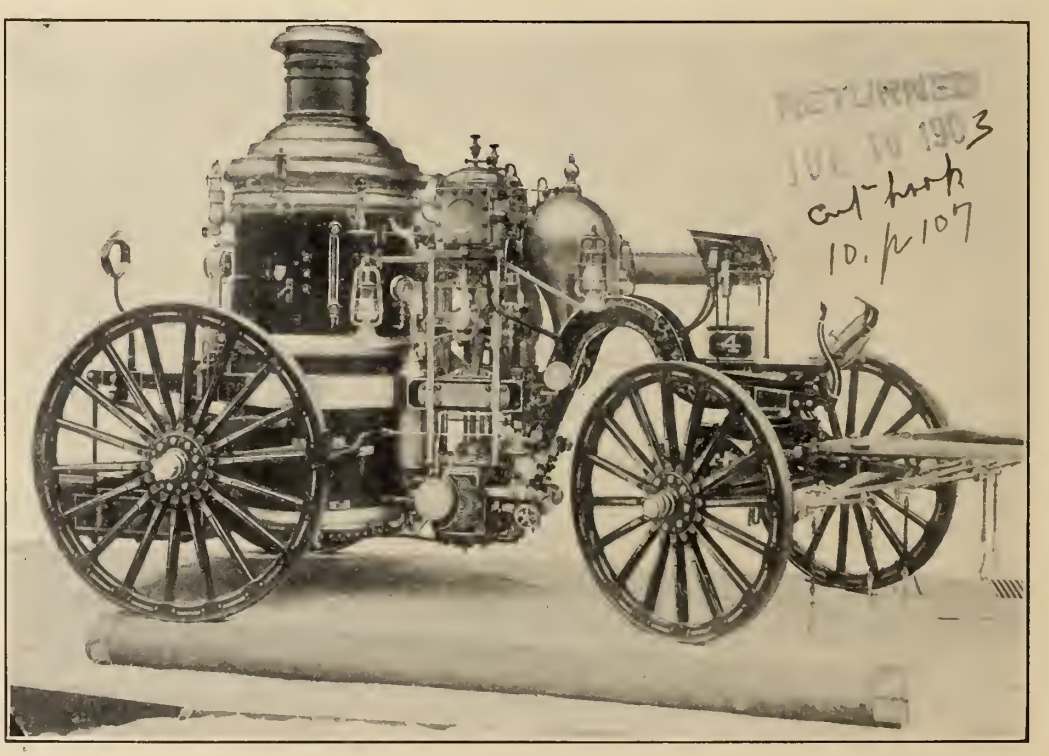


Figure 6.—The Modern American Steam Fire Engine, 1903.

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Call and see our lines. Don't fail to look through our travellers' samples—always something new to see.

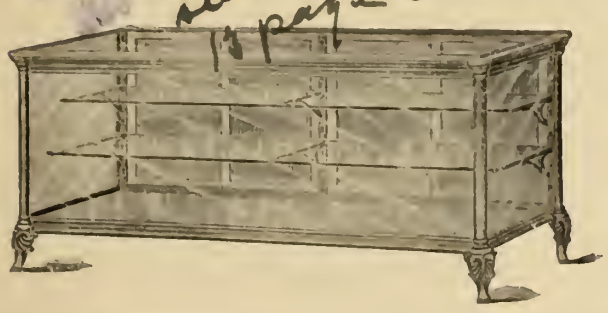


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First Impressions Count for Most.

Let the Customers get the first impression of your goods from our Silent Salesman. We can give you figures and designs if you will let us know your wants.



We manufacture the highest grade of Nickel, Brass, Antique Copper, Oxidized STORE FITTINGS. MIRRORS—We make a specialty of our patented WARDROBE CABINETS for clothing or ladies' costumes, mantles, skirts, etc.

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Etc., Etc.

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We have just closed a splendid season and take this opportunity of publicly thanking our friends for their patronage. We hope for a continuance and extension of same, and will do all in our power to merit the confidence placed in us.

From Halifax to the Klondyke our travellers are out with a large and most complete range of samples replete with the latest novelties in

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Ladies' Felt Hats	Ribbons
Children's Headwear	Silks
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Buckram Shapes	Velvets
Woollens	Velveteens
Hat Wires	Crapes
Hat Linings	Grenadine
Laces	Grenadine Veils
Veilings	Lawns
Chiffons	Book Muslins
Mechlins	Devonshire Lining
Tulles	Fancy Feathers
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Christening Robes	Embroideries
Christening Shawls	Bandeaux
Children's Dresses	Crowns
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Bearskin	Ostrich Boas
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THE MAKING OF ILLUSTRATIONS

Processes that will Interest Business Men

THERE is not a newspaper and scarcely a book in these days whose value is not greatly enhanced by the use of illustrations, and yet very few people have any idea how it is done. There is not a business but finds the use of cuts beneficial and even necessary; but, nevertheless, beyond a knowledge that plates are used, the men who use the cuts are for the most part as ignorant as the general public. Merchants now are appreciating the value of the use of cuts in their advertisements and for letter-heads, and a knowledge of the process followed will therefore be of interest.

There are three principal styles of engraving—the zinc, the half-tone and the wood. The zinc engraving is by far the commoner, on account of its cheapness and rapidity of production, while the wood engraving is seldom used now because it is expensive and much slower in execution.

In the three methods the same process is employed in first photographing the object required. For this purpose a large camera, on a frame specially constructed to prevent vibration,



No. 1.—An Old-Time Wood Engraving.

is used, and the plate is the old-fashioned wet plate. This is prepared by taking a thick piece of glass, covering it with collodion and then dipping it in the silver bath The wet plate is used on account of the increased definition it imparts to a picture. In the half-tone a screen made up of two sheets of glass cemented together, one having two sets of lines ruled on it at an angle of 45 degrees, is interposed between the copy and the plate. It is this screen which gives the fine dots apparent on all half-tone illustrations. On dark days electric lights are used to illumine the copy.

After the negative is taken the plate is put in a printing frame and behind it and pressed close in contact with it is a sheet of zinc, if for a zinc engraving, or of copper if for a half-tone. These sheets are first sensitized by a solution and then act as a print in an ordinary picture.

It is here where all similarity in the process ceases, and from this on the extra expense of a half-tone is incurred. In the zinc engraving the sheet is then rolled with ink and put under the tap and carefully rubbed with cotton batting, which removes the ink except where the sheet (or print, as it is now called) has been affected by the image, which now appears in ink. The print is then covered with a resinous powder called dragon's blood, which is in appearance much like red brick dust. When the dust is brushed off the ink lines alone retain it, and are thus after being heated rendered impervious to acid. The nitric acid bath, in which the print is placed and rocked, eats into the parts except where the powder and ink has remained, and the picture stands out in relief. This part of the work is repeated as often as is necessary to obtain the required depth of etching.

In the half-tone engraving the copper print is first washed thoroughly to remove the unaffected sensitizing solution, and is then subjected to the "burning-in" process, which practically burns the solution into an enamel unaffected by the etching mordant. The mordant in this case is perchloride of iron instead of nitric acid, as in the case of the zinc engraving. In the high-grade half-tones there is much additional treatment, such as re-etching to give increased brilliancy, and burnishing to strengthen the medium and darker tones. Many plates are vignetted, that is, a portion or all of the background is cut out. The slightly shaded appearance seen in many half-tones is caused by a portion of the background having been removed.

After the zinc or half-tone engravings are etched and carefully touched up they are ready for the mounter, who clears out the large white spaces and tacks the cuts onto wooden bases of a certain thickness. The majority of half-tones are bevelled, that is, an edge is cut at the sides to enable the mounter to insert the necessary tacks, and the cuts are then ready for the printer.

In the wood engraving, which is used mostly for mechanical drawings or illustrations of furniture, the article, after being photographed the required size, is drawn or painted on wood, as the subject requires. The picture is then engraved with steel tools by hand, but in mechanical subjects a ruling

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MANUFACTURERS

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SMOCKS, LEGGINGS, Etc., Etc.

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They Are Very Stylish, You Know:

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French Printed Sateen Blousings.
French Printed Saxony Serge Blousings.
French Printed Opera Flannel Blousings.
Embroidered French Cashmere Blousings
Embroidered French Wool Sateen Blousings.
Cream Silk and Wool Figured Bedford Cord Blousings.

Blousings, Waistings and Vestings.

The following ranges are confined to us:

PEKIN, VERA, LORNA, CORA, TARA, REEVA, VESTA, SYLVIA, LYNDA, NITA, LENA, BERTA, WYNNA.

Plain and Fancy Silk Blousings and Vestings.

Some of our new ranges in these Silks are really **very handsome** goods. Silks of all kinds have been in much better demand lately; prices have advanced, but we were well covered at old prices, and it will repay you to look carefully through our samples.

Black, White and Colored Drop Trimmings

all specially made with heavy cord for the drops.

Strappings, Fancy Squares, Fancy Medallions, Persian Mixtures, and Lisse Appliques, in Staple and Art Colours, also some

Lisse Appliques in Special Black and Red Designs.

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MONTREAL.

WE ARE PUTTING INTO STOCK THIS WEEK TWO CASES OF

White and Ecru "Cluny" Laces

Genuine Irish Tam-o-Shanters, WOMEN'S and CHILDREN'S, in fancy colors and fancy plaids.

2 and 3-Dome Fabric Gloves in Black, White and Colors. All put up in half-dozen boxes. Solid sizes.

JUST RECEIVED

Silk Elbow Gloves in plain and lace effects. All colors. Solid Sizes. Half-dozen boxes.

Everybody Likes English Quilts.

We have an entirely new range, in all sizes, to retail at from **$1.00** to **$5.00** each.

BLOUSE BUTTONS

The new dome shapes of Blouse Buttons in Steel, Oxidized Effects, Gilt and Enamel Colors.

For the Summer Trade

A special range of Men's and Boys' ***Fine Navy Jerseys*** at popular prices. Also Men's and Boys' ***Sweaters,*** all colors and qualities.

COTTON DEPARTMENT.

Complete ranges of

All goods made by the **Dominion Cotton Mills Co.**
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" " **The Montreal Cotton Co.**
" " **The Merchants Cotton Co.**
" " **The Montmorency Cotton Mills Co.**
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" " **The Dominion Oil Cloth Co.**

Brophy, Cains & Co.
MONTREAL.

machine is employed, which gives the beautiful flat and round tints seen in engravings of furniture. The advantage of the wood engraving is its brilliance and clearness, making it much more suitable than the other styles where detail is an important feature.



No. 2—A Zinc Outline Cut.

All styles of drawing can be made into cuts of some kind, although for zinc engravings only lines and dots must appear in the copy. Half-tone engravings can be made from any mark that can be seen, from crayon to ink, although the best results are obtained from the high-class photograph or drawing.

In price the zinc is the cheapest, with the ordinary half tone over double, and the wood engraving more expensive than either except in the higher grade half-tones. A process is employed now whereby by the use of only the three colors yellow, red and blue, colored pictures and oil paintings can be reproduced in their original shades. With these three colors four thousand different shades have been discovered to be possible.



No. 3—A Modern Half-tone.

The three illustrations show the different types of engravings. The Toronto City Hall is a zinc, and the Ontario Parliament Buildings a half-tone engraving. The large wood engraving is an excellent sample of the work done by an expert carver. This cut was done by Fred Brigden, Sr., of Toronto, over twenty years ago, and an idea of the expense of the operation can be formed when it is told that it cost $75, whereas the zinc sample would cost about $1 and the half-tone $2.

KNITTED GOODS.

THE trade conditions that cover the output for ladies' and children's knitted underwear, golf vests, jackets and all knitted goods for the Fall season, are very complex, and require that the retailer merchant should give careful study to them, as a thorough knowledge of the situation is necessary for the intelligent buying and handling of the same. In the face of the present market conditions, it would seem that the retailer has bought his Fall knitted goods very cheap, and it is certain that, considering the high price of both cotton and wool, the manufacturer will not make a high rate of profit. In some lines there is talk of getting goods down to the popular price by the sacrifice of quality, but many manufacturers will decline to do this on well established lines, as they hold that reputations once lost are hard to regain.

* * *

The hosiery for present wear is all in fine, gauzy fabrics, or lace weaves. Fancy stripes and spots in black and white, and white grounds with black stripes, polka dots, and fancy patterns are well shown. Fancies, in tans and greys, as well as some colors, are to be seen on all hosiery counters; but the bulk of the sales are in black—drop stitch in the lower grades and lace in the better grade cottons and lisles. Price-cutting with the object of clearing up the season's business in order to start next Spring with entirely new and clear lines, is a good safe business policy on the colored and fancy lines, but the wisdom of price-cutting is not so evident in the black cotton and lisle hose, as they are sure to be just as good sellers next Spring as they are at the present time, and it seems certain that the price will soar. Indeed one agent predicts that black cotton hose that this season sold at 12½c. cannot be sold under 17c. next Spring.

* * *

What has been said about other lines of knitted goods, refers with equal force to hosiery, and the same conditions prevail not only in Canada, but in all other trade centres. An exchange, speaking of the hosiery buyers in the United States, says: "Foreign buyers are beginning to straggle home, wearing woe-begone expressions. They have little to say, except that the European markets are against them. They are evidently having a hard time and are up against it as never before."

* * *

The popularity of the golf vests and jackets or knitted blouses continues, as their many useful qualities are so well known. Besides the use for which they were first brought out and from which they take their name, they are very much worn in cold weather as an additional wrap. The vests particularly can be worn over a blouse of heavy vesting or woollen material without any detriment to the waist. For golf proper, it is the bright scarlet vest or jacket that is chosen, and white is also in great favor, but for useful wear there are blacks, navys, browns, etc. Then, there are the two-toned combinations in fancy stitches which are likely to be well worn. Flat brass buttons, plain and fancy pearl, and even fancy metal buttons are used for the closing, and as on most garments at the present time, these buttons are prominent features.

* * *

Practically all the lower priced lines of cotton hose sold in Canada have heretofore been of German manufacture, and it is on this branch with most unsettling effect that the surtax will fall. The bulk of this trade would likely go to the Canadian mills, but for just one thing, and that is the reputation that the "Hermsdorf" fast black dye deservedly has with the buying public. The question is, will the consumer pay the extra price for the known fast dye? This is one element of uncertainty in the Spring hosiery trade that only a season's practical selling can settle. Many lines of hosiery will still have to be bought in Germany as they are the sole makers of these lines.

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LAKE CHAMPLAIN	July 9th
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And Weekly thereafter.

Montreal to Bristol.

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*MONTROSE	July 24th

Steamers sail at daybreak. Passengers embark after 8 p.m. the day previous to sailing.

*The "Monteagle" and "Montrose" carry Second Cabin passengers only.

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MONTREAL AND TORONTO, JULY, 1903.

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• • •

It is the merchant who pushes who has the best pull in business.

• • •

THE FACTORY INSPECTOR IN THE TEXTILE MILLS.

THE female factory inspector of Ontario, in her annual report, comments very favorably on the progress made in the amelioration of conditions in the different factories. Of 1,835 mills inspected, 520 were engaged in the manufacture of elothing, and the opinion is expressed that no country possesses better eonducted establishments in this line than does the Province of Ontario. Women in the factories engaged in the manufacture of boots and shoes, woollen and knitting factories receive higher wages than in any other industry.

The report depreeates the prevalence of "bargain counter" goods and blames them for a great part of the unsatisfactory conditions still in existence. Such goods, the report claims, necessitate the paying of low wages and less expenditure in the supply of eonvenienees around the faetories. In the elothing faetories conditions are not as good as eould be desired, but are gradually improving in spite of the constant changing of loeation of many of the smaller mills and shops.

The factories which work the full 60 hours limited by law are principally cotton, woollen and knitting mills. These commenee work at 6 30 a.m. and stop at 6.15 p.m. with an hour at noon and a short day on Saturday. In cities, however, the hours are as a rule much shorter, being in many eases only 45 hours a week.

Out of a list of 382 accidents reported, only 54 occurred in mills manufacturing cottons, woollens, knitted goods or similar lines handled in a dry goods store. Not one of these 54 was fatal, and the majority were of the most trival nature, such as the cutting of a finger or bruising of a heel. In almost every case the cause could be traced to the carelessness of the employe, and not to poor or unprotected machinery.

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It is only those who are discouraged by competition that are killed by it.

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A FORGOTTEN WARNING.

IN our report of the Dominion Commercial Travellers' annual dinner, held in Montreal on December 22, 1902, Mr. D. M. Stewart, manager of the Sovereign Bank of Canada, is quoted as follows:

> I have spoken longer than I intended, but with your kind indulgence I will refer for only a moment to my one other point, and I do so because I am impelled to it by a sense of duty, which this opportunity perhaps renders more than ordinarily incumbent. I refer to the subject of stock speculation. Gentlemen, you have no idea of the extent of this pernicious evil. It exists in banks, who'esale houses, shipping offiees, and even amongst the farming community, and I feel that a word of warning may not be out of place here. For the benefit of the young men of the eommereial world, I would say that I have never known a man of ordinary ability who worked hard and attended strictly to his own business who did not make a sueeess, whereas it is within the experience of most of us to know men of more than average ability and brains who have been swamped in the vortex of the stock market who might have been prinees among merchants had they devoted all their energies and abilities to the business they understood.

These words are of peeuliar interest now in the light of recent events in the Canadian stoek market, and prove their author to be a man of some perspieacity. Stock speculation by those who know nothing of the market has been a growing evil of late years in Canada, and such warnings as that of Mr. Stewart's cannot be taken too seriously. It is a matter of satisfaction that we have men in the position occupied by him who are not afraid to speak their minds on the subject.

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Customers do not lie awake at night thinking about the goods of the merchant who does not advertise.

• • •

A QUESTION OF INVESTMENT.

THE recent slump in stocks must have brought home to the minds of many who may, perhaps, have hearkened to the voice of the stock market Circe, the extreme precariousness of this form of investment and the risks undertaken by the business man who invests his money on margins.

In the face of an unpreeedented wave of industrial prosperity, when business is expanding, eall money easy, and dividends assured, with every condition present which should

make for steady and increased values, securities of the most unimpeachable intrinsic worth falter, sink and go down with a crash before a bearish onslaught manipulated by a malignant combination of eastern operators.

What chance has the average man who takes a "flyer" in stocks, of gauging correctly the designs of the magnates who generate these financial storm-bursts? The more confident he is of his position and the more fortunate he proves to begin with, the more inextricably is he likely to be involved when the crash comes.

There is no more insidious form of gambling than stock speculation, nothing which so diverts a man from his own proper affairs or which so imperils his solvency. Truly the stock exchange is a bottomless pit, fit habitation indeed for "bulls" and "bears," but no place for the "lamb."

If the business man has surplus funds not required in his business, let him invest them so that they may bring assurance and not anxiety; afford a dependable revenue, and not open a yawning gap to perdition. For the busy man of affairs, bound up in the interests of his business, it is doubtful if a more suitable investment can be found than one of the many forms of insurance offered by our life insurance companies. Under our insurance laws the policy-holder is thoroughly protected.

The returns on money invested are usually somewhat better than can be secured from the bank, and the death risk is carried at the same time. It is true that an occasional lucky operator in stocks will make a fortune in a day. But how many of them retire when they have "made their pile?" It is safe to say not one out of fifty quits while ahead of the "game."

Of a hundred average business men let fifty invest their surplus cash in margins on stocks and the other fifty in insurance, what is likely to be the financial standing of these men at the end of a given period? If one out of the fifty stock speculators has made a fortune it is safe to say that the others have made nothing and many have lost their all in the vain effort to cover in the face of an adverse market, a situation which in any considerable period is as inevitable as the seasons and, to the outsider, as unpredictable as the cyclone. On the other hand, the policies of the men who have invested in insurance will be maturing.

In the afternoon of life they will garner the fruits of a thrifty noontide. Payments so arranged to terminate and policies to become payable will make easy that period of life when men are wont to say, with Falstaff—"Shall I not take mine ease in mine inn?"

Nor are the benefits necessarily delayed to the close of life. There is permanent satisfaction in the knowledge of the fact that provision is made for dependent ones which no untoward combination of circumstances can affect.

In event, moreover, of financial difficulties, the policy is a valuable security which may be relied upon either to avert the threatened calamity, or, in case of bankruptcy, to provide the means for a fresh start and an opportunity to retrieve a position of solvency.

An investment on margins is a virtual hypothecation of one's credit; an investment in insurance is an addition to capital stock.

STRONG POSITION OF KNITTED GOODS.

A PARTICULARLY strong situation exists in regard to knitted goods. The price of raw materials has continued to advance, and this may naturally in turn be expected to affect values in the finished products. But this is not the only strong feature in the knitted goods; there is a scarcity of experienced help to be taken into consideration. This is by no means an unimportant matter, for the scarcity of labor means difficulty in filling orders, and not only that, but increased cost in manufacture. The opinion, therefore, obtains in the trade that it would be good policy for retailers when their Fall goods came to hand in September to protect themselves with at least fair repeat orders.

It is true, owing to the fact that manufacturers are well supplied with raw material, that an advance in price is not anticipated on repeat orders for the Fall, but such a contingency is not at all unlikely in regard to Spring goods. Nothing, of course, is certain, but present indications favor a firmer rather than an easier market in knitted goods for some time to come.

In the face of these conditions, is it wise for retailers to hold cut-price sales on knitted cotton wear, as some are at present doing, particularly when these goods are much the same in style from season to season? Under ordinary circumstances, stock depreciates in value when held, but if the present state of the market is maintained we may expect a reversal of this order, as far the knitted goods trade is concerned.

* * *

He who aims well may not always hit the bull's eye of success, but he is likely to make a good score.

* * *

MR. BROCK AND ORGANIZED LABOR.

MR. BROCK, M.P. for Centre Toronto, from his place in the House of Commons, spoke his mind rather freely recently in regard to international labor organizations. He is not opposed to organized labor. On the contrary, he expressed himself in favor of Canadian labor organizations; but what he is opposed to is the interference of officers of international organizations in matters which purely concern Canadian workmen. The occasion on which he thus expressed himself was when an amendment to the Conciliation Act was under discussion. One of the sections of this amendment proposed to legislate for the international as well as for the local and national labor organizations. It was to this that Mr. Brock specifically objected. As reported in Hansard, he said:

> Why do we send to Philadelphia, New York, Boston or any other large American city for international interviews, and organizers to come to this country? We should do everything to make it thoroughly understood that the Canadian Parliament is able and willing to legislate for this country and will insist upon its rights to do so. I do not care what by-laws and rules the local organizers may have, they have a perfect right to have them; but when these local laws have to be referred to agitators from the other side of the line, that is something that we should fight against. These Canadian organizations I am in favor of and am anxious to support in every possible way, notwithstanding what may have been said. But I do not wish to support, nor do I think that this country will support, agitations and organizations the main spring of which is on the other side of the line.

No liberal-minded man seeking the welfare of this country would be offended at those remarks. It is no

secret that officers of the international labor unions have exercised their powers to bring on labor strikes in Canada seemingly for no other purpose than to injure Canadian industries.

Meddlesome persons from the United States are persistently interfering in Canadian labor affairs, endeavoring in not a few instances to stir up strife between employe and employer, where none before existed.

In some instances strikes have taken place which have brought great injury to certain industries. Mr. Brock is a large employer of labor and is a shareholder in many large commercial enterprises himself, besides those whereof he speaks in regard to the evil effects of international organization.

The action of the labor unions which in September last withdrew from the International Trades and Labor Congress because of the interference of labor agitators from the United States in Canadian labor questions shows that even among the union men themselves of this country there are many who think as Mr. Brock does in this matter. But some of the labor organizations in Toronto have nevertheless condemned Mr. Brock, and although he is friendly to labor organizations and has expressed his willingness to do all he can for them, we may expect them to try and bring about his defeat should he again offer himself for re-election to Parliament.

Should such influence accomplish his defeat it would be regrettable. Aside altogether from the fact that Mr. Brock possesses in a marked degree those business qualities which are all too rare in the House of Commons, he has shown himself to be in Parliament a man fearless, outspoken and sincere. Such men Canada can ill afford to lose from her parliamentary bodies, to whichever party they belong.

* * *

It is courtesy, not curtness, that successfully courts prosperity in business.

* * *

THE COMMERCIAL OUTLOOK IN CANADA.

ONE of the most reassuring features of the trade situation in Canada at the present time is the bright crop outlook in the grain-growing provinces of the country. In both Ontario and in the Great West the conditions are of a most promising nature. The acreage under wheat in Manitoba is this year close to the 2,500,000 mark. The official report puts the figures at 2,442,873 acres, which is 402,933 more than last year, or an increase of over 19 per cent. Based on the average of 1901, which, it will be remembered, was smaller than that of last year, it means an increase of about 10,000,000 bushels in the yield of wheat. But the increase is not confined to wheat; everything except barley shows a greater acreage. Taking everything into consideration, something like 500,000 acres more than last year are under cultivation.

The official figures for the Territories have not yet been issued, but as the increase in immigration into that part of the Great West has been much larger than into Manitoba, it naturally follows that the increase in the acreage there will be proportionately greater.

Taking agriculture in all its ramifications—cereals, fodder, cheese, butter, etc.—it may be expected, on a moderate estimate, that the earning powers of the farms of Manitoba and the Northwest Territories will this year be increased by at least $1,000,000. This divided among a population of about 600,000 is by no means insignificant.

The statistical estimates for the Province of Ontario have not yet been issued, but the report in regard to the condition of the crops is, on the whole, of a most satisfactory character, and the bountiful rains which have fallen since the report was issued have certainly greatly improved the situation from what it was a month ago.

At present there is every prospect of 1903 being a prosperous year for Canada. The agricultural prospects, as we have already shown, are most promising. They certainly were never more so. The unusually large influx of immigrants and the expanding of railway construction in the Great West must necessarily mean a large increase in the consumptive requirements of the country, both in the way of constructive material as well as in food products.

Besides the home market, however, it must be remembered that there is a demand abroad for everything that our fields and farms can produce, while in all our staples there is a gratifying increase in the export trade. In farm products of all kinds the increase during the ten months of the present fiscal year, compared with the same period last year, was about $10,000,000; and in manufactured goods nearly $2,000,000.

All told, the export trade in merchandise for the ten months was $180,664,660, or $11,268,569 more than during the same period in 1902.

In imports of merchandise there was an increase of nearly $29,500,000 during the same period, showing that our ability to buy as well as to sell is greater than it was a year ago. Our aggregate foreign trade in merchandise during the six months was $356,648,708 compared with $327,174,820 in 1902.

Our factories are still busily employed, and the most important of them have orders for several months ahead; in fact, notwithstanding the rapidity with which our manufacturing industries have expanded during the past decade, the consumptive capacity of the country has increased in a greater ratio.

The mining industry in British Columbia, on account of the labor disputes, has been in an unsatisfactory condition for some time. This has been the only cloud on the Canadian trade horizon for a long time, but even in this particular the conditions are improving. In the coal mining industry on the Atlantic coast, on the other hand, the conditions were never as favorable as they are to-day. The lumber industry in all parts of Canada is in a flourishing condition and there is every indication of an active trade in this line for some time to come.

The general favorable condition of trade in Canada is also reflected in the earnings of the railways and in the official banking returns, all of which show increases compared with the same time last year.



FOR FALL GOODS

Do you not require some Wax Figures and Millinery Stands for Fall displays ?

We are able to offer our many customers better goods than ever before, at very low prices.

We invite Merchants and Milliners to call and see our goods.

Fine Line Wax Figures at $12.00.

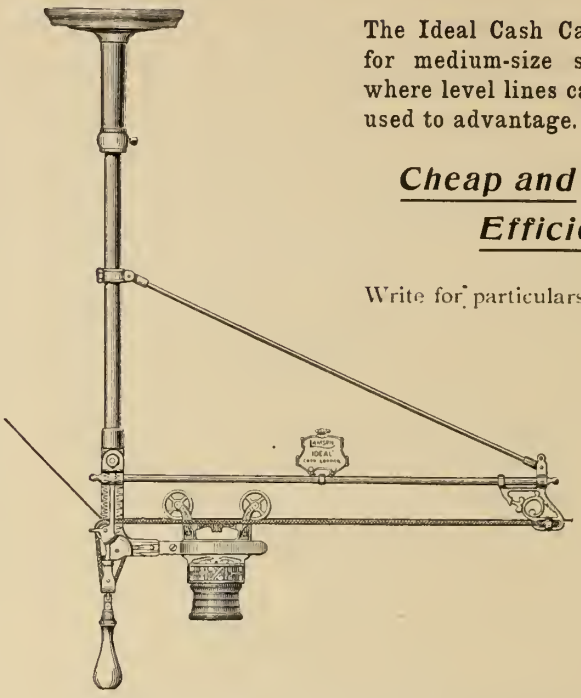
Millinery Stands— largest range to select from.

We also carry a full line of Ribbon and Glove Cabinets, Glass Counters and Show Cases, Triplicate and Single Mirrors, and everything in Display Fixtures.

Write for large Catalogue, to

Clatworthy & Co., 48 Richmond St. West, **Toronto.**

LAMSON IDEAL CASH CARRIER



The Ideal Cash Carrier for medium-size stores where level lines can be used to advantage. . .

Cheap and Efficient.

Write for particulars.

FRED'K C. CUTTING

117-119 Simcoe Street, TORONTO, ONT.

Practical Display Fixtures—Money Earners and Money Savers.

PRACTICAL HOSIERY RACKS.

A new device, made of steel, nickel-plated.

Slip the stocking in the spring, pair by pair.

Place the spring in the frame at the top of the rack.

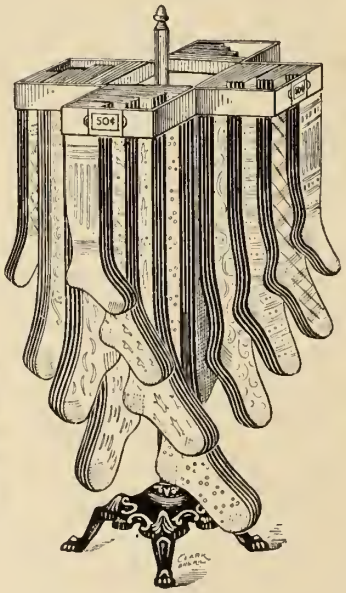
A quick jerk disengages the pair desired without interfering with the others When handled and inspected they hang tight and fast, keeping their position and shape. There can be no disorder in the stock when this rack is used.



THE SPRING.

No. 1. 34 inches high, 16 inches wide. Has 4 springs. Capacity 72 pairs hose. **$5.75**

No. 2 34 inches high, 16 inches wide. Has 8 springs. Capacity 120 pairs hose. **$6.75**



No. 1—Price $5.75.

Sold by the leading jobbers of Dry Goods and Notions.

Practical Fixtures are made for all sorts of merchandise.

Send for Catalogue to the Manufacturers:

A. N. RUSSELL & SONS, Ilion, N.Y., U.S.A.

Up-to-Date Fixtures for Up-to-Date Merchants.



NO. 3 RIBBON CABINET.

Practical . . .

Ribbon . . . .

Cabinets . . .

PRICE LIST.

Cabinet No.		Capacity. Bolts	
0	27¼ x 6½ x 26½	50	$ 6.00
1	28¾ x 14 x 26	100	10.00
2	28¾ x 14 x 38	150	13.50
3	28¾ x 18½ x 38	250	18.50
4	28¾ x 23¼ x 38	325	23.00
5	28¾ x 27¼ x 38	400	26.00
6	28¾ x 32½ x 38	475	30.00
8	28¾ x 42¼ x 43½	700	42.00

MADE OF OAK, RUBBED FINISH.

SOLD BY THE LEADING JOBBERS OF DRY GOODS AND NOTIONS.

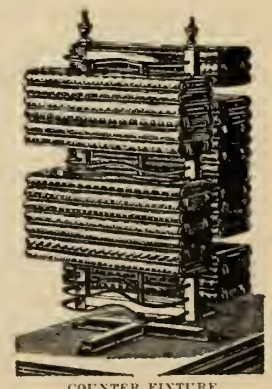
Practical Piece Goods Fixtures.

The proper display of ginghams, prints and piece goods in general requires a Practical Counter or Floor Fixture. Either holds 40 pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in. 20-in. counter space. Price..... $6.50

Practical Floor Fixture, height 5 ft. Price $7.50

For full description of the Practical Display Fixtures send for a catalogue to the manufacturers,



COUNTER FIXTURE.

WINDOW FIXTURES A MODERN NECESSITY

TO the haberdasher the window fixture has become as absolute a necessity as his counters or shelves. It is not only that they are indispensable in the proper display of his goods, but the very nature of the articles which he has to show precludes all possibility of placing them on the floor or on constructed shelves.

The later fact is so evident that one such display will soon convince the furnisher that the money expended in the necessary fixtures is saved in a very few displays. Such articles as gloves, shirts and ties in the light colors, soil so easily and depreciate so much in value with each spot of dust that it is imperative that they should be handled with the greatest care and shown in such a way as to prevent their exposure to the dust of the store as much as possible. The furnisher has come to recognize the fact that not only do fixtures save his goods, but also display them to such advantage that it is safe to say over 50 per cent. of his sales depend upon them. It is not more than once in three times that a man postpones his purchases in furnishings until he is forced to buy, but it will be found that it is the sight of something particularly attractive in a window that draws him in to buy, whether it be tie, shirt, shoe, hat or fancy vest. It is then a fair deduction to make to say that the better these are displayed the more likely they are to sell.



Fig. 1.



Fig. 2.

In this way the furnisher's business differs from that of almost any other merchant in dry goods. In such lines as hardware, groceries, furniture, etc., the man usually feels a want before the window sells him anything, but in the case of furnishings he does not need a tie every time he buys one, nor a pair of gloves, nor a shirt.

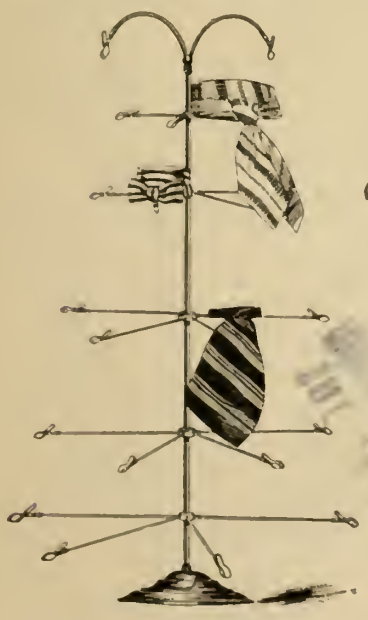


Fig. 3.

The cuts given show many of the latest and most convenient kinds of fixtures required, and in each case the cost is a mere fraction of the goods the fixture sells.

Figs. 1 and 5 are two of the latest style fixtures for displaying ties or gloves, the circles and squares providing the proper openings.

Fig. 2 is a window card or price ticket holder, and supplies a convenient neat position for a feature of a window that is apt to look untidy.

Fig. 3 is a large fixture with movable arms and clasps at the end of each arm; almost any line can be shown on this and a great quantity can be carried at a time.

Fig. 4 is intended to be fastened to the wall or corners of the window and is used for hats. There are dozens of fixtures used for the display of hats, from this single cheap one up to the most elaborate patterns holding three dozen or more.

Figs. 6 and 13 are umbrella holders that are absolutely needful for the proper display of umbrellas, parasols or canes. Fig. 13 is preferable for window display as it shows each umbrella distinct from the other, while Fig. 6 is a good inside stand, as it holds as many as 18.



Fig. 4

Fig. 7 is one of the many stands for shoes; the top plate is often a mirror, adding much to the appearance of the shoe.

Fig. 8 is a fixture suitable for the display of gloves, ties, braces, neck scarfs, etc.

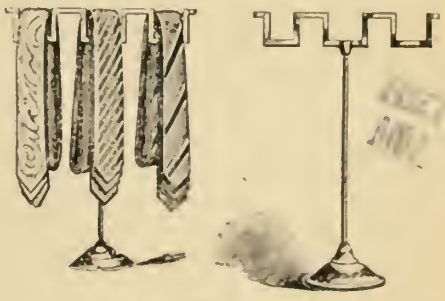


Fig. 5.

Figs. 9 and 12 are small stands for gloves, collars, ties, shoes, hats, or almost any of the smaller articles in a furnisher's stock. The top sheet is best when made of plate glass.

Fig. 10 is a fixture with a catch at the top to hold a collar and tie display.

Fig 11 is one of the stands used for the display of shirts, although the same fixture upon a pedestal is superior to the one shown here.

In addition to these fixtures there are the papier mache forms and wax figures for clothing. These figures are by far the best method of showing suits, and from a full dressed figure any article upon it gains in appearance. Many haberdashers are using for small windows a fixture that fastens to the floor and often runs up to the ceiling. This fixture is made up of two upright brass posts with brass rods running across and supported upon movable arms. These rods can be placed in any position by means of these movable supports and the shape changed to suit whatever is to be shown. To these can be attached other smaller fixtures for any required purpose.



Fig. 6.



Fig. 7

HOW TO DRESS A GLOVE WINDOW.

A WELL-DRESSED glove window is a great temptation to the fair sex, and helps to develop a trade to be coveted by all who wish to increase their returns, says The Draper, of Australia. Such being the case, it is of the utmost importance to make the show as tempting as possible, so as to secure customers.

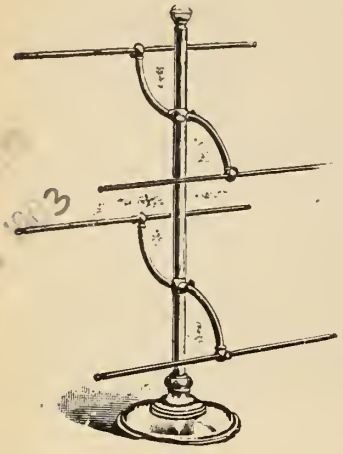


Fig. 8.

An ordinary window, say 10 ft. wide by 9 ft. deep, can be divided into three elevations by making two platforms 14 in. high and 3 ft. deep, and allowing the top one to rest on the edge of the one on the floor. This will give three spaces of 3 ft. each, namely, the floor, first platform, and the top platform. For each elevation an upright is required on each side, and two for the back of window, making eight in all. These must be fitted with double sockets, with two 14-in. arms in each, which must be dressed by dropping one pair of gloves over the arm, one glove on each side. In this way the backs of one pair can be shown and the next pair should be reversed, so as to display the buttons. Each arm will take four pairs, and the sockets should be about 15 in. apart. The arms must be brought forward at a slight angle to the centre of the window. A different price might be arranged on each upright, and to distinguish it from the next a different color could be used, thereby showing the variety of shades in stock. These instructions must be carried on all round the window.

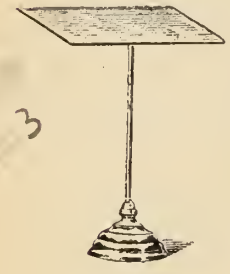


Fig. 9.

Having settled the back and sides, the next difficulty is the floor or centre. The most effective floor covering is mirror, if you have sufficient available. It gives lightness, and enhances the appearance of the gloves. The two 14-in. elevations must be faced with mirror in order to duplicate the goods shown on each of the platforms, and to give volume to the show. Failing mirror, the next best thing is art green baize.



Fig. 10.

Always remember in placing that there is no necessity to crowd every inch of space as if the great aim was to get in as many pairs of gloves as possible. They must not be crowded in any way. Start at the front of the window; take a pair of gloves and fold one over the other, showing the back of each, double them slightly so that they will raise themselves in the centre and then place them on the mirror, being careful to leave a space between each pair. The second pair must come opposite the space of the front row, and so on right to the back of elevations. Now if it was left in this way the window would appear very flat, so it must be raised. The best aid to this is also a mirror about 1 ft. wide by 4 ft. long, rounded at the edges. With this use 12-in. glass holders, which are telescopic, and can be made any height required. Rest the glass on these, using two glasses for each platform, and place them at an outward angle to the front of the window. Place the gloves on these in the same way as the floor, but if glove-hands are to be had, use them at stated intervals, working from the centre.

Small glove stands about 10 in. high, holding two pairs, also break the flat appearance. Use the same on the floor space as well. Two large glove stands, one on the centre of each elevation, will lift the centre and give a finish to an already fine stocky show. Each platform can be ticketed a different price if so wished.

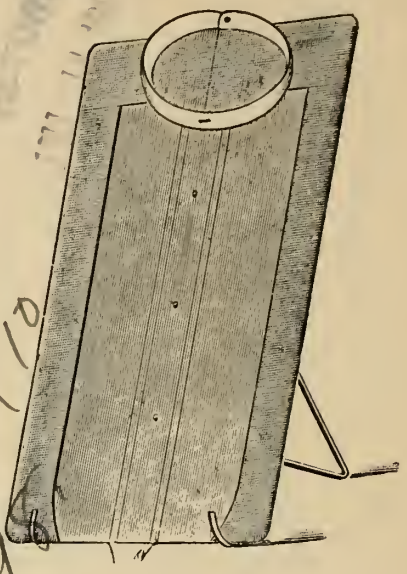


Fig. 11.

Another fine window show can be made by dressing the arms or brackets with hosiery, and leaving the centre dressed with gloves, with which the hosiery will not clash.

A NEW BUTTONHOLE MACHINE.

WRITING from Coburg, Germany, the United States consul-general says: "The usual type of buttonholing machine has been operated so that first one side of the buttonhole has been worked and then the neeedle mechanism or the fabric is readjusted to work the other side. A Swiss make works both sides of the buttonhole simultaneously, which not only has the advantage of greater rapidity, but also of a simplified construction. The machine is provided with two needles, each of which, during the reciprocating motion or the fabric or of the needle mechanism, works one side of the buttonhole. In order to fasten the ends of the buttonhole, the distance between the needles is reduced so that the stitches of one side emerge over those of the other side."



Fig. 12.

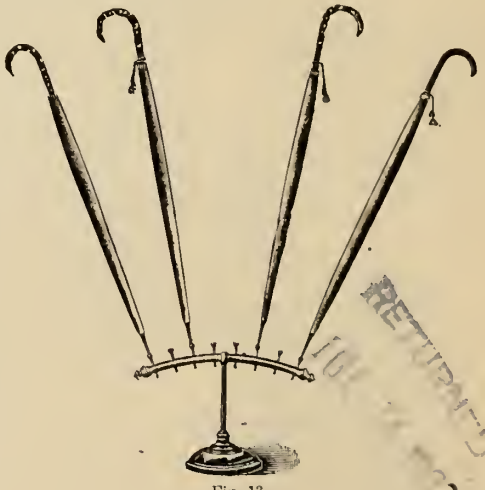


Fig. 13.

J. Randle, proprietor of the Meaford woollen mills, Meaford, Ont., is experiencing a very busy season. His plant running at its fullest capacity can scarcely keep up with the orders which keep rolling in. The Meaford woollen mills are an excellent example of what can be done in the manufacturing line in our smaller towns.

DRY GOODS TRADE IN BRITISH COLUMBIA

Some of its Features and Merchants. . .

THE extent of the development and establishment of the dry goods trade in a wholesale way in this furthest western portion of the broad Dominion can be best judged from the accompanying brief outline sketches of the firms engaged in that trade. The conditions attendant upon the establishment of the wholesale dry goods business in the territory reached by these houses may be fairly well gathered from the hints given by some of the gentlemen who manage these houses, and are therefore in touch with the practical side of it.

It is worthy of note, that one and all join in saying that there is a satisfactory growth, and that the dry goods business is getting on a solid and permanent basis in more ways than one. The hope is expressed that the eastern manufacturers and shippers, who have been possibly criticized to an extent in some of the remarks reported here, will take it all as it is meant, in perfect good part. If this is the spirit in which the questions mentioned are taken up, there will be a corresponding improvement in conditions resulting in benefits to both the eastern shippers and the wholesalers of British Columbia.

GREENSHIELDS & CO.

Greenshields & Co. hold the premier place for length of establishment in Vancouver. Fourteen years ago the branch was opened up here, and ever since, the firm has been doing a good business, the increase in the past few years being very considerable. The warehouse was for years on Granville street, in the Van Horne Block, but for the past two and a half years the firm has occupied a handsome new block erected specially for them, on Water street, where the central location is enhanced by direct railway siding to the rear, which enables them to handle all large shipments on and off cars direct. The premises are 75x120 ft., with four floors fully taxed to accommodate the big stock carried. The firm carries a full line of general dry goods, both staple and fancy, as well as a large stock of men's furnishings. Such lines as smocks, jumpers, overalls, rough shirts, etc., are manufactured by the firm here. In Canadian cotton goods the stock is purchased direct from the manufacturers in the east. The firm imports direct from the markets of England and Europe in nearly all lines of foreign goods carried, and the importations are largely brought via sailing ships from the Old Country. The recent establishment of regular steamship service from the Old Country via the Suez Canal by The China Mutual S.S. Co., is proving a big benefit, as goods from England are now delivered in 60 or 70 days. Four travellers are kept on the road from this house, the up coast and local trade, the Yukon, the Kootenays, and Alberta as far as Edmonton and east to Medicine Hat being the territory covered. Of course the trade with Alberta and the main line of the C.P.R. is only in certain lines, principally of imported goods.

Manager A. W. Johnston, in speaking of business, says that this year is a decided improvement on last year, and that the season is promising, despite several local labor disturbances, which are now practically settled. Of these the railroad employes strike caused the trade the most discomfort.

GAULT BROS., VANCOUVER.

"The time is fast coming when those who expect to do business in a wholesale way in British Columbia will have to establish a house and carry a stock here," said Mr. H. A. Stone, manager of Gault Bros., British Columbia house. Mr. Stone thinks that while this is true, it is, nevertheless, true that much of the work being done by houses like his own, in opening branches in this province is for the future not for present returns. "The people of the province are good buyers, spending more per capita than any other province. If it were not so the dry goods trade would be small. It is increasing steadily, but that increase is bound to be gradual, and the emphasis should be put on the 'gradual'."

Merchants are beginning to appreciate the fact that stocks are carried locally, but the great variety of goods necessary to be carried, owing to the different classes of trade, makes it a hard proposition for the wholesale house. "We have to cater," said Mr. Stone, "for many classes of totally different trade: the fisheries, the mining, Indian trade, Yukon, and the ordinary provincial and city stocks."

The Gault Bros. warehouse in Vancouver occupies a prominent central location on Hastings street, close to the business centre of the city. The travellers are out in the province and to the Yukon and Alberta at regular seasons, and as merchants can buy more frequently in smaller lots and are able to get stocks promptly and sort up with little trouble, the house gets its share of business.

Of this season's trade Mr. Stone says that Dawson and the Yukon are buying fairly well, but the larger houses, such as The N.A.T. & T. Co., The A.C. Co., and The Northern Commercial Co., buy largely in the east. There is another consideration, and that is, the demand in the Yukon is for quite a large percentage of American goods. Local trade and the trade with the portions of the Territories reached from Vancouver is good. The firm carries a large stock of staple dry goods, and makes a specialty of gents' furnishings, in which they find a large demand in most of the fields they cover.

MACKAY SMITH & CO., VANCOUVER.

Six years ago the firm of Mackay Smith & Co. established a wholesale warehouse with a stock of general dry goods and gents' furnishings, the latter being what they have always paid particular attention to. The mining trade, the logging camps, and the Indian trade are largely supplied with the class of goods handled by this firm. The firm is largely engaged in manufacturing shirts, overalls, jackets, tweed pants, etc., for their trade, carrying many hundreds of dozens at all times in stock, as well as keeping a force constantly employed in making up goods. They have recently moved into a new warehouse built for them on Cordova street. It is 50x120 and has two storeys and a portion of the basement. On the upper floor manufacturing is carried on and a reserve stock is carried. Three travellers are on the road for this firm, covering the coast and interior of British Columbia, as well as the Yukon district and portions of Alberta. The classes of goods sold in the Yukon are much different from other parts of the territory the firm covers. Many Americans

are residents there, and the demand is for many lines of United States goods. "For instance," Mr. Smith said, "the stock of denims to make up into overalls, etc., for the Yukon is altogether American manufacture. That causes the firm to buy at least half their denims in the United States."

As to source of stocks, Mr. Smith thinks the trade he does may be roughly divided as necessitating the importation of nearly all heavy and coarse fabrics, such as rough tweeds, blankets, socks, woollens, etc., from Eastern Canada. Fine shirtings, cashmeres, shawls, fine hosiery, tweeds, meltons, etc., are all imported from England. Straw hats, in which the firm does a big trade, are all imported from England, except harvester hats. The quality of the goods is the cause, the trade preferring the English straws as much better finished and lighter. The cost of importing runs from 75 to 80 per cent duty and freight. In one recent instance, Mr. Smith said, the cost was 87½ per cent. In English and other imported goods, on account of the advantage of cheaper transportation, by sea, the houses here find that they can sell in Alberta in competition with Eastern Canada, though the local rail haul is a heavy handicap against British Columbia wholesalers. In Canadian manufactures, of course, the trade here is practically barred.

"There is one point on which I think the eastern manufacturers need a little enlightenment," said Mr. Mackay Smith. "They have invariably shipped our Winter stocks too late to permit of them being shipped to the Yukon that same season. We buy here in January, and should receive the stocks not later than July, but it is never before September when the first of them arrives.

"The trade of the Yukon has practically to be done in July and August. If it is left later, then the chances of getting next Winter's goods in is so bad that dealers there will not take it. The buyers who come here will not take chances if our stocks are not right on hand. They prefer to go to Seattle, and do go there, and thus a large portion of the trade we ought to get is lost.

"Possibly the eastern Canadian manufacturers have been looking on our trade out here as too small to take particular pains with. They have been serving first the eastern dealers, who could wait a short time without inconvenience, as their trade does not begin so early as ours, and they are closer to source of supply. When these orders are filled, the west comes last.

"The way this affects the trade is that we get our stocks so late that we have to carry Winter goods over till next season. If we had them in July we could ship to the Yukon and possibly re-order largely for our own more local trade. As it is, there is never any re-ordering, so the trade is not as big as it might be." Mr. Smith feels that the difficulty is one which can be easily remedied.

C. F. JACKSON & CO., LIMITED.

The wholesale dry goods firm of C. F. Jackson & Co., Ltd., of which Mr. Colin F. Jackson is managing director, was started four years ago as The Vancouver Agency, Ltd., and the style was changed a year ago to the present name. It is the principal department of a varied business, being formed as a branch of Colin F. Jackson & Co., of Liverpool, England, successors to Theo. H. Davies & Co. That firm has a long and wide experience in buying for Hawaiian and other trade. Through them all the European business of the Vancouver house is transacted. In this city they carry a full line of staple dry goods, particularly for cannery and country trade. At the same time, the long standing connection of the company with manufacturers in Great Britain and Europe enables them to cater very favorably for the trade in all dry goods lines. They are specializing Irish linens. Fully a half of the stocks carried are from eastern Canadian manufacturers, especially in lower classes of staples, the protective duties making it impossible to import these lines to advantage and profit.

Mr. Jackson expresses the opinion that the preferential tariff has greatly helped trade with Great Britain, though he says, "as far as I am aware, it has not diverted a single order from Canadian manufacturers." This he explains by pointing out just before that the Canadian goods were of the coarser staples, while importations were of finer lines of manufacture.

"While general conditions have greatly improved throughout the province," said Mr. Jackson, "and in gents' furnishing lines trade has made great strides, the improvement is not yet felt in dry goods. That is dependent upon the establishment of a permanent as against a floating population. The latter class is large yet in this new province. This change will doubtless follow the trade in machinery and the other classes of heavy goods used in developing a new country." The firm of C. F. Jackson & Co. does not go extensively into the Yukon trade, though having a fair proportion of business as done here.

The buying for the house is done by Colin F. Jackson, who makes several trips each year to England and Europe. He has had a long experience in dry goods buying, covering practically his whole business career, with the result that he is well acquainted with the manufacturing trade of the Old Country.

JOHN W. PECK & CO.

The British Columbia branch of John W. Peck & Co. is in charge of W. J. Taaffe, who has carried a stock here for the firm for several years. They have been for two years in new premises on Cordova street, a store 50x100 ft. The outlook, Mr. Taaffe says, is that they will have to move again soon if trade keeps on growing as it has. Clothing, shirts, men's furnishings, hats, blankets, esc., comprise the stock of this house, and in many rough lines, such as overalls, jumpers and working shirts, they do their own manufacturing. The firm imports direct for this trade from the markets of the United States and the Old Country. A great deal is being brought in just now. Eastern Canadian manufacturers are getting more business than they can handle, and frequently they have to disappoint buyers out in the West. Mr. Taaffe has been east but recently purchasing, and his experience was that mill after mill was full up with orders and everything sold out. Especially is this true, he said, in woollen mills. The firm has had to go to the Old Country or wherever they could get stocks. For example, fleeced underwear, of which the firm handles a large quantity in northern trade, has been withdrawn from sale. In other lines, partial filling of orders was the experience. Blankets were hard to get. Not long ago the house tried to buy 100 dozen cotton socks, but could not get the order placed with a Canadian firm. The bill was bought elsewhere, and then, shortly after, a manufacturer wrote that in sorting up after sales they found they had 100 dozen over. Mr. Taaffe promptly wrote, offering to take half, although he had already bought a stock. He got a reply that the lot had been sold before his answer was received.

In general, the trade this season is better, Mr. Taaffe says, than he expected. There have been some troubles in strikes, but these have not done the real injury that slow transportation is doing all the time. The railway seems to be like the manufacturers,—getting more traffic than it can handle.

LAWRANCE & PAGE.

A comparatively new firm in the wholesale trade is that of Lawrance & Page. They are engaged in business as manufacturers' agents and jobbers in hosiery, men's caps, underwear, etc. The members are Mr. W. C. Lawrance, who has a long experience in the dry goods trade here, having been manager for Greenshields' branch some years ago; Mr. W. Page, son of Chas. Page, one of Toronto's pioneer merchants, and Mr. T. B. Hill, formerly in the retail trade here with G. I. Wilson. The firm finds its trade growing satisfactorily, and the opinion expressed by one of the members is that there is no question that trade with Eastern Canada is growing. Fewer retail merchants import now than formerly. More goods are sold locally to the retail trade than used to be, though there are some who do not buy from local wholesale dealers. There is, too, a class of exclusive trade, which exists everywhere, for which direct importing of specialties is always a necessity. The name of "imported direct" has a glamor.

PARSONS & STEWART.

Parsons & Stewart are a new firm of men who have had a long experience in the trade of this province. Mr. Chas. Parsons represented Gault Bros. in the West for years, and was manager when that firm first opened its branch here. Mr. R. Stewart formerly represented The M. Langmuir Mfg. Co., of Toronto, and The Wellesley Woollen Mills Co., of Wellesley. Parsons & Stewart make a specialty of wholesale gents' furnishings and certain lines of dry goods and tailors' findings. They also act as commission agents for several leading Canadian manufacturers. The firm has already begun importing from English and European manufacturers for some lines they carry. They make a side line of trunks and valises, carrying a complete stock.

CORTICELLI SILK CO.

Corticelli is a name which has become so familiar to the dry goods trade, that no explanation is necessary. Users of silk and dealers in all lines of silk manufactures are well aware of the value of the makes handled by The Corticelli Silk Co. The firm has many branches in Canada, and of these none is more prosperous than the one established in Vancouver on January 1, 1900. Mr. H. M. Burritt is the manager, and he deservedly holds the confidence of the trade, both wholesale and retail, throughout the province. Mr. Burritt has been with the firm for a long time, and has held the position of manager of the British Columbia business from its inception. The local stock is, of course, supplied through the head office at St. Johns, Que. All lines are kept stocked, and the trade fully appreciates the fact that they can sort up at a moment's warning. Both the retail merchants and jobbers in British Columbia are supplied from stock by the Vancouver branch.

TURNER, BEETON & CO., LIMITED.

The head of the house of Turner, Beeton & Co., Limited, is the Hon. J. H. Turner, formerly Premier and Finance Minister of the province, and now agent general for British Columbia in London. The house was established in 1863, the original firm being Turner, Beeton & Tunstall. Mr. Tunstall retired in 1878, and Mr. Beeton in 1891. Then Mr. Kirk, one of the present members of the firm, came in, and the style remained Turner, Beeton & Co., until 1902, when the firm became a limited liability company. Mr. R. A. L. Kirk and Mr. G. A. Kirk are the two principal stockholders in addition to Hon. Mr. Turner. The house carries a large stock of dry goods in all staple lines, being heavy importers. Their trade is largely with the northern coast and with the older settled portions of the interior, especially Lillooet and Cariboo. From their long connection with the Old Country at a time when the transportation was altogether via the sea route round Cape Horn the class of goods carried is appreciably influenced, being more of English stock than perhaps other firms carry. The firm has a London office at 33 Finsbury Circus, through which purchases for the trade are made from the manufacturers of England and the continent. Here, too, the firm handles the brokerage business of the large salmon canning concerns they are interested in. The firm owns several canneries, the Balmoral, Terra Nova, and others, and is also selling agent for a number of others.

JOHN PIERCY & CO.

John Piercy & Co., like other Victoria firms, is a house which has its location and took its rise altogether within the boundaries of the province of British Columbia. Mr. John Piercy, head of the firm, and its founder, is well known and esteemed in the trade. His house has grown until it ranks with the best in the wholesale dry goods trade in the province. Men's clothing and supplies form perhaps the leading line in which they are interested, and for their large trade the firm has a number of employes engaged in manufacturing. Nearly all their rougher stock is made up on the premises. They make specialties of the trade with mining and logging camps and with the cannery trade. Also the Indian trade, an important one in a province where the natives get a chance to make as much money once a year as do the Siwashes in the salmon fishing season. The lines mentioned by no means cover the whole stock of the firm of Piercy & Co. They are heavy importers of staple and fancy dry goods, and also buy largely in the east. What is true of nearly all the houses in the dry goods trade in British Columbia is true of this house, and that is, finding the demand for men's wear the leading factor, owing to the many classes of industry carried on in camps, whether mining, fishing or logging, and in railroad and sawmill work, the firm has made a specialty of it and has built up a large trade.

F. C. DAVIDGE & CO.

The silk importing and commission firm of F. C. Davidge & Co., Limited, first opened in business in Victoria in 1889, Mr. F. C. Davidge being the founder of the house. He was later joined by Mr. C. H. Kerwin, who retired in 1897; Mr. Harvey, who still belongs to the firm, joining it then, and in 1898 it was converted into a limited liability company. F. C. Davidge & Co., has a large connection in the Orient, and in addition to dealing in silks and silk goods, they handle oriental fancy goods. The firm is also in trade as manufacturers' agents and has been interested in the salmon canning industry in this province.

LENZ & LEISER.

Lenz & Leiser, Limited, are one of the largest purely British Columbian dry goods houses. The firm has long been composed of two principal members, Mr. M. Lenz, and Mrs. Leiser, widow of the original partner with Mr. Lenz. Quite recently the house has been converted into a limited liability company, a considerable amount of additional capital having been interested anew. Lenz & Leiser, Limited, have always done a large trade in gents' furnishings, clothing, and miners' and logging camp supplies. They are extensively engaged as manufacturers of clothing, principally in rougher goods, shirts, overalls, pants, etc. They have a large number of hands engaged in their factory. The firm carries a large stock of general dry goods as well as the leading line of men's wear. Ever since the rise of the Klondike they have enjoyed a very large proportion of that trade.

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BUT WRITE US FOR SAMPLES AND QUOTATIONS.

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WE HAVE THE RIGHT GOODS AT RIGHT PRICES.

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Staple and Fancy Dry Goods.



Manufactured Goods for Men and Women.

P. Garneau, Fils & Cie., Quebec.

ESTABLISHED 1840.

We are always **wide-awake,** looking out for the latest **novelties** in every line. We are **prepared** to meet your requirements for the **Fall trade,** and the lines we offer are **necessary** for the success of your **business.** If our traveller is not at hand, **write, wire** or **telephone** for samples, or, better still, **call** at our warehouse, you will be welcome at all times. **"We Never Sleep."**

DRESS GOODS

FEATURES OF THE TRADE

TRADE SITUATION IN DRESS MATERIALS.

THE cold weather that has prevailed this month, has had some effect on the dress goods trade, as when the business of the moment is slow the retailer is not inclined to purchase largely, even of the coming season's goods. These conditions are off-set by the very firm market for all raw materials, and by the advances in price that have taken place, and are expected to take place. The retailer is accustomed at this season of the year to hear rumors of increases in price, and usually pays little attention to them; but this time it is different, and anyone who has followed the market reports, knows how serious is the situation.

This, with the prosperous times, has led to large placing orders on Fall lines; orders so large that the trade so far has been largely in advance of any previous season. That this is the right policy is shown from the reports that have come to hand from the old world manufacturing centres. During the last few weeks fine woollen goods in France have gone up from 15 to 30 per cent. Indeed, for some grades of materials, the orders have been cancelled, as the yarn for making them could not be obtained, and other orders have only been accepted subject to confirmation at the time when received. Cashmires have advanced in France 25 to 30 per cent.

Fortunately the wholesale houses are well covered, and the old prices as yet prevail, but when present stocks are exhausted, there will be another tale to tell, as jobbers will have to pay the advances and pass them on to the retail trade. "The Review" can only repeat the advice given in previous numbers, for the retailers to place Fall orders as promptly and as liberally as possible, because they will not be able to depend on a continuance of the present price level.

ZIBELINES, AND OTHER FANCY CLOTHS.

ZIBELINE cloths are certainly leaders for the Fall season. Perhaps, just at present, the sale is scarcely so great as it will be later on, but there is no doubt of its popularity, and zibelines will certainly be one of the leading features of the Fall trade. The brightness of zibeline is one of its best qualities, and the soft way in which the two toned effects, that are so strong this season, blend into the ground, makes it an extremely handsome cloth. Black and white is again in favor, as it will sell where colors would not be looked at. Then there are the many shades of blue with just a dash of green and white: and the black and white with the relieving dashes in green and red, and these are sure to be sellers for the Fall trade. Sheered zibelines are popular, and there is an irridiscent variety that is very well thought of.

All kinds of canvas weaves are strong in Fall lines. Blue and green mixtures are going well in this cloth. Knopped and curl cloths in two-toned effects are also good; and selling quite freely are snow-flake mixtures, with black and white as the leader. There is a quiet but steady demand for all kinds of plain goods, such as broad cloths, venetians, friezes, cheviots, box cloths, etc. Cheviots in particular, both in the lighter and heavier makes, are occupying a strong position in the trade.

All makes of tweeds are well taken, and the useful Donegal tweeds are in great favor. Then there are an immense variety of suitings similar to those used for men's wear. The retail demand this season will be many sided, and a very varied assortment will be required to take care of the trade's needs.

MOHAIRS AND VEILINGS.

MOHAIRS and lustres are making their way into Fashion's favor. They have been well taken all the Spring and Summer season, and the cutting up houses have done a big business in suits and separate skirts for outing wear in this material. With the smart set in the United States, mohairs are being much used for warm weather automobiling costumes. The trade heretofore has been done in black and the different shades of blue, with a few greys, but now there is a disposition to extend the range of colors, and browns, tans, and many lighter colors, such as sky, mauve, and old rose, are showing. These are likely to go well for waists this Fall, and certainly more will be heard about them for the Spring season.

The demand for light weight fabrics in the sheer weaves, particularly in black, was well sustained all last month, and these goods are being ordered out for Fall. The indications are that this class of material will run all the year round; but whether this is to be a permanent condition or not, the trade can hardly make up its mind. However, voiles, etamines, colines and crepe de chenes are all selling, but the last named material is not the leader that it was last season. Voiles and etamines outrank it.

WASHING MATERIALS IN DEMAND.

THE big demand for white goods has interfered to some extent with the selling of colored wash lines. The white wash goods are so strong in the market that consumers have taken materials that in former seasons they would have deemed unfit for the trade. Linens that in the past have sold only for butcher's aprons, and another line that hitherto has only been taken as a stiffening, were bought recently for separate skirts.

BLOUSE MATERIALS.

THE demand is large for blouse materials this season and retailers will not make any mistake in being well prepared in this direction. Blouse waists will be well worn in both Fall and Winter, and the showing of suitable materials is varied and attractive. Ombre stripes are perhaps the greatest novelty, but Dresden and Arcadian stripes, knicker, and fancy woven corded effects in such shades as sky, reseda, cream, white, royal, pearl grey, beige and pink are being well sold.

White and cream in a variety of materials are in for another good season, and both plain and fancy lustres, serges, cheviots, broad-cloths, etc., will all be strong.

An extremely pretty blousing material is a bedford cord with an embroidered silk stripe in white and cream. Velveteens in small spots and in fancy stripes and patterns in metal spots are shown for Fall. In the western districts plaids are selling for waists and children's dresses.

A USEFUL DRESS FORM.

THERE is a new papier mache dress form that the dress goods men are making great use of in their window and store trims. It is very graceful in shape, and gives not only the skirt form, but part of the bust as well. In the hands of a skilful draper and trimmer it can be made to give a splendid idea of what the material will look like when made up, and the galoons and bands, that form the fashionable trimming at the present moment, can be shown with the appropriate materials with much the same effect that they would have on the completed gown. Belts, sashes, and other accessories can also be shown in the proper position and to good advantage on these forms.

SPONGING DRESS GOODS.

IN conversation with a representative of "The Review," an experienced dress goods man said: "At one time it was hardly ever the case that any kind of dress material was sponged. Occasionally the local tailor would be asked to sponge a heavy broad-cloth or other faced cloth. This meant that highly finished cloths spotted with every drop of rain or water that touched them, and there were complaints galore about goods shrinking. Nowadays the department must be a back-number indeed that has not arrangements made for sponging. Nearly all kinds of dress materials are so treated. In the cities there are regular sponging concerns, but some of the establishments do their own sponging.

"If a well informed dress buyer selects a cream or light tan etamine, or voile, she will have it sponged, knowing that by so doing she will prevent it spotting and shrinking. The extensive use of fine dress materials has made some kind of an arrangement for sponging a necessity in the average retail store, and many, even of them, do their own sponging. Some charge a small fee, but the majority do it free of charge.

"This sponging of dress goods is not a fad, as it prevents a host of complaints. Every department should make some arrangement for sponging the fine dress goods bought by their customers, and will find it to their benefit to do so. In all the leading city stores the first question a salesman asks after a dress length is sold is 'Will you have it sponged?'"

SILKS AND VELVETS.

THE expected advance in silks has come, and peau de soie is 35 per cent. higher. This has had the effect of curtailing the trade to some extent, but as peau de soie in black is one of the best selling silks, this check can only be temporary. In the higher lines the wholesale houses are pretty well covered.

Manufacturers are holding firmly to their prices and are curtailing their production by closing down or working shorter hours, rather than accept the old prices on silk goods. This means that the trade is inactive, as a waiting game is being played by both manufacturer and buyer, but in the end indications are that the trade will have to stand for the advance.

In the Fall lines taffetas and peau de soies are most in evidence, and fancies are in the background. Some broche effects are shown in white and cream taffetas, but there is a noticeable absence of fancy weaves in silks. Velveteens will again be good for the Fall trade and for costume purposes. Great care should be exercised in choosing this fabric. A good cloth should be chosen, but a good cloth will not be satisfactory unless the dye is perfect and will not rub off. There is a dye now on the market that is said to be up to all requirements and to give perfect satisfaction.



OUR NEW

Fall Samples

Will be ready by July 1st,

and our representatives will be out for Fall orders. Our range has been largely increased this Fall with many NEW and BEAUTIFUL Designs, and prices will agreeably surprise you.

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E. W. GILMORE & BRO.,

Importers of Silver-Plated Ware,

86 Bay Street TORONTO, ONT.

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TRADE BERLIN MARK. "We fear nae foe."

The BERLIN SUSPENDER.

Made IN ALL Grades.

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THE ALL-WAYS READY

Skirt and Waist Supporter

WITH ADJUSTER.

Sells at sight. No sewing required.

Retailed for 25c. complete.

Manufactured by

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Manufacturers' Agents . . . and . . . Commission Merchants

HANDKERCHIEFS—In Cotton, Linen and Silk.

GLOVES, HOSIERY—In Cotton and Cashmere.

Silk, Satin and Velvet Ribbons.

SATINS—Tailors' Linings.

LACES—In Cotton, Oriental, Guipure, Silk.

FANCY RUFFS—Latest Styles.

A large assortment of Combs, Leather Goods, Fancy Clocks, Dolls, Photo Frames, Ladies' Belts and all kinds of Fancy Goods.

Please see our **latest novelties** in **Buttons** and **Silks** for Fine **Tailoring Trade** before **placing** your **orders.**

AMERICAN BUTTON CO.,

Sole Representatives for A. H. RICE, Pittsfield, U.S.A. **MONTREAL.**

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Hosiery and Underwear

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Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

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GUARANTEED UNSHRINKABLE AND NON-FELTING.

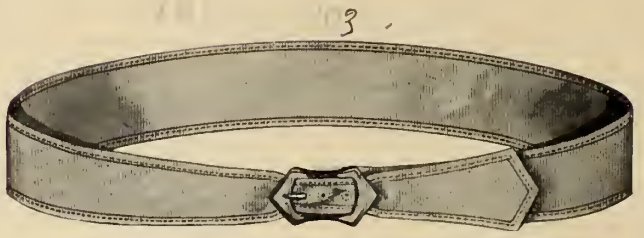
SOLE SELLING AGENTS

The Richard L. Baker Co.

28 Wellington St. West, TORONTO, ONT.



No. 314—Torchon, with pearl edge of any shade.
A dainty hot-weather collar.



No. 353—Belt, Double Pique, bound in white or color, Gilt Harness Buckle.
No. 355—Same, with heavy welt Pique, single.



No. 304—Swiss Muslin, neck of lace-work, white and color, or all white.
Full length from top of collar, 7 inches.

From DRY GOODS REVIEW, June, 1903.

Hunting stocks are again popular, particularly with the fine trade. Fine mercerized damasks of English make and in small neat patterns are leaders for making these stocks. Coarser damasks and the basket weaves are also much used. A particularly good effect was gained on one of these stocks by using a white damask for the body of the stock and hemstitching a striped damask as a finish to the ends. This made a novel tie. These hunting stocks are splendid wear for hot weather, as they are comfortable, easy to wash, and are stylish as well. And the fact that these goods are very popular, at any rate with the city trade, is easily demonstrated by watching the crowds at the neckwear counters in the large stores. (See cut of No. 205)



No. 302—White Lawn and Applique, lace-work of any color (neck and edge).



No. 318—White Pique, with Gilt Harness Buckle.



No. 205—English Mercerized Damask, white with striped border, hemstitched on, stripe of black, blue or pink. Our exclusive design.

We have 34 other designs of Wash Goods for ladies.
A small sample order will have the same prompt attention that a large one will have.

THE ONTARIO NECKWEAR CO., Limited,

Makers of "Sterling Brand" Neckwear for Men and Women,

Cor. Bay and Wellington Sts., TORONTO.

LADIES' NECKWEAR

PRESENT STYLES.

THE tendency is towards transparent effects, stocks of lace in torchon or valenciennes with white or colored bindings, or in the many styles that are composed of narrow bands of material with faggoting or other open work stitches between—anything that will show the neck—is the popular compromise with most women in place of the collarless neck. The demand for this style is always good, and a spell of warm weather has a very marked effect on the sales.

In other lines of wash stocks it is the plainer and less ornate samples, and those that lean towards the severely tailored styles, that are selling. They are in pique, basket cloth, plain or figured madras, and also in linen and lawn. These are strongest in the all-white lines, but white stocks with colored over pieces are also good. The tones are rather subdued in color and greens, blues and tans, or linen shades, are those most in vogue. Great attention is paid in the best selling lines to the cutting and shaping. This care, both as to curves and finish, pays, as every detail is so noticable on such a small article.

There has been a tremendous trade in the 25 and 50c. lines in wash goods already this Summer, and in the better grades also it has assumed large proportions. To realize the hold these dainty little articles have on the buying public one has only to watch the eager crowd around the neckwear counters, and to note the throng if any little extra inducement is offered. If only some of those merchants, who have been so chary in stocking these goods, could have had a glance at one of the neckwear counters at such a time the picture would be an eye opener.



Popular Cape Collar Imported by Canada Veiling Co. for Fall.

Each season brings ladies' neckwear more and more into favor, and while so many pretty, artistic, and becoming designs at so moderate a price are put on the market, there will always be a great sale for these goods. There has been considerable worry and trouble, both to the maker and the retailer, in the past with delayed deliveries, but manufacturers are shaping plans so that this unpleasant feature will be eliminated for the Fall season, and hope that they will be able to arrange matters in such a way that this temper-trying condition will no longer exist.

Caution should also be given to those who are handling neckwear for the first time this Summer about the abrupt termination of the season's trade, so that they may have clean stocks when the Fall season begins, and another matter in which advice is needed is about stocking lines of foreign made goods. Nothing is to be said against their beauty, or finish, but often they are not suited to the Canadian trade.



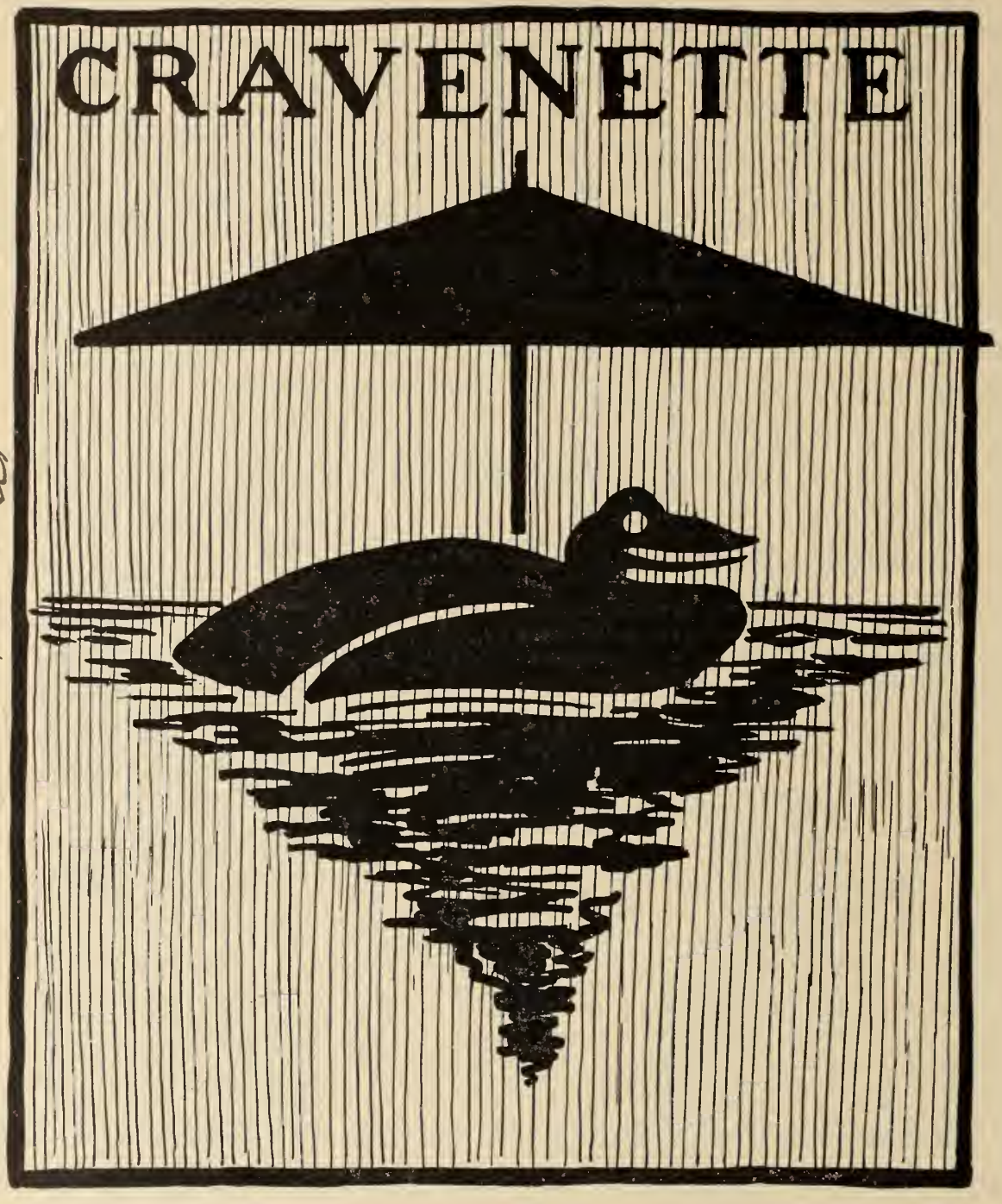
Stole Collar Imported by Canada Veiling Co. for Fall.

We have a style of our own, and though we go to Paris, New York or London for ideas, they have to be somewhat modified to suit the Canadian trade. In no branch is this so necessary as in the neckwear trade. And just a whisper: Not every fancy piece that is labeled the latest from New York hails from there.

LACE GOODS.

LACE stocks, with the one or two double tabs, newest in Mexican drawn work, and also in the heavier laces, are showing, and these are likely to carry over to the Fall, as the smart way to wear them is over a wide velvet ribbon that goes round the neck and crosses in front with the ends hanging down. Try this round the neck of a figure and see how effective it is, and doubly so if you add a sash or belt effect with short loops and ends, and a chic bow for the hair of the velvet ribbon. Anything that produces the broad drooping appearance at the shoulders is right in line with the dictates of Dame Fashion; and one of the most effective means of procuring this is by the wearing of beautiful lace collars, or, rather, capes they should be called, they are so long. These cape-collars are reminiscent of early Victorian days, and add their quota to bringing the shoulder lines into accordance with the present accepted vogue. Our illustrations show two of the best shapes, and one has the smart stole ends.

CRAVENETTE



For . . .

RAINCOATS

For LADIES and GENTLEMEN

All genuine Cravenette Cloths have this trade mark stamped on them.

PRIESTLEY'S CLOTH "Cravenette" RAIN PROOF

GREENSHIELDS LIMITED 1903

SOLE AGENTS MONTREAL VANCOUVER

DRESS ACCESSORIES

LACES.

THIS is between seasons in the lace houses, the trade being confined to sorting orders for filling-in purposes, as retailers are bending their energies towards the reduction of stocks of Summer lines. The promise of activity in laces at the beginning of the season has been well sustained, and the trade reports from the various manufacturing centres have a well-satisfied tone. According to a Nottingham correspondent, the home trade has been disappointing, owing to the very unseasonable weather experienced, but the export business with Canada, the other colonies, and the United States, has been well up to the average. The better class of cotton millinery laces—valenciennes, torchons, guipures, and in galoons, insertions and streamers, also lace allovers and 18-inch nets—are all in demand, as well as good qualities of cheap brabant, bretonne and other laces, and stiff valenciennes and loop edgings. There is a considerable run on mercerized cotton goods, and signs of a revival of interest in silk laces, which have been quite in the background for several seasons.

According to Paris reports, laces are the height of style there, and all Summer gowns are lavishly trimmed with lace. The fashion plates here serve to confirm all that is said about the great vogue of lace. All this points to the extensive use of lace for Fall, as it is a well-known fact that when a season winds up strong on any style, it is sure to be received for the next with marked favor, and importers are confident that this Fall lace will be a great feature. Colored laces that were introduced last Fall are again talked about, and the generally received opinion is that they will be used in fair quantities. They have the merit of novelty and attractiveness, but will not be particularly cheap.

From Nottingham come samples of Teneriffe lace bands that are most attractive and likely to have a wide vogue; the popular widths are from 1½ to 2½ inches. Cluny bands are also well shown. The smartest way of using these bands will be dyed to match the gown.

Heavy lace in white, linen or cream color is another adornment. This will be used for yokes, sleeves, collars and the sashes which will be so popular. These sashes will also be made of mousseline-de-soie or point d' esprit net.

Another pretty addition to a dressy costume is a broad ruche, with very long ends. These ruches are made of black or white brussels net.

There will be quantities of lace used on dressy toilettes, black lace, mounted on white glace silk skirts, in the shape of broad and narrow flounces. In some cases they cover the entire skirt, in others the lower portion only, while the upper part consists of heavy Greek net.

BUCKLES.

IN these the usual variety of metals is shown, gold, silver, bronze, oxidized, black, etc., and for the black and silver articles there is a ready sale. The chief interest, however, centres in the oxidized buckles, which are in the best demand of all for the coming season's trade. Many handsome effects are shown in the oxidized buckles. The fashionable taste is for sets. The backpiece is generally long and narrow, being a trailing fruit design, and the buckle matches this in a fruit cluster of the same sort of fruit.

BUTTONS.

THERE is no doubt as to the wide use of buttons on Fall garments. Manufacturers of ready-to-wear garments have had difficulty in some cases in obtaining the required amount for their business of certain kinds, and in most styles there is a liberal use of them in Fall costumes. Among the very latest novelties are some oxidized and gold, silver and gold and black and gold mixtures, which are being rapidly picked up by the most discerning buyers. The designs in these metal buttons are chased or open work and are truly artistic. In connection with Persian trimmings, which are now so popular, some novelty buttons in enamelled material are offered, which should prove very acceptable. There is a good demand for black and white covered buttons.

RIBBONS.

RIBBONS show no falling off in favor for the Fall trade, and in soft makes particularly there is every promise of an excellent business to be done. Taffetas are again well liked, and louisine silks and liberty satins will be employed in every conceivable manner for belts, collars, knots, etc. In combination with laces there is a wide latitude allowed for ribbons in Fall styles, and there will be no difficulty in disposing of the fashionable, fancy and plain styles. In the former there are a number of pretty things in Persian stripes which give indications of being a leading line, and the demand for moire ribbons can be counted upon to continue as strong as at present. Black velvet ribbons are likely to go, as usual, both in dress and millinery trimmings.

VEILINGS.

THE cool, cloudy weather we are having is against the wearing of the chiffon veil, but a few warmer and more sunny days would, no doubt, be productive of a great demand. The wholesale people are very positive as to the strong position of the chiffon veil, and the retailers, though not quite so enthusiastic, seem to expect great things from it. It is predicted that its vogue will hold good until October. It will be worn plain, spotted or embroidered, and draping the hat gracefully. A good idea was seen in an up-town veiling department. A half-length figure had a smart linen blouse and an outing hat draped in the latest and most approved way with a chiffon veil. This figure not only drew attention to the veiling counter, but gave valuable pointers on the manner of arranging a veil.

The plain white chiffon mask veil is the latest. It falls from the brim of the large hats and reaches the chest, completely shielding the face. It is likely to find favor, as it adds to beauty of the complexion and bids fair to become a standard part of the Summer girl's make-up, just as the blue and green veils were last Summer. Complexion veils of the finest tulle

are usefully worn over the face to keep the hair in order, being placed on the head before the hat. Owing to the vogue of white, white tulle should sell readily for this purpose. With the pongee suit and the burnt straw hat brown chiffon veils are in order, and it is quite possible that for mid-Summer wear veils of brown, blue or white will be very popular. The draping of these veils is of the simplest. It is pinned about the brim, and not caught up at the back, falling in straight lines all around.



New Pendant Frilling for Fall Shown by Canada Veiling Co.

Plain nets with or without spots will be much used, and also close, fine meshes with small or large chenille spots. The fancy meshes will be popular, though we notice some of the new veils are severely plain.

Light shades in veilings appear to have the "call" for the coming season, and wholesalers are showing quite a lot of such shades as pink, light blue, ecru, etc. Large spot effects and "fly-border" veils will be seen a good deal. There is some impression that, following the example of New York, a movement will be started to bring greens to the front again, and no doubt there are many retailers who would be glad to get rid of what they have left of the blue-green fad of last year; but as yet nothing has been done towards reviving this color, and no great enthusiasm may be expected should there be any endeavor to do so.

EMBROIDERIES.

THAT the price of embroideries, for the present, at least, shows no change is a matter for congratulation to the trade, but advances are expected later on. There is reason to expect a strong demand for all kinds of embroidery for the next season, and the open-worked goods are said to have the call.

Imitations of hand embroideries are receiving first consideration, and in these goods prices are a shade higher than those quoted last January. The trade is not yet tired of fruit designs, but as they are not exactly novelties, the retailer should act with caution towards them. Two-tone embroideries are shown, but these have never been very popular with the Canadian trade. The novelty feature is the imitation of Paraguay or Mexican drawn work, and there are both beautiful insertions and allovers shown in this line, and the galoons and separable motifs are also very desirable.

BELTS.

INDICATIONS are coming to hand about Fall styles in belts. Fabric belts are again to be well worn, but they are very much narrower than what we have been wearing. Buckles for the back are still the vogue. They are not, however, longer worn in a horizontal position, but along the line of the belt, and are quite narrow and flat. There has been quite an attempt to push gilt buckles and trimmings, but it met with rather a doubtful reception. Silver grey is most certainly the winner and it will be almost universally worn.

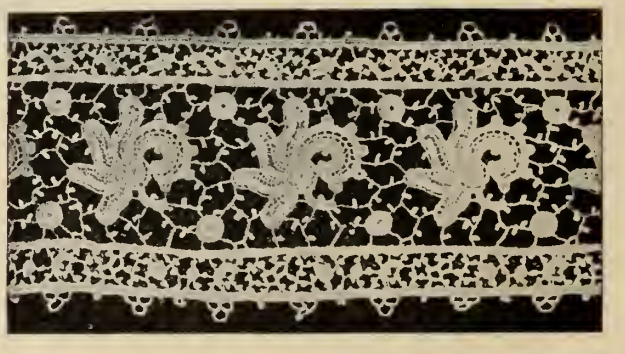
Fruit and flower designs are always good. Cherry designs are taking the place of grape motifs, which are slightly passe. Pretty head and figure patterns are also shown. Chain girdles are the novelty in Fall belts. They come in many varieties, and some are run with a ribbon. They have quite caught the fancy of the trade, and are selling freely for Fall wear.

HANDKERCHIEFS.

THE sample lines of handkerchiefs for the Fall and holiday trade are now to hand. The opinion concerning the well sold condition of the retailer's stock is amply borne out by the large orders that are being placed. Another reason that is influencing the retailer is the fact that both flax and cotton are on the rise, and the possibilities are that repeats will carry a higher price. Besides the hemstitched handkerchiefs that are always saleable, the demand for fancy varieties is very large. In both cheap lines and in the better grades the handkerchief with scalloped edges is receiving considerable attention. This style of handkerchief promises to be one of the most popular features, both for the Fall and the holiday trade. These scalloped edges are shown in conjunction with bold floral and vine designs in blind work, and also in open work patterns, often further embellished with French knots.

Bold scalloping is the chief feature of some of the prettiest of the lace trimmed and inserted goods. The choicest of these scalloped handkerchiefs have an irregular outline, and a lace edge in valenciennes, or guipure follows the outline of the rococo or scroll designs. Insertings of valenciennes are used across corners, and in many fancy designs, as bow-knots, diamonds, etc., and sometimes in addition, embroidered sprigs are seen. Drawn work appears on many samples, and hemstitching is largely used. Very dainty for the woman of quiet tastes is the handkerchief with narrow hem, hemstitched, and with an embroidered spray in each corner.

The samples of handkerchiefs shown by the Belfast manufacturers are in particularly good style this season, and large orders are being placed for them. St. Gall goods, too, are well represented, and some very elaborate lines of fancies from there deserve special mention, but quite a few lines that they have shown were not suitable for the Canadian trade. That foreigners have some strange ideas sometimes, of what is



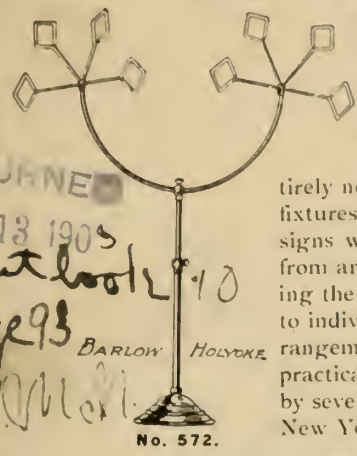
Insertion for Fall, from 2 to 9 inches wide, Shown by Canada Veiling Co.

wanted here, is illustrated by some lines of hand embroidered handkerchiefs from Germany—the embroidery was all right, and so was the price, but the body of the handkerchief was of heavy fronting linen. Had they been done on the right kind of material they would have taken well with the trade.

There is more attention paid now than for some time past to handkerchiefs with colored fancy borders. The "Excelda" handkerchiefs made of a new wash fabric, that is

BARLOW HOLYOKE

Catalogue Number Seven Just Issued



Is the most complete Store Fixture Catalogue ever published. It combines all our previous catalogues and supplements, fully combined, besides several hundred entirely new ideas. Among the new fixtures this season are several designs which are a radical change from anything previously used, giving the decorator more opportunity to individualize his trims. The arrangements are all thoroughly practical and are already adopted by several of the largest stores in New York City.

Send For It.

BARLOW MFG. CO.

Holyoke, Mass.

Designers, Manufacturers and Importers of Modern Display Fixtures, Show Cases, Wax Figures, Papier Mache Forms, etc.

724 Broadway, New York. 125 Summer St., Boston.

Oxford Tweeds

(Winners of Gold Medals everywhere)

We guarantee our goods to be

Strictly High-class Pure Wool Fabrics

They bring satisfaction to both dealer and wearer.

See our trade mark stamped every three yards on reverse side 6/4 goods.

FRANK W. NELLES

301 St. James St., Montreal, Representative P.Q.,

OXFORD MANUFACTURING CO., Limited

OXFORD, NOVA SCOTIA.

DEBENHAM & COMPANY'S WAREHOUSE, LONDON, W.

NOTE

NEW

ADDRESS.



Will be pleased to welcome our friends in our new warerooms.

DEBENHAM, CALDECOTT & CO.

CORNER BAY AND WELLINGTON STREETS, TORONTO.

SILK DEPARTMENT.

FALL 1903.

FULL RANGE...

Black Taffeta Satins, Duchesse Satins,
Failles, Bengalines, Gros Grains,
Armures, Broches, Moires,
Tamalines, Louisine, Surahs,
Bonnet's Guaranteed Peau de Soie.

Also a new make : Black Silk "Pailette."

COLORS in Satins, Taffetas, Tamalines,
Shot Glaces, Louisine, Tussore Silks,
Japanese Silks and Fancies.

Black and Colored Velveteens, Corded Velveteens,
Metallic Prints, Extracts, Etc., Etc.

3 SPECIAL LINES 27-IN. BLACK MANTLE VELVETEENS.

BLACK and COLORED SILK VELVETS,
BLACK SILK MANTLE VELVETS ETC., ETC.

ALL ABOVE LINES AT CLOSE PRICES.

GREENSHIELDS LIMITED

MONTREAL.

GREENSHIELDS & CO. LIMITED, VANCOUVER.

DOMESTIC AND FOREIGN DRESS DEPT.

Complete Range of all

Our New Fall Purchases . .

Consisting of

Cashmeres, Voiles, Crepolines

Satin Cloths, Amazons . .

Zibilines, Panne Cloths . .

"Pirle" Coatings . . . . .

Basket Cloth, Venetians .

Knopp Cloth, Tweed Knopp

Homespun, Friezes, Cheviots,

Etc.

Waistings

Finette Laines, Opera Flannels

Printed Flannels . . . . .

Printed Satin Laines . . .

Cream Bedford Cord . . .

Cream Lustres . . . . . .

Cream Wool Figures . . .

Fancy Bedford Cord . . .

IN ALL LEADING SHADES

GREENSHIELDS LIMITED

MONTREAL.

GREENSHIELDS & CO., LIMITED, VANCOUVER.

difficult to tell from silk, and that retains its appearance when washed, is having considerable attention in bordered lines. The borders are of the same fabric and have a decidedly oriental effect. Colored and fancy handkerchiefs are much used for cushions, washing bags, kimonas, etc., and this feature of the trade should not be neglected in selecting the holiday stock of handkerchiefs.

No one who has had the handling of embroideries can help but have noticed the very great advance made in both execution and design, as well as the wide range of motifs chosen. Fruit and flowers in many novel forms we have had before, but a handkerchief embroidered with a small Cupid is something entirely new. The head and upper part of the body is done in solid embroidery above an outlined square intended to contain the initials of the owner.

TRIMMINGS.

THE buyers for laces and trimmings in the wholesale trade are now making their trips abroad in search of novelties for the Fall trade, and, according to their reports, Paris is beginning to send some new things in the line of trimmings for the Fall season. These are specially adapted for use on heavy woollen materials, while some of them can be used on furs. The coming styles require the liberal use of trimmings, the severe tailor-made costume being a thing of the past. Of course, they are far from "out." Probably they never will be, but they will have to divide honor with more elaborate costumes, the popularity of which is sympathetically reflected in laces and trimmings.

Appliques will be very popular this Fall. Persian trimmings will also be good, but black will be the line to buy in large quantities in trimming designs that will be separable in character—that is, also adaptable for ornaments.

Fibre silk braids in fancy designs will have a great run; pendant trimmings, separate pendant ornaments, fringes and vandykes will enjoy their full share; in fact, trimmings will have a season of popularity such as has not been known in recent years.

Spangled and beaded effects will be prominent, then trimmings of an applique order, only made of silk braid and cord, give indication of great popularity. Another new and very fashionable production comes in fine silk lace, stitched effects. Chiffon appliques will be good property. Silk braids will be in demand in fancy, wavy designs, and faggoting in plain and contrasting colors.

There is at present a great sale of German-made silk trimmings in black, white and champagne shades. In fact, jobbers state that never before have they experienced such a heavy demand. Indications are, however, that for the Fall the more fancy makes will take the first place. In these there is a marked predominance of fruit patterns in silk embroidered goods, with a generous sprinkling of floral designs also. This is fortunate for the designer of costumes, for with such attractive trimmings it is not difficult to get up very handsome effects in either the motifs or the regular mode of trimmings. It is expected that silk bandings will be well received for trimmings, as they can be used in almost every way, which can hardly be said of the lace bandings.

UNDERSKIRTS.

IN underskirts there is a tendency to show peau-de-soie in the higher-priced garments only. It is a feature of the trade, though, that frequently calls for comment, that all classes of fancy underskirts are becoming more favored in the high-priced goods than in cheap lines. The fancy underskirt has become almost a necessary part of feminine dress, and its importance is more and more recognized, with the result that greater care and skill is put into its design at the cost of an increased price. This price, however, the wearers seem quite satisfied to pay.

Underskirts at $15 and $18 are now going well in the trade. Lace in underskirts is, of course, a favorite trimming, and some of the most elaborate underskirts for Fall show great quantities of this at the bottom, double folds being frequently seen. In these latter a lot of material is used, giving what is called "the lace handkerchief effect." The Fall underskirts are produced in almost the whole range of fashionable colorings, but the lighter shades are preferred. An exception to this, however, is navy, which is at present in good demand.

CONVENTION OF WINDOW TRIMMERS.

EDITOR DRY GOODS REVIEW: For the benefit of those trimmers who do not take any of the American journals devoted to the art, and who are not members of the N.A.W.T.A., I would like to call their attention to the convention to be held in Nashville, Tenn., August 3, 4, 5 and 6, in the hope that some, if not many, of them may arrange to spend their holidays by taking a pleasant and profitable trip to this beautiful and historic southern city.

At this convention we will have an opportunity of meeting personally all the bright and brainy men in the profession. Every State in the Union will be represented, and I trust many parts of Canada as well.

To anyone interested in the art it is quite obvious that the benefits to be gained from attending an assembly such as this are incalculable.

Some idea of the great hospitality of our southern neighbors and the importance with which they look upon this gathering may be gained from the fact that the State Legislature has granted the free use of the Capitol building, and the convention will assemble in the Hall of Representatives.

The business men of Nashville have subscribed a large sum and the Board of Trade has appointed a committee to look after the welfare and comfort of the visitors and see that they are royally entertained.

All the leading railroads in the United States will issue tickets for the round trip at single fare, and I will be very glad to hear from any of the boys who intend to go and, if possible, arrange to meet them in Buffalo and journey south together.

I might say, in conclusion, that the membership fee to this organization is $1 and the annual fees $1. Money should be sent direct to W. W. Sawyer, sec.-treas., 183 Lloyd street, Milwaukee, Wis.

W. MAWHINNEY.

Sudbury, Ont. June 15, 1903.

FALL 1903



JULY—The Indicator

FALL 1903

For what will be most in favor for Autumn and Winter wear. The new samples are now in the hands of our travellers and should convince every buyer that we have had his selling possibilities in view. If you are among the few who have not seen our general lines we respectfully solicit a look over. The new

Dress Goods

Fancy Boucles · Knob Cloths · Snowflake Tweeds · Zibelines · Camel's Hair Stripes · Scotch Dress Effects

are always interesting to the keen buyer who is alive to his own interests in securing the quick-selling lines.

Embroidered Flannels, Silk Stripes

The new Embroidered Blousing Flannels should spell "Success" for the buyers of this line. Nothing nicer shown.

Wools { BALDWIN & WALKER'S 3, 4 and 5-ply. Well known, equal to half sold.

Shetland Floss The much wanted. Now in stock.

Lady Ship and Red Letter Fingering. None so good at the price, none at any price gives better wear.

Fall Underwear and Hosiery
BOUGHT BEFORE ADVANCE.
Not the course gauge goods, not the unsalable, but the quick turn-over kind.

Woolens! British, Foreign and Domestic.

ITALIANS, CANVASES, FANCY SILESIAS, SILK FACINGS. Everything required in Tailors' Furnishings.

Lace Curtains and Nets. This season's showing is particularly noticeable for high-class designs on medium nets; this fact ensures very salable lines.

Comforters **Quilts** **Pillows**

The very large output in Comforters, Quilts and Pillows enables us to secure the very best terms from the manufacturers; thus we are able to make interesting prices for the buyers of these lines.

—IMPORTANT.—

In ordering goods by mail we would like to impress you with this fact—that the values are very often much better, as broken lines can be drawn on. Send us the smallest order you like, your next one will be larger.

JOHN M. GARLAND, SON & CO.,

Wholesale Dry Goods, **OTTAWA, CAN.**

WEAR THE CELEBRATED



Wolf Brand

Registered TRADE MARK.

UNSHRINKABLE UNDERWEAR

FOR

Men, Women and Children.

ALL

PURE WOOL

British Manufacture.

Any Garment Shrunk in Washing **WILL BE REPLACED.**

The Very Best in Make, Style and Wear.
Can be had from the Leading Wholesale Houses.

J. & J. BALDWIN'S

Established 1785 **Bee Hive** Established 1785

KNITTING WOOLS

Are known all over the civilized world.



THE LARGEST AND OLDEST ESTABLISHED MAKERS OF ALL KINDS OF KNITTING WOOLS.

Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

New qualities: BEE HIVE COCOON and EIDER WOOLS.

Wholesale Only. Send for Samples.

Agent.

Duncan Bell,

MONTREAL and TORONTO.

Salem factory,

323 St James Street-

Mr. Merchant,

If we could talk with you face to face we are sure we could convince you of the many good features of Salem shirts and waists. We want to make them so good and so saleable that it will be a pleasure for you to buy them and gold dollars in your pocket to sell them. We want you to feel that Canada is to the front in shirt and waist-manufacturing and that Salem make are equal to any foreign goods. If your trade demands bright, snappy, up to the moment-goods, Salem samples will interest you. Manufactured by

Salem Company, Limited

Montreal.

WHITE GOODS

WHITEWEAR manufacturers are now bending their energies to the preparation of Spring lines in underwear, though they will not be anything like complete for another month yet. They are too busily engaged in receiving their goods for cutting up and from an advance inspection of these it can be confidently predicted that some very novel and interesting lines will be on the market, and that they will be much more ambitious and elaborate in design and make up than Canadian makers have hitherto given us. This is made possible by the demand for better goods that has developed in the past few seasons.

THE NEW EMBROIDERIES.

IN trimmings it is a case of lace versus embroidery, and while both will be extensively used, it is pretty certain that embroidery will be the most favored trimming. At one time embroideries had the field almost to themselves, and the manufacturers, confident of their continuance, neglected to introduce any element of novelty, and each season's patterns were so much a repetition of the same trite old motifs that the underwear manufacturers had to bring in the use of lace to obtain any novelty at all; consequently the use of embroidery declined. Then came the vogue of lace as a dress trimming, and the embroidery people began to bestir themselves to hold their trade, and last year put up a good fight, introducing as a novelty, the blind embroidery.

This season sees them in the field with a splendid range that is almost all in novel effects, that are very adaptable, and should prove an inspiration to the designer. Indeed the increasing popularity of embroidered trimmings would almost have seemed to have exhausted the inventive genius of the designer, and the St. Gall embroideries, not only in white, but in white with dashes of black, and in two tones, as champagne and black on white, or in two shades of China blue, are remarkably beautiful.

Besides the insertions, bands and edgings, there are galoons, motifs and medallions, in an immense variety. The beauty of the batiste and Swiss embroideries is giving them a great vogue, and they are shown both in deep and narrow flouncings, insertions of varying widths, and in all overs, all in the same pattern, and can be used either together in the make-up of a garment or separately.

Blind embroideries are still very popular, and a new feature this year is the use of a soutache braid as a running outline to the motif.

Imitations of hand work are all to the fore. There are both small, fine and the large and coarser worked sprays in matched sets; the flouncing in some cases having an open-worked hem, often with an edge of valenciennes lace; indeed lace is by no means out of it, but its use will be subordinated to that of embroidery, and it will be only, as it were, an added embellishment to soften the edges. Another imitation of handwork is where the threads pass under the muslin and raise the pattern. There are some lovely designs in this kind of work, such as bunches of cherries and leaves, and also in the ever popular grape, which lends itself too well to the production of effective patterns to be discarded. But newer than these fruit patterns, pretty though they are, are those in arrangements of rings, and rings with a feather in the centre. This sounds quite simple, but some really lovely patterns are the result. The Greek key is another good design in this class of embroidery. But the real novelty, the specially special trimming that will mark the season of 1904 or whitewear, is the new adaptations of Mexican drawn work. This is so beautiful a novelty and so far removed from what has ever gone before in this class of trimming, and yet having the wearing qualities that embroideries are noted for, that its success from the first is assured. Then there are numberless designs in motifs, medallions, galoon and garlands, showing drop ornament, fan, shell and many other kinds of designs that have been hitherto regarded as only appropriate for heavy lace patterns. For both Fall and early Spring there are embroidered patterns on heavy pique and cotton cheviot and madras, but the majority in white, a few in colors, for shirt waists. Besides the fronts there are various embroidered band and tab devices for increasing the apparent width and droop of the shoulders.

While on the subject of embroideries, mention might be made of the embroidered cashmere waists for the Fall trade. Black and white on white has had, so far, the larger sale, but the self embroidered waists in colors have not been far behind.

MATERIALS.

THE trade is still of the same mind about the use of finer, sheerer materials, and for the cottons, so long in favor, there are now substituted lawns, nainsooks, and, later developed still, batiste and dimity. This is very noticeable in the lines bought by the better class trade, cotton being almost eliminated from these lines. The demand is now for clinging effects in dress goods. Whitewear naturally follows the same lead, and the better and softer a material



Flannelette Gown, Trimmed Medallions.



Flannelete Gown, Trimmed Embroidery.

drapes, the more in vogue it is. The imported, high-priced whitewear is now almost invariably made of linen batiste and in some cases of white Japan silk. This is a material that does not seem to have the consideration that it deserves in this country, as for some purposes, such as for children's wear, skirts, kimonas and washing blouses, it is so extremely well adapted for whitewear uses that the wonder is that it should be so much neglected by the general trade here. For the Fall and early Spring undoubtedly the waist that is interesting the trade is that made of white cotton waistings, or waistings with just a touch of colors. One pretty sample line had a ribbon stripe effect that was in remarkably good style, with a black or colored edge to the stripe. White brocaded cottons with the fleece back are also shown, and figures in the embroidered lines before spoken of are well considered for the Fall trade. In the material waist, white is again the strong seller, in French flannel, serge, cashmere, and mohair etc. Stitchings of a contrasting color are a popular trimming, and one firm has made quite a hit with straps stitched in pale blue on a white waist, and the ends of the straps pulled through tiny steel buckles. This style makes a particularly pleasing finish for the cuffs of the blouse. Mohair or lustre waists, with contrasting stitching, have sold, and are selling extremely well to the popular trade.

Knox, Morgan & Co.

Wholesale Dry Goods . . . . HAMILTON, ONT.

Orders booked for Fall, 1903, are much *in excess* of last season.

The most desirable lines will become scarce early and *higher prices* will prevail.

We urge our customers to place their general orders when Traveller calls.

Markets are rising and delay means loss. Representatives are out with our complete line, which is certainly very attractive and varied.

We want retailers to note that we have a bright, select stock of

Dress Goods, Velveteens, Gent's Neckwear,
Hosiery and Gloves, Ladies' and Children's Underwear,
Blouses, Wrappers, Men's Underwear,
Knitted Novelties in Fancy Woollens,
Flannels, Flannelettes, Overalls,

and all lines that are needed in a progressive general dry goods business.

Special attention is called to our fine line of *Ladies' Outside Skirts.* They are well made, newest style, perfectly-finished garments. Also *special values in underskirts.*

Our Range of Men's Unshrinkable Underwear is highly recommended by the best trade.

Inspection solicited. Prices and terms liberal.

Knox, Morgan & Co.

Wholesale Dry Goods HAMILTON, ONT.

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

The Anti-clerical Disturbances and the Paris Season--Lace Shoulder Capes more in vogue A Smart Original Costume Diamond-shaped Incrustations Blouses still in favor. . . . . .

SOCIETY papers tell us that the Paris season has been very quiet on account of the anti-clerical disturbances, but that does not alter the fact that most wonderful creations in the way of costumes have been worn at the big society functions during the last week or so The weather for the big racing week, ending last Sunday with the Grand Prix, was cold and windy, but lace, mousseline-de-soie and the very finest of light materials held their own.

* * *

Lace shoulder capes are worn more than ever—here is a new model of one with collar combined (see illustration No. 1). The incrustations and bands are of pale green silk sewn over the coarse lace. This is to be worn with a green dress to match—it would look well over a short sac bolero. A diamond-

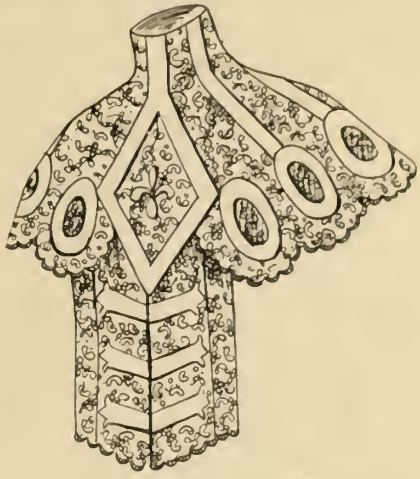


No. 2.—Smart Original Costume, Princess Form, in Toile-de-Soie.

shaped lace is very much used for trimming. This is quite narrow but any number of widths can be joined together. I have seen it used with five widths round the edge of the skirt, four widths forming a shoulder cape and three edging an evasee sleeve.

* * *

A very smart and original costume, princess form, is in "toile-de-soie" of a soft tone of blue. The skirt is cut up at intervals, edged with stitching, and buttoned down. The little corselet is cut and buttoned in the same way. The bolero, as seen in illustration No. 2, forms the top part of the sleeve and without any stitching. The blouse is of guipure, with a large puff showing through the open sleeve. Nothing could be more simple and correct. The hat of "rousse" straw with two green plumes, goes well with it.



No. 1.—Lace Shoulder Cape.

Diamond-shaped incrustations are still much used on skirts as well as blouses. In the case of lace, embroidered silk or panne is inserted and vice versa. Long trails of flowers are embroidered on light materials. A red rose with the



No. 3.—Model in White Crepe de Chine.

green leaves looks well on black net. The largest petals are done with thin silk ribbon, and raised with padding, this giving a most natural effect.

* * *

Many of the sleeves finish at the elbow with a large puff or frill, sometimes caught into a narrow belt. Long gloves

are worn to meet the sleeve. Dinner and evening dresses are also made with this half sleeve formed of several frills of lace. The decolte corsage is often finished off with a neat border of flowers taken quite round.

* * *

Blouses are as much in favor as ever, and for theatres little else is worn. Model No. 3 is in white crepe de chine; the front is bloused into a high waist belt. White ribbons are arranged at the back to give it the effect of being laced. A



No. 4.—A Model in Mousseline-de-Soie.

long bow falls on to the skirt. On the shoulders is one of the fashionable capes. This is of lace, trimmed with white satin ribbon, from which hang bunches of grapes, made of white thread. The sleeves, "flottant," are also trimmed with bunches of the grapes, and fall over a puff of Irish lace. The collar and yoke are also of Irish lace.

* * *

No. 4 is in mousseline-de-soie of a bluey green shade, slightly bloused in front, with a plastron finished at the bust in a point. Across the shoulders is an empiecement of guipure roussie, incrusted with medallions in white thread and edged with a narrow ruching in green mousseline. This same trimming is found on the plastron, the bolero and the collar. Bands of black ribbon with peacock plumes are used as edging. The sleeves are of mousseline, very full, and the tight-fitting cuffs of guipure.

* * *

Hats are worn very flat, the capeline holding first place with a simple band or wreath of flowers on the top and sometimes a rose or two underneath, resting on the hair. These are very young and smart-looking. Another shape much worn is very much turned up at the left side, even bending over the crown, with a bird "on the wing" resting on the edge of the upturned brim. Others again, crossed over at the back, with the point resting low.



No. 5.—A Model in White Straw with Wreath of Roses and Leaves.

Model No. 5 is a white straw, with a wreath of roses and leaves taken around and two bunches of roses under the brim at the back.

* * *

A word in advance for the Winter. It seems likely that plumes will be used in numberless ways A flat toque will have the upper part of the brim covered with the finest grey feathers and the under part covered in the same way, but with the soft pheasants' down. Birds on the wing, all colors and sizes, are likely to be used. The furriers are busy making up next season's models. The great nouveaute is taupe or moleskin. This is very smart made up with seal or chinchilla.



The
LIGHTNING TAPERED NEEDLE
Is
Needle Perfection.
Sews
with half the effort of other needles.
A Favorite With all needle workers.
Sold By
Sig. Blumenthal,
591 Broadway, - NEW YORK CITY.



Dr. HOLLEM'S
Ideal Shoulder Brace
Patented 8th Jan 1901
For Men, Women and Children.

Recommended by medical men as the only reliable aid to Health, Beauty, Strength and Longevity. The only practical Shoulder Brace on earth for MEN, WOMEN and CHILDREN. A splendid proposition for the retail dry goods trade, price $4.50 per doz., yielding the retailer a very handsome profit. Send chest measurement for sample Brace, $1.00 postpaid.

T. M. SIBBALD, - 167 Royce Avenue, - TORONTO.
Sole Canadian Manufacturers.

ESTABLISHED 1826. INCORPORATED 1897.

ANDREW McLEAN CO.
460 Broome Street, - New York.



Trade Mark.

Manufacturers of
Mosquito Nettings and of Linings
in great variety under The Victor trade mark.

Victor { Sheer Linings, Silk-Finished Linings, Crinoline Linings, Canvases, Buckrams, Checks, Etc.

Special Canvases for Stock Collars and Cuffs.

Victor Foulard Linings { 10-yard pieces and on spools. } For Millinery Use.

MILLS: PASSAIC, N.J.

We make Underskirts
And Show Values that are pretty hard to beat

Black Mercerized Sateens
$7.50, $9.00, $10.50, $12.00, $13.20 & $15.00 a doz.

Silkette—An imitation of Taffeta Silk
$15.00 a dozen

Moire
$18.00 and $21.00 a doz.

Our only terms 2 p. c. 10 days or net 30 first following.

Close terms and close, close prices.

Our travellers are now out but may not get around your way for some little time, so we will be pleased to send you samples of any or all our lines, per express paid.

ORDERS FOR IMMEDIATE OR FALL DELIVERY.

The Pugh Mfg. Co.
33 Church Street, TORONTO
Long Distance Phone M. 4502.



The Largest and Best Equipped
Dye Works
in the Dominion.

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,
DYED, FINISHED AND PUT UP.
Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

NO EXAGGERATION—Our statement, also Cut of Works, is absolutely true and unexaggerated



Canadian Buyers are asked to look in at our showrooms when in London and see our samples. Patterns shown are sure to be the latest and most popular, and our lines include full ranges of medium-priced

English Tailor-made Ladies' Coats,

Costumes, Childs' AND Maids' Coats

ALSO MACINTOSHES, SKIRTS, BLOUSES, FURS, ETC.

OLD CHANGE BUILDINGS. OLD CHANGE, E.C., LONDON, JUST OUT OF ST. PAUL'S CHURCHYARD

The Merchants' Mantle Manufacturing Co.

LIMITED

36 Wellington Street East and
1, 3, 5, Leader Lane

TORONTO

Samples for Fall are now complete.

No material change in design for early trade will be made for some months. Models shown by us now have the approval of those best qualified to judge and whose "say so" in matters of fashion is usually final.

Every season demonstrates the supremacy of our styles as leaders in Women's high-class ready-to-wear garments.

To buyers who have not made their selections for Fall and Winter, 1903, we would say, just see what we have before you close your order.

LADIES' READY-TO-WEAR

Coats, Costumes, Skirts and Capes.

CLOAKS, COSTUMES AND SKIRTS

How to Make the Cloak and Suit Department Pay.

BY L. D.

We often hear the maxim that "goods well bought are half sold," and not disputing this very obvious truism, would draw attention to the fact that many cloak buyers are content to rest there. The buying is but the beginning—the foundation, as it were—on which the superstructure of a successful cloak department is to be built.

Without careful and judicious buying no department can pay or even begin to return a proper share of profit. Many buyers act as though the battle was won when the stock is bought instead of just beginning, and neglect to keep a close watch on how their goods are moving, and trust more to favorable weather and good selling conditions to clear their stock than to any effort on their own part. No wonder that the manager of a cloak and suit department conducted on these lines gets left and says that there is no money in cloaks and suits.

To dispose of your stock quickly and profitably requires untiring vigilance and much planning and the taking advantage of every event in your neighborhood that has any bearing on your stock. As, for instance: June is a great month for weddings, and the large stores are pushing to the front goods likely for wear on such occasions. One large store has a window given over to a display of figures in costumes, with all accessories suitable for a bridesmaid's wear. These are pretty, stylish, and not very expensive suits in white muslin, organdie and Japan silk, and are calculated to catch the popular trade. This shows how quickly these stores take up an occasion and get all the advertising possible out of it.

The retailer who wishes to succeed must bring careful business methods to bear on his store management and see that his cloak and suit department makes a proper return. The records should be kept separate from the other departments; indeed, this should be done in all the departments, and many country merchants are apt to neglect this, lumping their whole store records together, so that it is impossible to tell which section is making a profit and which is experiencing a loss. The only safe policy, even in a small store, is to keep the departmental records separate, and then the one that is running behind can be located and pulled up to standard.

A small merchant has this in his favor: He can give more of his personal attention to each department, and can keep a more careful oversight over things in general. The real trouble with so many merchants is that they have not fully awakened to the fact that the character of the trade is rapidly changing, and old fogey methods are of no use now, as trade cannot be payingly conducted on the same lines as it was ten years ago. This truth must be recognized before a cloak man can make his department the important one it assuredly should be. If this department is not a profitable one there is something wrong in its make-up, as our Canadian manufacturers have things now down so fine as to quality and prices that if garments are only intelligently bought and retailed a good return can be made.

At one time it was possible to buy the season's stock far ahead, but now, when each month brings forth something new, and the catalogues of the large departmental stores and fashion papers chronicle each new departure, it is not good policy to buy any further ahead than will give the manufacturers time to get the goods made up for the time they are wanted. Of course, all new styles do not reach the country districts, and would not sell if they were introduced, so that the suit buyer has to exercise a great deal of discrimination. Canadian women generally are taking increased interest in styles, and the majority are pretty well informed as to what they ought to buy.

The up-to-date cloak and suit buyer will not let himself be persuaded to take more than a certain amount of this stock when travellers first make their rounds. He should take no heed of tales of rises in the market or of what his competitors are doing, but give a decided "no" when asked to go beyond what he considers his limit.



Voile Gown—Made from Priestley's Goods. Shown by Greenshields Limited, Montreal.

Another word to the country buyer: Don't let price tempt you to buy more than you can get comfortably through. You know your market and what you can take care of, so don't be tempted to buy a large line just because it is cheap.

The day is long past when one woman is content to be an exact counterpart of another; indeed, she rather resents the fact of another woman having a coat, or suit, or perhaps a skirt that is an exact counterpart of the one she wears, and you may depend on it that when a style becomes a livery in a neighborhood that the fact will be well advertised, and not to the credit of the department where they were bought.

Imperial Cloak Co.

MANUFACTURERS OF

Costumes, Cloaks, Capes, Children's Reefers, Blouses, Dress Skirts and Underskirts.

We have doubled our factory capacity and equipped it with all the latest machines required to produce HIGH=CLASS work. We guarantee prompt delivery of all orders intrusted to us.

Office, Factory and Showrooms:

1920-1922 and 1924 Notre Dame St.,

MONTREAL

We supply the Wholesale Trade only.

We are now showing Fall Styles in all lines.

We invite Wholesale Buyers to call and inspect our samples.

Don't buy before seeing our Goods.

Quotations by mail and samples sent when required.

FALL 1903

We beg to call the attention of the trade throughout Canada to our new Fall lines of

Ladies' and Misses' Costume Jackets and Separate Skirts for Fall 1903.

We can truthfully say that never before has there been such a STYLISH and UP-TO-DATE ASSORTMENT shown by any manufacturer in Canada. We guarantee our goods to give entire satisfaction as to Fit, Workmanship, Style and Durability.

We specially ask buyers when in Montreal to call and inspect our line of

Ladies' Fall Jackets.

We have them in all the latest Styles and Shades and at prices to suit every class of trade.

IMPERIAL CLOAK CO.

1920, 1922, 1924 Notre Dame Street MONTREAL

You must remember that there is more than the cost of the material and labor to consider in settling the price of your ready-made goods. The element of style is a great portion of their value, and is just as much a thing to charge for as the items of quality and workmanship. Too many buyers, in the smaller places particularly, are timid about allowing for this item, but not so the city men. They know to a hair's breath the value of a smart coat or suit, and put on a good margin of profit for just this quality, making it pay for a needed reduction on some of the stickers. In short, it requires judgment as well as courage to run a successful suit department, as in no other section of the store have the cuts to be made deeper to move slow-selling goods, for there must be a well-cleaned-up department at the end of the season.

Each year the selling season in the ready-made department is becoming more extended and prolonged by the introduction of new features. Not so many years ago the only garment sold was the coat. Then came the blouse and the separate skirt. Now suits are so well established that we wonder how ever we did without them, and it is the washable shirt waist suits and costumes of lawn, organdie and Summer silk, along with lustre and etamine suits and skirts, that have been added this year. These lines will carry the season very far into the Summer, so that trade will be pretty well kept up until a measurable distance is reached from the time for the Fall showing.

Now is the time to think out what improvements you can make and how the attractiveness of your show-room can be increased before you make your Fall display. This matter of decorating and attractive fitting is a development of modern retailing, and, while not advocating extravagant outlay, still considerable attention should be given to the means of making a good display. With the aid of fixtures it is not only possible to show goods to more advantage, but there is also the necessary fixtures greatly improves the appearance of your



Esprit Net Cafe Coatee—Latest Paris Style. Shown by Canada Veiling Co.

stock, and you know the proverbial value of good impressions. Do not display the cheapest cloaks you can get; it pays to get better keeping of them and the saving of time to be considered, and a handsomely fitted show-room well provided with the the best. If a clerk is poorly paid, and if his or her opinion is asked as to purchases, you have both clerk and customer against you, but if your clerks are properly paid and know that you appreciate their efforts, they are with you—cogs in a wheel. Tale-bearing should be condemned and discouraged, but any clerk having a grievance should be encouraged to come to the manager with it. It pays to consult salespeople about the working in a department, as they hear customers' comments and criticisms, and their suggestions are often of value.

Another thing in connection with this department is the careful advertising of the goods. You must advertise the



Costume—Made of Priestley's Venetian. Shown by Greenshields Limited, Montreal.

right thing at the right time, and window shows should be arranged to correspond. Returns should be compared with the corresponding week of the year before, and if there is any falling off the department should be stirred up with a window display and an advertisement. Do not deal in generalities in your advertisements, do not tell what beautiful goods you have and how much cheaper they are than your neighbor's. Let your customer find out for herself that your department is better lighted and appointed than your competitor's. When a woman reads an advertisement she wants to learn from it what she can buy and what she has to pay for it. Above all, do not stretch the credulity of your customers to the breaking point. You cannot sell all the time for half what suits cost and make a living, and they know it, and jndge you and your store accordingly. Honest advertising will make people rely on your word and your goods and bring a rich return.

CLOAKS BY MAIL.

By C. A. C.

ONE of the keenest competitors in the cloak business which the merchant in the smaller cities and towns of this country has to contend with is the splendidly-equipped and well-conducted mail order department of the large retail stores in the big cities.

These are especially designed to get the trade of the larger portion of the buying public—not of the 10 or 20 per cent. which constitutes the hard-to-fit and over-particular customer who is more or less in every community.

The cloak man in these big stores lays his plans for a mail order business with great care. The kind of stock which he puts in largely determines his success along this line; and he knows it. Hence the complete run of sizes in each line. Not a 34 in one style, a 36 in another, and so on, but a moderately small range of styles with full assortment of sizes. As against this many buyers in smaller stores carry a larger number of styles than the big man, with a consequently broken run of sizes, and his stock right at the beginning of the season consists largely of what the bargain men in the large stores call broken lots.

It is not, as some suppose, the "odd" garments which are bought by mail. Nor is it the woman who is difficult to fit who usually sends the order. The mail order business was not designed or built for these, but the woman who knows that an ordinary stock garment, with perhaps slight alteration, will fit just the customer who should be easy to fit and please in your own store. Just note how many women in your vicinity who should be your customers there are who have cloaks or kindred garments which you cannot recognize as having passed through your hands. Most of these are mail orders. The reason is largely the result of broken lot buying by the merchant. Of course some people argue, with a degree of force, too, that many women do not like too many garments so very much alike in appearance, but they do not constitute more than 10 or 20 per cent. of the community, and should not influence the character of one's stock to any greater extent than their buying capacity.

If a merchant suit the 80 or 90 per cent. of his trade who want the style most worn and, therefore, most fashionable, he need not to any greater extent than is absolutely necessary cater to this small percentage of "exclusively stylish" individuals who have made it necessary to coin the word "crank" to designate them.

By paying more attention to the large portion of the buying public, and meeting their wants at home, he will in a large measure decrease the business of the mail order departments in question and in like proportion increase his own business and profits.



THEIR NEW PREMISES.

The cut on this page represents the building which is now entirely occupied by The American Silk Waist Co., of Montreal. This business was organized by Mr. J. Cars



3

To Canada Veiling Co see cut book 12 pg

Costume, Showing Faggoting Inserted in Waist, Sleeves and Skirt Shown by Canada Veiling Co.

and Mr. J. Mishkin, who are still actively engaged in managing the affairs of the concern. The system in use at the factory of the American Silk Waist Co., is in itself "perfection." Their straight-forward dealings with the trade have given them a reputation of which they may be well proud. Each department at their factory is presided over by an expert and able foreman or forewoman. Their designing staff, equal to any across the line, experts in the art of producing effects in high-grade ladies' attire, have just completed the Fall lines. This range no retailer can afford to pass. These samples are now on the road, so that the trade may judge for themselves. Lately on entering their new building, No. 30 St. George street, (formerly occupied by The Hudson Bay Knitting Co.), they extended their lines to a cloth goods department, where they manufacture cloaks, suits, skirts and mantles, of the same quality for which their silk garments have long been admired.

The entire building has been remodelled and newly renovated to suit the requirements of their vast business. The American Silk Waist Co. are regularly represented at Vancouver and Winnipeg, and with their travellers they cover the entire field—the Dominion from ocean to ocean. From appearances, their range of cloaks and suits, silk waists and skirts are an exhibition of art well worthy of inspection. From past performances and their system of business dealing, there is no doubt as to whether they will succeed in this new departure, and THE REVIEW wishes them success.

Shield 

Brand

WAISTS

WE HAVE THE LARGEST SILK WAIST PLANT IN CANADA IN FULL OPERATION . . . . . .

BECAUSE

We make **ONE GRADE ONLY**, and that the best. Our Waists, Skirts, Jackets and Kimonas are worn by the up-to-date ladies all over Canada. A postal card will bring our representative with our complete range.

The New York Silk Waist Mfg. Co.

40 St. Antoine Street, :: :: MONTREAL.

Please note our removal from **No. 28** to **No. 8 Lemoine St.**

and  us in **Mind** and keep your  upon us and THE DRY GOODS REVIEW of month of August next. We will astonish you. We are preparing a line of our **Tailor-made Skirts** for your assorting trade, which you cannot help but sell, suitable for **Children, Misses** and **Ladies,** from **Medium** to **Highest Standard,** suitable for masses and classes, which will increase your business just as they have **Ours.**

Our improved facilities in our new building will enable us to execute orders promptly.

Correspondence solicited.

New York Skirt Mfg. Co.,

8 Lemoine Street, MONTREAL.

WAISTS

A SATISFACTORY number of orders are being sent in by the representatives of the waist manufacturing houses, who have now been on the road with Fall styles for some time. A noticeable difference exists in the choice of goods in the various provinces. Ontario merchants are purchasing heavy mercerized cottons for Fall in large quantities, while throughout Quebec and the Maritime Provinces the feeling is more for the flannels of last season, which are again in these provinces to be leading styles. This difference in taste is considered to be due to the climatic conditions in the provinces.

* * *

The head of one of the leading Canadian waist houses states, however, that flannel waists are still good in all parts of the country, and are considered excellent value for the coming Fall trade. "The vesting waist has a great many admirers," he continued, "and rightly so; but I cannot believe that it will ever supersede a good unshrinkable flannel waist." Some handsome effects, however, are being offered the trade in vesting waists for Fall, and it will not do to ignore them in making up a complete line for the Fall trade. One striking sample, perhaps the finest shown, is in a basket weave, with contrasting colors interwoven with the goods. These waists retail from $5 to $7, and are well thought of for the better class of trade.

* * *

Shirred waists occupy a strong position among the Fall lines. This shirring appears to be taking the place of pin tucks to a great extent, and not only is it much in evidence on the waists, but it is extensively used on silk top skirts as well. The Mexican stitch is also shown on many of the waists and skirts. It is favorably regarded.

* * *

All the manufacturers are showing even more lace effects in the Fall garments than ever before, which means a good deal when one looks back on the quantities of lace used on the waists of the past season. For Irish crochets and point d'Alencon lace the demand is particularly heavy, and clumy lace, which was shown so extensively for the Summer, is again to be seen on many of the popular-priced waists for Fall. In the finer grade of laces used on the Fall garments the heavy cobweb weave in knotted patterns is perhaps the most popular.

* * *

Merveilleux and satin-de Lyons waists are two features not to be overlooked. The latter, as its name implies, is manufactured in Lyons, France, and has made a good name for itself as a waist material. It is a sort of peau de soie, with rather a softer finish and of attractive appearance. The demand for this has been good in the Summer waists, and indications are that it will be even better for Fall.

* * *

There was some expectation that the leg-of-mutton sleeve would take again for Fall, and preparations were made toward this end by some manufacturers, but it was afterwards discarded in favor of the bishop sleeve with the large cuff. One pretty sleeve, of a somewhat novel type, is so made as to have the appearance of being made up from strips of cloth. It is original and effective.

Large buttons are still good, but tassels and ornaments of all kinds are more in favor than buttons. Some new ornaments for this purpose are just out and are being shown to the trade.

* * *

Colors in waists have not developed anything new of late. There is a shade of light fawn, almost a maize color, which is going well, and which is about the only shade that could be termed a novelty. Red has fallen off somewhat. Reseda appears to be in as good favor as ever.

FALL WAISTS.

THE wash waist came and conquered last Fall and this season is preparing to win another victory and to extend its bounds. Last Winter it was only the white waist that was received into favor, but this year all kinds of dark-hued heavy waists are making a bid for popularity. Embroidery will run riot on these waists and will open up a field for expert needle women on expensive



Grip Limited, Toronto.

waists, and also give employment to the many machine hands that make the very perfect imitations of the hand embroidery used on the high-class waists. There is decidedly less pouch to the smart blonse and the new dip is rounded and not pulled so low in front. Changes are more likely to take place in the shape of the sleeves than in any part of the blonse and the fulness seems to be creeping to the elbow, but at any rate the drooping shoulder effect still holds good. Plain flannels and lustres, in black, navy and mid blues are the useful waists for Fall. There are some stripes among Fall lines. Cream and white lustres, serges, Bedford cords, etc., are all taken for the Fall trade. White Japan silks, both embroidered and lace trimmed, are popular and sure of a good reception, as they make a very dressy blonse at a moderate price. And last, but not least, there are the mercerized waistings. These blonses have been ordered so freely that manufacturers are generally sold up on Fall lines. Taffetas, peau de-soie, louisine and, above all, crepe de chine, will be again candidates for the silken waist, distinction to be given each model by the trimming and the manner of its application—this depending largely on the skill of the individual designer and manufacturer.

To the Dry Goods Trade throughout Canada.

The American Silk Waist Mfg. Co., of Montreal,

the pioneers of the Silk Waist industry in the Dominion of Canada, extends its best thanks to you, who assisted us by your good business instincts in developing the Silk Waist industry by educating the Canadian Ladies to wear ready-made silk garments, of which they are proud—*our sales prove this.*

This

Is Our 

Trade Mark

"American Brand."

J. CARS,
Superintendent.

J. MISHKIN,
Manager.

The

American Silk Waist Co.

VANCOUVER
Water St.

Montreal
30 St. George St.

WINNIPEG
McIntyre Block.

MANUFACTURING

CLOTH

CLOAKS
MANTLES
SUITS
SKIRTS
WAISTS



SILK

WAISTS
SUITS
COATS
DRESS SKIRTS
UNDERSKIRTS

Our silk garments are known to you.

Our cloth cloak and suit department is open to your criticisms.

All our travellers are now on the road, and it is to your advantage to look into our goods.

"American Brand" silk waists have made our reputation far and wide.

The cloak and suit department shall talk for itself.

This

Is Our  **Trade Mark**

"American Brand."

"The best that has ever been shown."

OUR LONDON FASHION LETTER

Attempt to revive interest in Foulard as a Summer Gown Fabric – Delicate Pea Green in Evidence—A Carriage Wrap in Natural Colored Japanese Silk — Hats and their Importance— Furs in June—Autumn Mantle Styles.

June 15, 1903.

ON Sunday week all the smart world of Paris and a good sprinkling of the smart set from London gathered at the opening of La Grand Semaine to witness the race for the Grand Prix. Of far greater importance than the racing are the dresses and hats, not to speak of the wonderful coats exhibited for the first time at this most agreeable feature of the Summer season in Paris. New notes in matters sartorial are usually struck here, hence the keen interest taken by the fashion noters in this meeting, to which so much modistic effort has converged for weeks past. On this occasion one saw that a determined



Autumn Coat Style in Black Silk, with a Novel Collar and Stole, Trimming of Black Velvet Cut Out Daisy Ornaments applied to Black Silk Passementerie.

Sketched for THE DRY GOODS REVIEW by favor of Messrs. Corby-Palmer, St. Paul's Churchyard.

effort is being made in Paris to revive interest in foulard as a Summer gown fabric. The model gowns worn should do much to further this end by reason of their charm. One of the novelties to be viewed was Shantung foulard. This charming fabric is very successful for dressy toilettes. It is printed with original designs, the somewhat vague outlines of which serve to give greater lightness to the material, which is of such suppleness that it lends itself to the most complicated making up, even better than veiling. It is, above all, most perfectly fitted for the great vogue of accordion pleating, which is brought into use in a hundred different ways in the grand toilettes and the house robes of the fashionable Parisienne. The successful evolution of the American pleating machine methods has helped to win favor for these sheer fabrics, since they suggest so many artistic dispositions of the material. It is thought in Paris that the accordion pleating vogue is now so firmly established that it will become a standard method for use of all sheer materials in millinery and costumes alike.

* * *

A shade which is making some impression on the French Summer costumes is a delicate pea green, used as a stylish tone contrast, and occasionally as whole tone for a costume, veiled with white silk mousseline. It is particularly effective with light brown, fawn, or biscuit tint as a background.

* * *

A lovely carriage wrap, seen at the Grand Prix, was in natural colored Japanese silk, made with curious-looking, but very chic sleeves. They were voluminous upon the upper part and below the elbow shaped into an original-looking square tab or flap, that fell over the arm and wrist. This was inset with a mosaic device of pea-green velvet, and a similar trimming appeared on the novel 17th century cape that completed the garment. Similar cloak ideas were repeated in Japanese silk of a vivid cornflower blue tint.

* * *

Taffeta silk, with a vague watered effect, was successfully employed for a number of Grand Prix costumes, and in some of the prettiest styles there were quaint frillings of the same fabric as trimmings upon the skirts. Pretty little open-fronted jackets of the same material were the rule, and in many cases these and the costume skirts were ornamented with pleatings or frills of supple silk veiling in the same tint.

* * *

Hats were, in the main, very flat, with picturesque slightly curled brims. Their chief ornamental notes were graceful, long cavalier plumes of ostrich feathers, or large white birds, laid flat upon the crown, with wings outspread.

* * *

As in Paris the greatest effort is made for the Grand Prix, so in London the greatest modistic triumphs are reached in the creations designed for Ascot. It is more especially in the Ascot millinery that artistic fancy finds the best outlet for its ideas.

* * *

Gowns and elaborate coats may be in the most extreme taste and greatest originality, but the crowning touch comes in the hat. This may depress or lift the costume scheme to success, and much depends upon it. Quite the most striking hats, specially designed for Ascot, are large picturesque shapes of delicate-hued chip, pink or blue, or daintily manipulated tulle. Across the crown of one model, in a curious slanting line, is a band of soft roses in the same tint, with one great spray of fine fern (maidenhair), shaped like a feather. Under the gracefully uplifted brim is a similar plume of fern laid close upon the chip or gathered tulle, as the case may be. An exquisite hat designed upon these lines is in rose-pink tulle, all

closely gathered and ruffled in circling lines. Set aslant across the hat is a band of cream-white roses, and in a similar line a folded strap of rose-tinted taffetas ribbon. Upon the under part of the left brim there is an immense frond of fine maiden-hair, which rests like a plume upon the light-looking roses, amid tulle rufflings.



A New Coat Style in Fancy Tweed, with White Cloth, Stitched Straps, and Black Velvet Collar and Stole Fronts.

By favor Messrs. Corby-Palmer.

JUNE 18.—The foregoing notes of what should have been worn at Ascot yesterday must be supplemented here with a brief note of what actnally was worn. It will serve to indicate the extraordinary climatic conditions at present prevailing. The Queen, who was present with the King, was wrapped in a full three-quarter ermine cape, and the majority of the ladies in the enclosure were protected from the extremely cold and damp air by fur-lined or fur-trimmed coats, long Melton coats and many varied forms of warm wraps. Under these protecting wraps were lovely gowns of silk, muslin, light-toned cloth and veilings, that, given fine weather, would have made a splendid testimony to the degree of perfection the sartorial art has reached this Summer As an instance, the Princess of Wales wore a French, painted muslin, with pink floral design upon a deeper pink ground. Over a cape of biscuit-tinted cloth the Princess wore the long ermine stole which, I think, was included in her Canadian gifts. The Queen's gown was also of muslin, in a very delicate tone of mauve, embroidered with silk in the same shade, and handsomely inserted with lace. Many black picture hats were to be seen, and in the majority of instances these were ornamented with long ostrich plumes. Quite the newest idea to dispose of these long plumes seems to be to make a slit in the right-hand brim, with a similar one on the left, and to pass the feather through the two, with a jet clasp upon the stem on the right, and the heavy tip then falls in graceful fashion under the left side, upon the hair.

• • •

When, for a short time in the afternoon, the rain ceased and the sun shone weakly, many of the great ladies present donned lighter wraps. An instance was the Duchess of Portland, who had a long cloak of Shantung. The Duchess of Marlborough also threw on, over a cream-white muslin gown, inserted with very handsome lace, a tussore cloak. Grey and



Autumn or Winter Coat Style in Black Silk, Ornamented with Black Velvet Applique and Pendant Silk Ornaments. It is further bordered with Caracul.

Also from Messrs. Corby Palmer

white were very much favored; so, too, were grey and white ostrich boas. The very smartest dressers wore all white gowns, but there were numberless instances of the favor shown to the deep blue, known most generally as "Royal." This tint was most successfully used for a stylish tailor-made gown of face cloth, with a small bolero coat and pleated skirt.

The bolero had three large flat pleats on each of the fronts. Small gold buttons used as ornaments were on the points of a deep collar or cape, and on the fan pleated open sleeves. They were fixed in eyelets or button holes, bound with antelope skin. The collar, yoke and the wristbands were faced with geranium-colored velvet, also leather bound.

* * *

New ideas as to flouncing tailor-made costumes include laying a series of circular narrow flounces one over the other, to describe an upward curve. In an instance where five curved flounces were used in this way, the top finished at each side breadth with a double-curved, stitched and strapped band, rising high on the side breadth. Very few tailor-made gowns are to be seen minus a flounce-like cape that comes well over the shoulders. It is sometimes pointed and often caught down with a button and simulated strap, that serves only for ornament.

The Royal blue craze has extended to the fruit, now used as millinery trimming. Blue cherries are the latest idea, and they look very smart on the chic-looking French sailors, now so much worn.

* * *

Autumn mantle styles are not marked by excess of originality. Fur, and fur-trimmed garments are loose and baggy. They take their lines from those generally known as motor coat styles. As an example, full length or three-quarter marmot, mink, or sable coats made with very full skirts, roll collars, and fronts that extend to the bottom of the coat, are largely bought for ordinary sale, as Winter styles, but are specialized as motor coats. Velvet and silk mantles for matrons' wear have lines of handsome chenille and jet trimmings laid over the shoulders, fronts and back, and are finished with stoles or pelerines of caracul, or other skins.

* * *

In the most exclusive coat styles moleskins will be largely used. Broadtail is used to form very stylish short pleated sack coats ornamented with silk cords and tassels. Grumwaldt, of Paris, shows a number of models in this style, and he further shows some splendid full-length coats of seal, with applications of contrasting skins, and passementerie cords as trimming. Some of his long seal coats are so elaborately trimmed, that they can scarcely be correcty described in detail. Fur toques are mostly on the turban lines of the Summer styles and they incline to the toreador shape. I have seen some absolutely flat plates of fur lifted by a very high bandeau at the back, which is covered with many pendant loops of bright red or emerald green velvet.

A. MEEHAN.

A TALE OF TWO STORES.

A MONTH ago I had an hour to spare in a small town in Ontario. Being somewhat interested in the mercantile trade I thought I could not make better use of my time than by having a look about the different stores and perhaps by so doing pick up a point here and there that would be of interest.

In one of the best locations in the town was set a general store. The outside appearance was quite ordinary. Not very attractive—not very unattractive. I entered and found the proprietor comfortably seated beside a stove, deeply interested in a newspaper report of the Gamey investigation. He laid aside his paper and enquired if he could serve me.

"Thank you, No," I replied, "I am looking about in the interests of "The Dry Goods Review." I presume you read it regularly."

"Well no," was his answer. "I cannot find time to read your paper. By the time I get through my daily papers I do not care for much more reading."

"But of course if you were to read our paper you would be reading it in a business way chiefly. You would find many things of great interest from a literary standpoint, but chiefly your gain would be suggestions as to the conduct of a successful business."

And truth to tell, this particular store could stand a great many suggestions to advantage. The goods were very confused. So much so, in fact, that were one to select a certain section of shelving and attempt to classify it he would have a difficult task. Without exaggeration I may say that staples, crockery, boots, glassware, brushes and groceries were in utter confusion. Withal it was not what a general store, however small and this store was not by any means small—should be.

"How have you found business this last month Mr. ——?" was my next question.

"Business seems to be falling away," he replied. "At one time I did a very fair business here, but since Blank & Co. opened across the road they have cut things so fine that there is nothing in it."

"How long have they been in business?"

"About two years. You know they advertise in the weekly paper and offer bargains for every Friday. But they can't stand the rate they are going for very long. In some cases they actually sell goods for cost. They do a large business but cannot make much money."

I could not understand why Blank & Co. should continue to do business without making money, and asked if these goods which were sold at cost price in the bargain day sales might not be stock that was not moving readily, in which case it would be advisable to clear out.

This he could not tell me.

I decided to spend the remainder of my hour with Blank & Co., and while crossing the road-way wondered if this new firm, which had been so successful in securing the trade of the town, were subscribers to "The Review."

There were three farmers' rigs at the posts and they were being well filled up with parcels.

The store was about the same size as the one I had left. A glance at the window showed me immediately that they were readers of "The Review" for there were half a dozen points in the dressing which had been suggested in our last number.

I had to wait ten minutes before speaking to Mr. B——. Finally he was at liberty and I introduced myself and my business.

"Do I take the Review! Well, yes. I have taken the Review ever since I have been connected with the trade and to show you what I think of it, just come back here."

I followed him to his office and he produced an immense catalogue half filled with clippings from "The Review." He explained to me that his window dressing, arrangement of goods on shelves, and particularly his system of advertising, had been gathered from the columns of our paper.

As to business, he said that it was as good as the season would allow, and that he was quite satisfied.

Pointing to the last advertisement which appeared in the town paper he explained that the lines offered were slow stock and he always made a point of clearing such out and filling the space with goods of more ready sale.

In this he showed excellent judgment, as, to use his words, "goods which will not take while new are hardly likely to become more attractive with age—unless it be Scotch whiskey."

DRY GOODS TRADE IN THE GREAT WEST

WINNIPEG, June 23.

THERE was the usual moan when your correspondent went round to gather information in regard to Fall dry goods. June is too early for the western houses to have anything like their full compliment of goods for exhibition purposes. Trade in the west promises to be exceptionally good for the Fall and the class of goods called for is certainly finer and more expensive than ever. A general run through the stocks does not reveal anything so strikingly new, but it does show wonderful advance in the beauty and finish of nearly every line of goods offered.

* * *

Gault Bros. was the first house called on, and they are very much crowded, as they expected ere this to have the basement of their new addition ready for occupation. In the meantime their present quarters are crowded with goods waiting to be unpacked. Mr. Crawford, European buyer, leaves for England next week on a purchasing trip. Among the pretty new things shown for Fall and Winter by this house are the golf jersey blouses. The golfing vests that were so popular last year are still much in evidence, but the golf jersey blouse is a newer and still more comfortable garment. It comes in solid reds, blues, sky blues, whites and all kinds of fancy combinations. White is, however, the popular color.

* * *

The trade in ready made skirts promises to be enormous this Fall. The new lines shown are out without the gores in the back that were such an eyesore in the cheaper lines of skirts, and it is really a marvel what a well-fitting stylish skirt can now be bought for. It does not pay the woman who is clever with her needle to make her own skirts now-a-day, and as for the women who have no talent for dress-making their day has certainly come. The majority of the skirts show the downward step or pleat by way of decoration.

* * *

Gault Bros. of course make a great feature of men's furnishings, and this Fall they are showing the "Rough Rider" and "President" as new brands of suspenders They also show a great range of mufflers and a special line of cashmere with silk stripes. In ties the midget string and midget bow are the latest thing for wearing with 1½ and 2 inch stand-up turn-down collars. In dress goods for evening wear this house is making a specialty of Scotch grenadines in which they control the sale for Canada. These fabrics are marvellously good value, being silky in texture, in handsome designs and only 42½c. per yard for the 44-inch width. There is hardly a more satisfactory gown for evening or reception wear for the woman of moderate means.

* * *

The display of dress suitings this Fall is very large, and there seems to be a marked return to shepherd plaids, particularly in the larger checks, and some very fine qualities are shown in these goods. Friezes are good for later Fall and all the granite cloth and knope effects are good.

* * *

Mr. Gerhardt, representing Kyle & Cheesbrough, was in Montreal when your correspondent called, and would not be back for a week, when he expected to have a full line of Fall samples with him.

Greenshields Limited, represented by Mr. Gallagher, are doing an excellent Fall trade, but had nothing special to talk about until they get into their new building, which, by the way, is making good progress.

* * *

Stobart, Sons & Co.'s new building has been delayed for a time owing to a dispute about a brick combine, which is now before the courts, but it is hoped the delay is only temporary, as up to the last week the progress made has been most gratifying. The Stobart Co. report an excellent business for Fall, and are making great preparation looking to the occupation of their new building. As usual they are showing a very full line of staples of all kinds and a splendid range of house furnishings. In the dress goods department were found all the new lines for both street and evening wear.

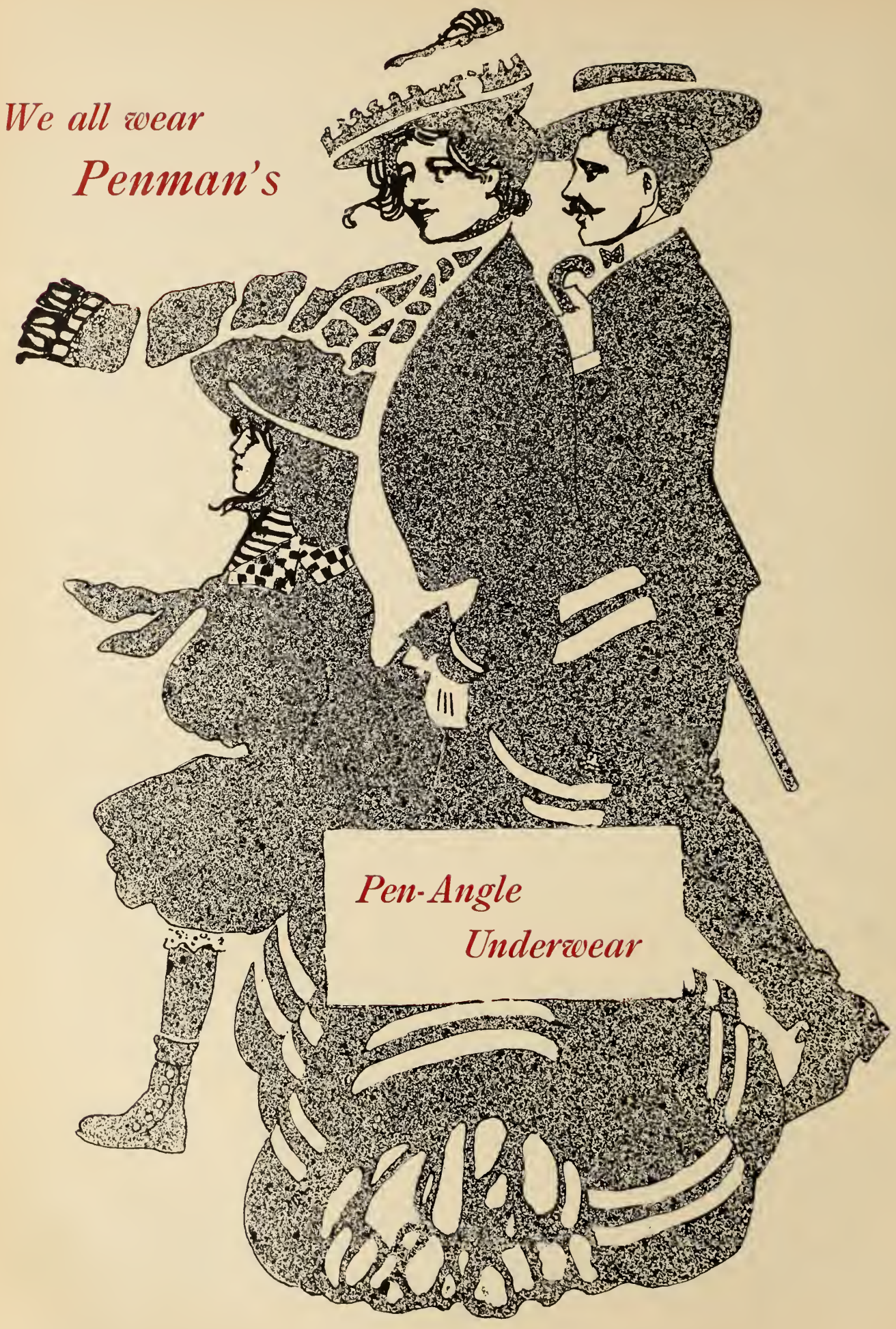
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The R. J. Whitla Co., Limited, were very busy with orders for Fall trade. Mr. Campbell, who leaves shortly on a further purchasing trip to Europe, chatted pleasantly about novelties in the smallwares and fancy goods department. The special thing in dress trimmings for the coming season will be medallion effects of cord or gimp with drops or tassels. The silk tassel is the newer of the two, but the latest is the tassel with the drop at the end. The range of these decorations is large and they can be had suitable for the finishing of heavy cloth street costumes or the dainty eolinnes, or even chiffons for evening wear. Persian bands are still good, but straight bands have entirely replaced the wavy effect so popular at the early part of the Spring season. For neck ribbons, taffeta and satin duchesse are still popular and tartans of all kinds will be good for late Fall and Winter. Ties have taken a new departure, and few of them are passed twice round the neck. The Persian ties show the flare ends and the newest are combination of fine lace insertion and diamonds of Dresden silk. They are very dainty, as are also the pastel shades of taffeta with lace frills and lace medallion. In fancy wool goods the umbrella shawls and ice wool fascinators continue to be popular. Blouses of flannel and brilliantine are as good as ever for Fall wear. Oddly enough, white is the most popular color. Those in the brilliantine are very much decorated with fancy Russia braid on the edges of the strappings. In French flannels the range of blouses shown by this house was very fine, particularly in the solid white, reds and blues and also in the polka dot effects. It would be difficult to imagine anything smarter than these blouses.

Mr. Bins, who is buyer for the dress goods department of this house, showed a lovely range of new lines for Fall wear. In goods for suitings the newest and perhaps the prettiest thing was the feather cloths. It is difficult to describe this weave, it is something on the line of the camel's hair goods but much softer, silkier, and has rather the appearance of having had the long nap combed with a coarse toothed comb. This does not sound very fetching, but a sight of these goods would fetch the money out of any woman's purse. Then there are all the nobby knope cloths, canvass and oatmeal cloths and the most beautiful tweeds and the ever beautiful and popular English broadcloths in blues and blacks.

* * *

It is fully expected that in Winnipeg, and, in fact, through out the entire West, the coming Fall and Winter season will be one of exceptional social activity and houses have made preparations accordingly. The most popular materials will be the fine wools and mixtures of silk and wool and cream and cream white will head the list. Then come the soft sea blues, delicate greens, greys and old rose pinks. The beauty of these fabrics, whether crepe de chenes, eolinnes, crepe de soies, voiles, or etamines is charming. These goods are also all shown in black and in addition there is a long range of black silk grenadines.


We all wear
Penman's
Pen-Angle
Underwear

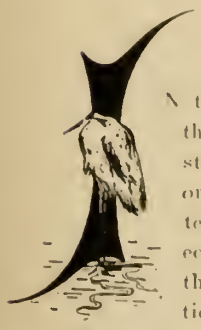
Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK.



IN the report of Mr Flynn, the sartorial artist of the Moseley Commission, sent from England to study and compare labor conditions in America, or rather, the United States, are told some interesting facts and comments. His general conclusions are that the average work done on this side of the Atlantic and the wages and condition of the workmen are far better than in England, but bases his opinions on rather misleading information which he received. For instance, he speaks of £20 dress suits as rather common on this side, and places the average wage rather high. As a rule, however, his statements are fairly accurate, and his comparisons not at all ambiguous. He states that the machine has taken the place of the English style of hand-sewing almost entirely; that wages are from 100 to 200 per cent. higher than are received in England, and that, therefore, the English tailor is in little demand here. Continental workmen and Scandinavians form the majority of American custom tailors, and these have imported their several styles and systems of work, the machine being the first article required. With evident regret he notes the fact that the English style of sitting cross-legged has almost disappeared, but finds some solace in the fact that the needle and thimble are still in use. In speaking of the workmen, Mr. Flynn maintains that they live here on a higher plane, save money faster and more easily, and he is inclined to think that the general belief that their life is much shorter is not borne out by the facts. Two characteristics that improve the life of the American workman are the absence of gambling on horse-races and heavy drinking. In the former there is absolutely no interest taken, and in regard to the latter he earnestly hopes that the Atlantic will not for ever form a boundary line.

• • •

RECENTLY in Belfast, Ireland, was held an "All Pure Linen" ball. The object of this was to give an impetus to the linen trade and so show the public that just as beautiful and elaborate costumes could be made from linen as from any other material. With the women the results surpassed expectations, but the poor men! Well, they felt that they must do something to show their interest in the movement, so they donned "specially for this occasion only" linen shirts, collars and cuffs. At least they were stamped linen, and it showed the men were truly zealous to live up to the character of the exhibition. Some even went so far as to wear linen vests, and a few appeared in a semi-Masonic (or other order) regalia, by covering the lapels of their coats with snowy linen. How badly those men must have felt when within a few days several prosecutions were instituted against the most reputable firms for selling collars stamped "pure linen" that had an interior of cotton! Just to think that at an "All Pure Linen" ball, and after special efforts had been made to get the unalloyed article, they had appeared in collars with a cotton layer! Perhaps even their cuffs had a few threads of cotton. Horrible thought!

• • •

THE story is told of a tailor who to advertise his $20 suits paid a popular actor to appear on the stage in one of them and to allow the fact to be mentioned on the programme. The night of the play the tailor occupied a front seat, and between the first and second acts occupied his time figuring up his profits from the advertisement. During the second act the subsidized actor engaged in a short struggle with the two villains. The struggle lasted only a moment and was as lacking in life as most stage encounters, but the suit emerged in a dozen pieces. The tailor was intensely chagrined and was the focus of jokes for many days. At last the revelation was disclosed that a couple of rival clothiers having discovered the tailor's plans, had paid the actor to allow them to "doctor" the suit, and just before he went on the stage, they ripped all the stitches but what were necessary to hold the cloth together.

• • •

IT is being averred that the fad in England of mole-kin waistcoats and other wearing apparel, mentioned in these columns last month, was inaugurated by King Edward in order to provide some special inducement to end the depredations of the mole. The result promises to be that the farmers will let their farms go to ruin naturally and cultivate the mole instead of wheat. Such an example of thoughtfulness on the part of the King is commendable, but the interests and mind-workings of the

farmer and His Majesty are so different that the advice of the former might have resulted in a greater cure for mole depredations—a bounty on the grain or vegetables raised by the farmer.

* * *

CRERAND'S CLOAK JOURNAL, speaking of the King's recent visit to France and to the Jockey Club's races in his honor, says: "In regard to men's clothes, England sets the modes for France, and the former Prince of Wales is considered a final authority, so it is not strange that every detail of his costume was most critically observed and has been since the subject of much comment. Some years ago the Prince on a hot race course unbuttoned and threw back the revers of his Prince Albert; the French boulevardier has never since worn a long coat closed. On Saturday the King wore heavy English gloves of reddish kid, with black stitching and large black buttons, while the President and members of the Cabinet wore kid gloves. To-day the haberdashers are wildly cabling to London for red kids—a mode new to France has been launched. The King also had no cane, another innovation, but carried field glasses. Some of the younger members of the Jockey Club, in consequence, handled their sticks anxiously, but the President put his heavy, big ebony cane between his knees and looked at the races with his chin resting comfortably on its big silver head—good pere Loubet."

* * *

THE history of the silk hat has extended from 1797 to the present day, and the latter appears to be the limit that will always stand. On January 15, 1797, a well-known haberdasher in the Strand, London, Eng., John Hetherington, appeared on the streets in his own invention, the silk hat. He was of course followed by the eyes of everybody who saw him, and by more than the eyes of the small boys. The report was circulated that John Hetherington had become insane. At this day scarcely any part of the civilized world notices the silk hat. Exception must be made in favor of certain wild districts of the United States which boast of the adjective civilized, but in reality, have no more connection with it than its pronunciation. The original hat was higher and straighter than the present style, but in principle was the same, and in price even was little higher, costing only £2 to make.

* * *

THE report from Texas that a Bible agent had been killed simply because he wore a silk hat, a long-tailed coat and patent leather shoes, has made The Wellington (Kan.) Mail reminiscent. It tells of a similar case, where a "bad man" entering a saloon and finding a member of the vigilants wearing a plug hat, put a bullet through it, and upon the wearer protesting, followed it up with a bullet somewhat lower, instantly killing the man. McCarty, the murderer, was pursued, after killing a few more men, but he escaped, only to be caught soon afterwards and riddled with shot. Another story of a more pleasant nature was told of a government clerk who, upon alighting from the train at his new post, and wearing a silk hat, was followed by nearly the whole town, walking in lock-step. This continued around and around the block, the line growing at every step, and each man with his hand on the shoulder of the one in front of him. At last the clerk hit upon an idea, and entering a saloon he ordered drinks for the crowd. Taking his hat off he placed it on the counter, when it was immediately filled with beer and when it became soaked through, was put on a post and every man had a shot at it.

* * *

"EVERY man his own mixer," is the motto of the new Parisian cane being sold in New York. The cane is stout in appearance and has a knob that unscrews and reveals a glass tube a half a yard in length. In masculine phraseology they are cocktail tubes, and hold about two of these "reliefs for the monotony of a fishing excursion." In the upper part of the stick is a smaller tube to be used as a drinking glass—when a friend discovers your secret. They are selling at $1.50, the price of an ordinary cane.

A HANDSOME FUR STORE.

MOST visitors to Toronto this Summer will wend their way down King street to see the new King Edward Hotel, and to see the hotel properly means to see one of the handsomest little fur stores in Canada. It is a show-room opened up by J. W. T. Fairweather & Co., for the convenience of tourists and guests of the house. Toronto furriers have all handsome stores—their goods require it—but this store is unique inasmuch as it has, it is claimed, more expensive furs in a given space than any building in the Dominion. The walls are decorated with elk, moose, deer, cariboo, mountain sheep, etc., heads and horns, and are tinted in pale green and crimson, which makes a beautiful background for the lovely furs and rich mahogany show cases with handles and fittings of polished brass. Two of these cases have windows facing the hotel rotunda, and all are illuminated with electric lights day and night. In each case is a full form figure showing a fur garment, around which are gathered many pieces of fur, some of which are made of the most costly materials, and all of this season's smartest styles.

Noticeable among the garments was a three-quarter length broad-tail, tight-fitting jacket, with a blouse front and loose 20-in. skirt; the collar and revers were of Hudson Bay sable, and it was richly finished with handsome ornaments, girdle and pendants, of silk cord.

The neck pieces this season are mostly all long and flat and are characterized by quantity as well as quality. They come well over the shoulders, cape fashion, and have long stole ends. Among the new furs one of the most popular materials shown in this style of stole is grey squirrel, and one style in particular, made with soft, pliable ends tied loosely in front is particularly attractive.

The most favored furs for neckwear or trimmings this season, however, are Russian and Hudson Bay sable, kolinsky, mink and Alaska sable; also lynx, both dyed and natural, is in strong evidence. The blouse style is still the popular jacket. Persian lamb is most favored, as much for its good style as wearing qualities, but broad-tail, baby lamb and caracul are all more desirable than ever before.

The trimmings, consisting of collars, revers, facings and cuffs, are of natural furs, together with pendants, frogs and sometimes lace. Rich garments of mink, Canadian beaver and seal are also shown in styles extending from the short, tight-fitting jacket to the long loose-back automobile.

Then there are fur-lined garments in cloth and brocaded satin, both three-quarter and full-length, which have been so popular for street and carriage wear.

All these and many other garments help to create the impression that the Fairweather company carry one of the largest and highest class stocks of made-up furs in Canada, and that, whilst a lady may derive just as much comfort and warmth from a $10 Alaska sable scarf, she can just as readily spend $1,500 with them for a Russian sable or silver fox stole.

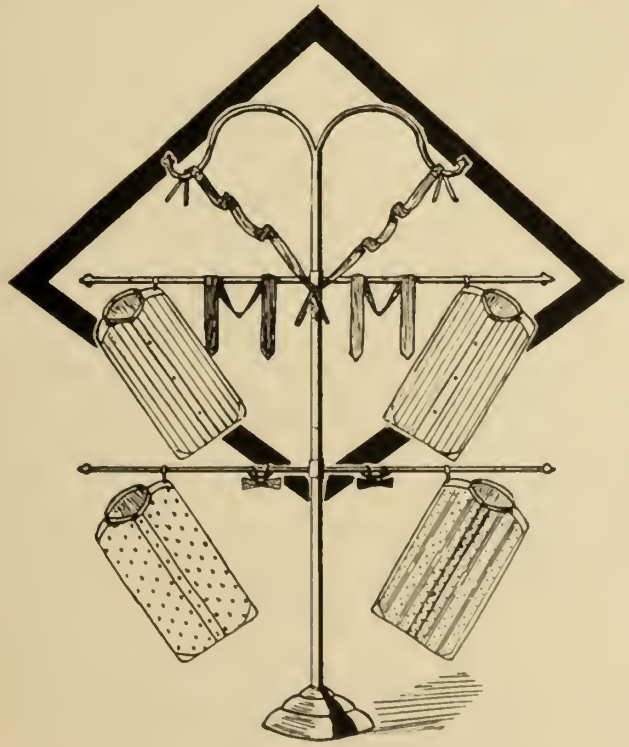
The firm make a special feature of ordered work, both in fur and fur-lined garments for ladies and gentlemen.

SHIRTS AND COLLARS

BETWEEN the straight band collars and wing collars there is some difference of opinion as to which will be in the greater demand for Fall. A wholesaler who does one of the largest collar trades in Canada states confidently that straight band collars with round corners will lead, and that there will be no more than a moderate demand for the wing varieties. This, however, is contradicted by another who is selling more wing collars than he had any expectation of for the Summer trade, and predicts a greatly increased demand for them in the Fall, when they certainly will be worn more than ever.

A Montreal retailer, one of the largest furnishers in Canada, is also surprised at the number of wing collars now selling. No doubt, had the month of June been as warm as we usually expect it to be, there would have been less demand for the wings, but on the whole, the weather has been cool, and the low fold collars did not sell as rapidly as they otherwise would. There is, of course, a great demand for these collars, and higher fold collars are selling too.

For Fall there is little doubt but that the heaviest demand will be for the fold collar, notwithstanding all attempts to re-



A Shirt Display.

place it by other shapes. The best dressers, however, will continue to take the wing collars.

The double-band collar or fold collar that will be sold in the largest quantity for Summer wear is the low height, about two-and-a-quarter or two inches for the man who has been wearing two-and-a-half or two-and-three-quarters. The idea is very sensible, too, as it is very much cooler and does not soil in a few minutes wear by coming into repeated contact with the chin. The front is still quite close, although flaring perhaps a trifle more than usual at the bottom. The corners are rounded. This collar is one that is always popular, so that, unlike in the case of the higher shapes, the merchant can lay in a stock, feeling sure he will readily sell them.



Dark Effect for Afternoon Dress.

In the favorite Fall shirts there is rather more color than usual, though new shades are few. Stripes will doubtless hold their place in the lead, though many of the new shirts show some figure patterns which are very neat and attractive indeed. In a few negliges checks and plaids appear, but no great demand is anticipated for them. Colors run greatly on grey shades, and slate color is frequently seen. Tans and a few shades in brown will be good, and blue is also a fashionable color for the coming Fall.

* * *

Pleated front shirts are again offered for Fall and they can be stocked with safety. In some of the new ones, line stripes in color, black as a rule, are introduced in the pleated shirts, and add considerably to the appearance of the garment. These are sometimes placed at the edges of the pleats, but as often they run down the centres

* * *

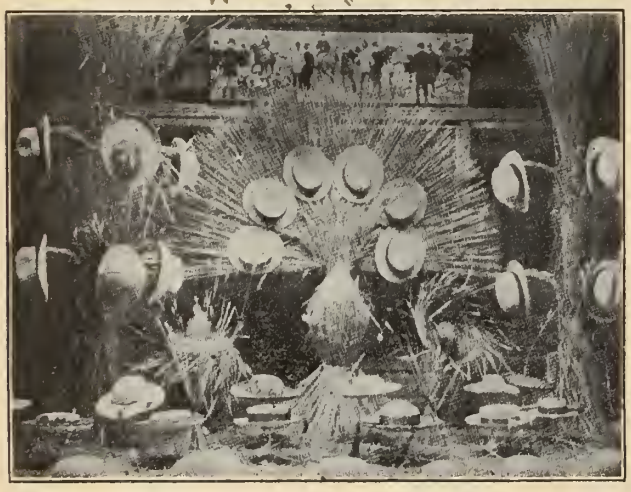
Flannel shirts will be in demand, and in that line plenty of color is shown in the patterns. Both dark and light grounds are good, there being apparently no preference. In the madras shirts, white grounds with black line stripes are shown, and the demand for them will likely be very good for Fall. In some of the stiff bosom shirts, the stripes are in clusters, producing a pleasing effect, but as a rule all the stripes are single.

HATS AND GLOVES.

AT last one is able to pass an opinion on the comparative popularity of the new straw hats on the market. Last month the three styles worn were mentioned and commented upon in these pages—the split, the sennit and the Panama. The popularity of the last-named style promised to be controlled more by monetary considerations than by anything else, but this year's shape, which was no doubt introduced to prevent any imitations, has told against its sale with men who desire to look really carefully dressed and with elderly men. With the younger men who can afford it the sale has been quite large, and the result is that very many are seen on the streets, but it appears to go well with nothing but a decidedly negligé outfit.

* * *

The other two shapes—the sennit and split—are the Summer's hats, and as the neatest, combined with the cheapest hats that are in style, are being worn by nine out of ten men.



A Straw Hat Display.

Last month the remark was made that the popularity of each would depend upon different classes of men rather than upon a purely individual choice between the two, but upon studying it after a month's business, it appears to be more a matter of individual taste. The older men do lean towards the fine splits, and it is true that the younger men are, to a great extent, wearing the sennits, but it is found that, regardless of age, many men look better in sennits and many in splits. So that, in the choice, each man must buy just what he looks the best in. For this reason the sales are based, not upon the



A Split Straw Hat.

hold which each has upon the demands of fashion, but upon personal taste. In general, it is found that the sennit has had the largest sales, as it happens that it becomes a greater number of men, but it is no more in style than the split. The illustration shows a split straw, and is of the same shape and proportions as the average sennett. Narrower brims are seen on many, and are merely a matter of appearance. Our styles in hats are identical with those in New York.

* * *

The cut of a window display in straw hats shows one of the most striking that has come to hand. It is very simply arranged, and yet so tastily and suitably that it must have attracted every passer. Straw bound in sheaves was used as a fitting background, and the hats were fastened on the sheaves. The summery air and apparently careless arrangement is eminently suited to the goods displayed.

* * *

About the only real novelty in gloves is a light yellow suede, rather too startling to come into general use in one season, but, on the whole, an acceptable innovation. The back is embroidered in either black or self color. Lightweight chevrette gloves are good. They are shown in pale tan and sefton shades, as a rule embroidered in self color. Lisle gloves in heavy weights have come in for such purposes as automobiling; the palms are reinforced in tan or black leather.

HOSIERY AND UNDERWEAR.

BUSINESS in Fall hosiery is most satisfactory, and jobbers have no difficulty in disposing of their finer goods. The furnishing trade are not among those who are content to stick to goods of indifferent quality while there is a chance to educate their customers up to the point of taking the finest goods instead of the cheapest, and in the matter of fancy half-hose, a steady progression toward the better grades is easily noticeable.

* * *

Nothing radically new is shown in the Fall lines. It is observed, however, that some light grey shades, almost silver grey, have been attracting attention from the finest trade, and will likely be a feature among the fashionable Fall colors Black grounds are as strong as ever, and in the heavy cotton hose, a number of brilliant colors have been introduced in the designs on some black grounds.

* * *

There is not, however, a demand for brilliant colors. The plain grounds run on the more modest shades, such as browns and tans. Lace effects are still to be seen, but not in such variety as last season, and it looks as though they were going out altogether. Many of the new styles have the embroidered instep, which is growing decidedly popular.

"ABOVE ALL OTHERS" FAMOUS FOR FIT, FASHION & FINISH

TRADE MARK Greene MADE IN CANADA.

Correct Styles

Cut to Fit

Cut book II P. 87

The most complete range of Collars and Cuffs shown in Canada.

NEW FACTORY

NEW MACHINERY



EXPERIENCED OPERATORS

BEST OF MATERIALS

Price, $1.10.

Cut book II P. 87

William A. Greene & Co.

Factory and Head Office,

WATERLOO, ONT.

The only Exclusive Collar and Cuff Makers in Canada.

Linen mesh underwear is selling well for Fall, as it did for Spring. These garments have their merits for all seasons, and are rapidly coming into popularity with all classes of people, as they are brought to their notice. Once the linen mesh—the real linen mesh—is used, it is seldom that the wearer goes back to the old style under-garments.

* * *

Balbriggans are going as usual in natural shades. Mercerized under-garments are becoming a feature of the trade worthy of attention. The handsome appearance of these goods catches the fancy of many customers. It is being sold as "American silk," "silkette," "silkine," or any other word that the dealer can make up. Colors continue on the light blues, pinks, ecrus and similar light shades to a great extent, though tans, cardinals and such stronger shades are by no means few. Even black is shown to some extent in the largest assortments of underwear, but little attention is paid to this. It is not a color that many people would desire for underwear. Stripes in the fancy goods are in various colors, among them a number of black line stripes on white grounds, which are very attractive.

* * *

In the heavier goods for Fall trade naturals are of course most in evidence, but there is a considerable quantity of blues shown and also a fair amount of tans. Plain white lisle underwear is a selling line with the high-class furnishers. It is shown with both full-length and half-length sleeves. On the sleeves and legs of the trousers narrow black stripes give a neat and taking effect.

* * *

The cut presents a fair idea of the principle involved in a new line of underwear that is on the market. The white part is cotton, while the ribbed part is a balbriggan material woven so that it allows considerable stretching, giving one the impression that there is elastic in it. Rubber, however, does not enter into its composition. The idea is to provide a garment that will cling to the leg without binding, and yet give with every motion. By this means it is intended to prevent bagging at the knees or seat and the slipping up of the leg when a man sits down. Its use is particularly



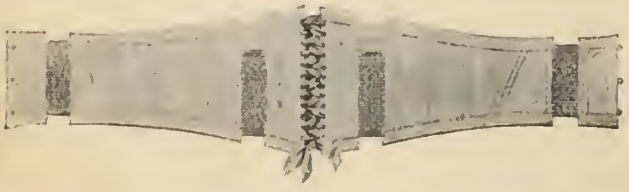
New Patent Elastic Seam Drawer.

RETURNED JUL 10 1903 art-work to P. 85

advocated by the makers in all games or athletic pursuits. The illustration gives it a far heavier appearance than the article really has.

BELTS, CANES AND UMBRELLAS.

IN the great variety of finishes and colors shown in belts this Summer there is agreement as to width, or at least the width is confined within small limits. A few are shown that are only three-quarters of an inch in width, but these will not be the most popular, although the exaggerated tendency will sell some of them. The popular width appears to be from an inch to an inch and a half. The under belts are not seen at all in the window or on sale anywhere, and as yet the cold weather has prevented the wearing of any, narrow or wide, so that the windows supply the only means of forming a judgment. Both here and in New York the narrow belt only will be worn, with the width, perhaps, varying a little according to the style of trousers worn.



A Corset for Gentlemen.

* * *

In material and color there is more latitude. Black promises to be the best seller with the most careful men, with tan



A Popular Black Belt

and mouse-collor following. The black comes in patent leather, which will be worn for the most part with white duck trousers, and in pebbled leathers. The pebble varies in coarseness, but it always appears. In the tan the finish is smooth and although a very few light and ruddy tans will be worn, the majority of them will be of the

THE GLOBE SUSPENDER COMPANY.

If You Are in Want

OF

SUSPENDERS OF ANY STYLE, ARMBANDS,
SHOULDER BRACES, WATERPROOF, : : :
LEATHER AND WOOL-LINED JACKETS,
LADIES' AND GENT'S WATERPROOF COATS

You make no mistake in seeing our samples and prices before placing your Fall order.

Globe Suspender Co.,

Office in Montreal at 207 St. James St. Rock Island, Que.



"I WEAR BROWNIES."

NEW LINES OF
MEN'S and YOUTHS'

Overalls,
Suits,
Grocery Coats,
Woollen Pants,
Etc.

Ducks and Denims

Highest quality. Best material. Latest pattern. Wide legs. Plenty of room in seat. Double stitched. No raw edges.

Prices, $4.50 to $9.00 per doz.

We can please you. Trial order solicited.
See our travellers or write direct

ROCK ISLAND OVERALL CO.
ROCK ISLAND, QUE.

Dr. Deimel Underwear
(LINEN-MESH)

Some parties who ten years ago scorned or ridiculed the Dr. Deimel Linen-Mesh Underwear are now offering a "just as good or better" imitation.

Do they know any more about Underwear now than in the pioneer times of Linen-Mesh?

We hope so.

All genuine Linen-Mesh garments bear the Dr. Deimel name.

WRITE FOR BOOKLET AND TERMS.

ADDRESS:

The Deimel Linen-Mesh Co.

2202 St. Catherine St., Montreal, Canada.

London, E. C., Eng.: 10-11-12 Bread St.

DR. DEIMEL'S LINEN-MESH UNDERWEAR Registered

NOTE LABEL.

ALWAYS AT THE TOP.

TRADE W.G.R. MARK





Canada is enjoying good times.
Are you sharing in the general prosperity ?
Our population is increasing rapidly—
Is your Shirt and Collar business ?
If not, we can help you.
Get in touch with us.
Anticipate your wants for the hot Weather.
When folks are suffering with heat
don't let them suffer for Collars and
Soft Shirts.

Think it over. **It's worth while.**

THE

Williams, Greene & Rome Co.

LIMITED

BERLIN, ONT.





ALWAYS AT THE TOP.

TRADE W.G.R. MARK



FALL 1903



Prospects very bright.

Our travellers all out with the newest productions in Shirts and Collars.

See our novelties in Regatta Shirts for Autumn. The latest Creations.

Different from all others.

See the "Shower Spot Polka Dot."

Ask for the new Wing Collars.

See our latest Poke Collars.

New models in White Shirts, "Germanic" and "Oceanic." Ask about them.

Place your Fall order for Full Dress Shirts and Collars now.

Prepare for that increased turn-over you want this Fall.

Think it over. **It's worth while.**

THE

Williams, Greene & Rome Co.

LIMITED

BERLIN, ONT.

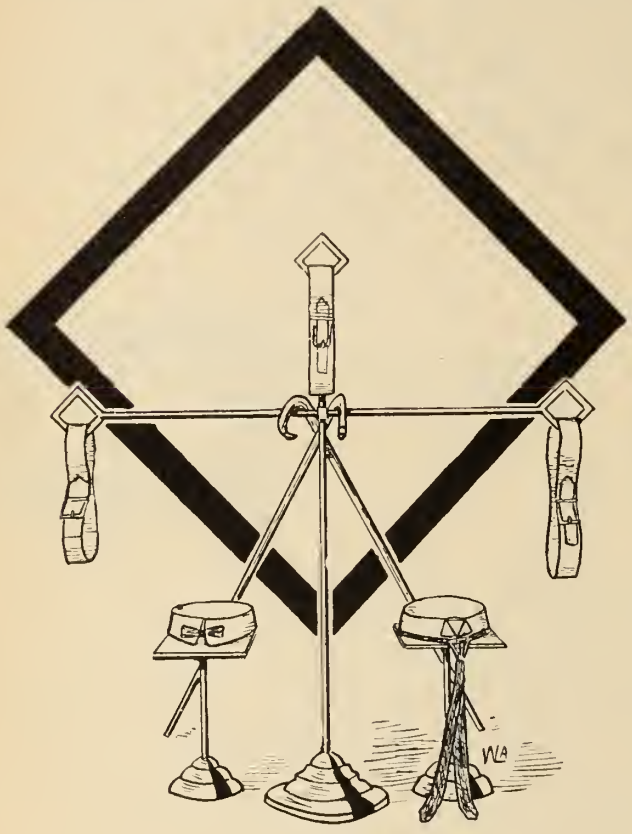




darker shades, tending to russet. The mouse-colored have the undressed finish and are quite attractive in appearance, being particularly suitable for rough flannels in the darker shades.

* * *

In make-up, too, there is a large choice. Very many belts in any color have the side rings, as it is more comfortable,



A Fixture Display.

while the buckles are either gold, nickel, or covered with a leather similar to that in the belt. In the black belts the greater number, and the better class, have the buckles covered with black leather to carry out the neat, inconspicuous effect, although a few have nickelled buckles. In the tans and mouse-colored, nickel buckles are used principally, with an occasional gold or leather covered. In size the buckle is usually wider than the belt—to take in the whole width, and is often long and slender in appearance. The illustration shows a good black fine-pebbled belt with nickel trimmings.

* * *

The illustration of a corset presents a shape that is being sold quite freely in the United States. In reality it is not a corset but a broad belt or stays, and as such has its place—not in drawing in the waist to feminine proportions, but in supporting the back and sides, and providing neat lines to the figure. The corset shown is made of the best corset material with elastic bands, bones, and silk lacing at the back. At the widest, it is not more than ten or twelve inches and the front not over half that. It is better for a man to avoid such articles if his figure is at all presentable; fair care and healthy living will provide a figure impossible to corsets.

* * *

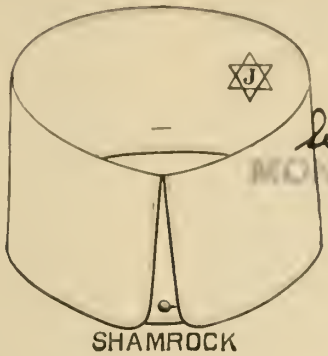
Canes are this season particularly neat in appearance, being of small size and inconspicuous in every way. Congos are practically out of it at the present, caused, no doubt, by their cheapness and commonness, but the man with a good congo stick and fancy handle of ivory need not be ashamed any place. Many partridge wood sticks are shown and used particularly by the youth; they are very small and often have a straight crook, almost always with a plain silver cap. Some new woods that are shown are cherry, green ash and carved boxwood, and in each the size is very diminutive. Crook handles are still the best liked. Plain sticks in green ash are very fashionable and the English green ash is frequently seen with delicate gold bands and tip. Carved boxwood canes are quite popular. Eccentric shapes are shown in some windows, such as the square crook handle on a round stick, and even the whole stick square with slightly rounded corners. There is an imitation bamboo in the square shape.

* * *

Umbrellas are being shown with oxidized or gun metal trimmings on the handles, with the latter probably the most popular at the present time. The usual number of gold and silver handles are seen but there is nothing new in them; in horn and ivory, however, several novel shapes have been introduced. All kinds of wood are being used—cherry, ash, bamboo, congo oak and partridge wood, the latter mostly in ladies' umbrellas.

TRADE

MARK
REGISTERED.



TRADE

MARK
REGISTERED.

Thanks, Mr. Reader!

We had no idea you would keep us so busy expressing orders for the month of May. We want in every city, town and village some reputable gents' furnishers to carry our Brand collars exclusively.

We advertise our collars in many daily newspapers, and help in many other ways to make them ***popular*** with the consumer.

We believe our Shamrock III. double-band collars, in all heights from $1\frac{3}{4}$ to 3 in., are ***worn by more people*** than any other similar shape.

The popularity of this special high-grade, indestructible, ***patented button hole*** collar, is due entirely to the superb quality of the material used and the ***vastly superior*** laundry work.

Our prices are no higher than other makers', but ***quality*** beyond competition.

Full stocks of all the latest shapes ***always on hand***; orders shipped same day as received.

All collars and cuffs are guaranteed unshrinkable.

The Canadian Underwear Co.,

10 St. Helen St. MONTREAL.

THE TAILOR AND CLOTHIER.

SUMMER suits are not at all in evidence yet, but a study of the styles of the best city tailors will give a good idea of what is to be worn this Summer. The coat has with many gone back to some extent to last early Fall's shape; the waist is clearly defined by a tightening in the coat and a slight flare over the hips. This cut is not very pronounced, but it is noticeable, and somehow it conveys the feeling of coolness. It differs, however, from the former coat of this shape by the skirt being longer. The trousers are again quite large, with some as large as they were at their largest, but this is a trifle too exaggerated, and is worn by only the few whose tastes always tend that way.

* * *

In materials various patterns and colors are being made up. Some light cloths seen in a first-class tailor's window recently had light grey backgrounds, and in every case fine dark lines about two inches apart, and in some cases checks of this size formed by fine lines. Blue serge is used to a great extent in a double-breasted coat used principally for yachting. White trousers go with this coat. Flannels in lighter shades than formerly appear to be favored, light grey with white or black stripes being among the most popular.

* * *

Everybody is wearing light vests, in plain white or white grounds with small figured or spotted patterns. Fine stripes often appear in the piques. These vests are seen to advantage with small black ties or with the blue and white polka dot scarf. Pearl buttons are used on the majority of fancy waistcoats, but many plain whites have black cloth-covered buttons. The black and other dark styles for Fall and Winter are shown with the double breast, and will likely sell as well as usual with the popular trade.

* * *

The window illustrated contains a well-displayed clothier's and men's furnisher's stock, with the prominence given to the ready-made suits. Hats and shoes are also shown, but the mixture is carefully arranged and, unlike many large windows, there are not too many articles crowded in. Papier mache forms and neat fixtures constitute the only accessories outside of the back-ground, which is elaborate in appearance, but not so difficult of construction. The plan of showing the trousers is one of the best that can be employed, as they appear in their natural shape as nearly as possible and show their fit around the shoe, which is a very important part of the trouser.



A CLOTHING WINDOW.

* * *

NOTES OF THE FURNISHINGS TRADE.

Thorne Bros., of St. John, N. B., have accepted the agency for that city for the Boston Derby and Boston Tourist hats—manufactured by the Coe-Ray-Creelman Company, of Boston, Mass.

A. Gertz has purchased the merchant tailoring business formerly conducted by W. H. Rau, in the Canadian block, Berlin.

F. F. Campbell, tailor, has taken possession of the handsome store in the McGibbon block, Sarnia, formerly occupied by W. C. Dillon.

The death of W. E. Chalcraft, of the firm of W. E. Chalcraft & Co., wholesale clothiers, Toronto, will not cause any interruption in the running of the business.

A. J. Cooper, merchant tailor, Gore Bay, has leased the store in the stone block lately occupied by J. N. Waite.

The Crown Talloring Co., Toronto, has again secured the contract for the firemen's new suits, their bid being $1.21 lower than the next bid.

The Humphrey Clothing Co., Moncton, are establishing agencies all over the Maritime Provinces. This firm manufactures its own cloth.

Sixteen of the workmen of Waldman & Somers' cloak factory have gone on strike. Mr. Waldman states that the union has broken its agreement, and now refuses to recognize it in any way.

W. T. McElroy & Co., tailors, Toronto, have distributed a blotter which contains a colored illustration of Scotch thistles to advertise their specialty—Scotch tweeds. On one corner is a picture of the back of a man's head and underneath it the words: "This is McElroy. You can meet him face to face 63 King street west."

The Crown Tailoring Co., 7 Wellington street west, Toronto, are removing to 38 and 40 Adelaide street west. This building is very much larger than the old stand, being five storeys high and 50x100 feet. The manager, George Anderson, expects to there find room for his rapidly increasing business.

THE BIRD
"COAT SLEEVE"
CUFF HOLDER.

Satisfactorily attaches the Cuffs to the Lining of Coat Sleeves.



CUFFS REMOVED WITH COAT.

Packed one dozen pairs on Peacock easel card, handsomely lithographed in six colors.

Order from Jobber or PRICE $1.25 per doz. pairs.

J. V. PILCHER MFG. CO.
LOUISVILLE, KY.
Makers and Patentees.

SOLD BY JOBBERS AND PULLOCK BROS. FOR CANADA

"AMERICAN" DRAWERS SUPPORTERS WITH CHAIN "HOLD"

EVERYBODY WEARS DRAWERS.
EVERYBODY SHOULD WEAR DRAWERS SUPPORTERS.
WE OFFER THE "AMERICAN" AS BETTER FILLING THE REQUIREMENTS THAN ANY NOW ON THE MARKET.





Sample Pair 10c Postpaid. EXACT SIZE IN "CUT."

"American" has a watch-chain "Hold" feature which is a big advantage especially in the summer when vests are not worn.

Attractively packed one dozen pairs on easel display card. Price 75 cents per dozen pairs.

Order from your jobber or ... J. V. PILCHER MFG. CO.,
Shipped by express paid upon receipt of price. LOUISVILLE, KY.
For orders $5.00 and over deduct 6 per cent. discount. Makers and Patentees.

WOOLLENS AND TRIMMINGS

—Specials for Fall Trade—

Grey Meltons,
Beavers,
Serges,
Vicunas,
Tweeds

Also....
Farmer's Satin, Italian Cloth, Etc.

SILKS AND SATINS A SPECIALTY.

The British American Import Co.
Wholesale Dry Goods
364 St. Paul Street - - MONTREAL



WE KNOW
THIS CVT
BROVGHT MANY
DOLLARS
TO OVR
CVSTOMER.
EXACT
REPRODVCTIONS
OF
YOVR GOODS
CAN BE HAD
FROM
TORONTO
ENGRAVING
CO.
92-94 BAY ST.
TORONTO
CANADA.

THE CANADIAN DRESS CHART.

Article.	BUSINESS AND MORNING WEAR.	OUTING, GOLF OR WHEELING	CHURCH, AFTER NOON TEAS, SHOWS.	DAY WEDDING. MATINEES, DAY RECEPTIONS.	EVENING WEDDINGS, BALLS, DINNERS, RECEPTIONS, THEATRES	STAG PARTIES, CLUB, INFORMAL DINNERS.
Coat.	Cutaway or sack.	Norfolk single or double-breasted sack.	Frock or cutaway	Frock.	Evening dress with Chesterfield or skirted overcoat.	Evening jacket with ordinary overcoat.
Waistcoat.	Of same material as or different from coat.	None or of fancy material, single or double-breasted	Same material as coat or of white duck.	Double or single breasted, of same material as coat, or of white duck.	S. B. or D. B. white or S. B. same material as coat	S. B or D. B. same material as coat.
Trousers.	With S.B. coat to match, with D.B either to match or not.	Knickers or flannel trousers.	Striped worsted.	Striped worsted or dark cheviots.	Same material as coat.	Same material as coat.
Shirt.	Colored stiff front preferred, quiet colors.	Flannel or madras or Oxford.	White.	White.	White.	Plain or pleated white.
Collar.	Wing, standing, poke or double band, medium height.	With vest hunting stock or double-band; without vest, double band.	Wing, standing or poke.	Wing, standing or poke.	Standing or poke.	Standing, poke or double band.
Cravat.	Four-in-hand. flowing end, bow.	Hunting stock, bow or four-in-hand.	Ascot, four-in-hand or flowing end.	Light or black, Ascot or four-in-hand.	White tie with broad ends.	Black silk or satin with broad ends
Hat.	Derby or Fedora with sack, Silk with cutaway.	Fedora, peaked cap or straw.	Silk.	Silk.	Silk or opera.	Derby, fedora or straw.
Gloves.	Tan or grey, the former preferred.	Heavy tan.	Tan, or light grey suede.	Grey suede.	Pearl or white.	Tan or grey.
Shoes.	With sack calf, with cutaway patent leather, high or low.	Calf.	Patent leather.	Patent leather.	Patent leather shoes or pumps.	Patent leather high or low.
Jewellery.	Gold studs, links, pin and watch guard.	Gold links, pin and watch guard with vest.	Gold studs, links and pin and guard.	Gold links, studs and pin.	Pearl studs and mother-of-pearl links.	Gold studs and links

This Chart is corrected to date by a Canadian authority on men's fashions.

CURRENT STYLES IN NEW YORK.

Office of "The Dry Goods Review,"
New York Life Building, June 27, 1903.

THE serge jacket which is being worn as much as the weather allows, and which has acquired for itself decided prominence as this Summer's coat, possesses a few points which make it different from any former cut. The tendency is to have the lapels long and deep, both in the single and double-breasted. This may be a style imported from England, but it is a fact that it has been made a special feature of the garments of some of the very best tailors in New York.

Another feature of the coat is the hollow in the shoulder. The outsides of the shoulders of the coat are built up as much as possible without padding and the effect is of square shoulders and a rather concave appearance.

THE HAT THAT'S WORN.

The straight-brimmed is the almost universally worn hat, except where a man can afford a Panama, and it varies very little from the shapes of last year. The height of the crown and breadth of the rim vary with different dealers and a man can pick what suits his face and be in the style. The sennit hat shown has a narrower rim than many are wearing, but it shows one popular style.



Sennit Straw Hat.

The Panama hat, although worn by a large number of men, is not as popular as was predicted earlier, perhaps on account of the dozens of cheap imitations produced in the prevailing shapes of the Panama. There can also be no doubt that the Panama is not a really neat, dressy hat, and men are beginning to feel that it is rather the expense than the appearance that has made it so much worn. The one presented is the best shape now on the market.



The Panama.

and presents many differences from former shapes.

The hat-bands on all the hats of the best dressed men are black, although it cannot be denied that a few are wearing red and blue or a black with colored edgings. The ribbon varies from an inch to an inch and a half in width and is adorned with a fairly large bow, single in many cases.

YACHTING REQUISITIES.

The coat worn is made mostly of white flannel, dark blue cloth or flannel, and dark blue finished or unfinished serge; the trousers are sometimes of material to match, or of linen, but mostly of white flannel or duck. The general shape of the coat is not dissimilar to any double-breasted coat, the hang being straight from the shoulders and the lapels fairly long and quite deep.



White Yachting Cap Dark Blue Yachting Cap.

The caps illustrated are two of the popular varieties; the white one has black braid across the front and patent leather visor and is a trifle more dressy and formal perhaps than the dark colored one. The latter is made of a dark blue material and has the club insignia in front.

The proper shirt for yachting is one of white flannel with attached collar. The tie is of the flowing end style or the narrow four-in-hand and sometimes a bow is worn. The shoes are sometimes of tan leather with red rubber soles, but the best are the white duck with red rubber soles and are sometimes perforated to provide a suction grip on wet decks.

BELTS.

The tan belt which was so much worn last year is still a part of the wardrobe of many well dressed men, but the newest and nattiest style is the one of black calf skin with gunmetal, nickel or brass buckles. They are very narrow and the more inconspicuous they are, the more stylish. Many have the buckle also covered with black leather. There are, of course, various other colors and materials seen in the stores and on the street and a man is safe in observing his own taste in the selection.

SHIRTS.

The white and black combinations continue to be almost the only shirts worn, and the beautiful designs in these colors really maintain for them a well-deserved position in public favor. Ecru colored goods are seen, and a material that is new and cool looking is of about the texture of gauze or crepe and this comes in beautiful patterns. A novelty this season is the turn-back cuff on shirts. These cuffs were used on flannel shirts this Spring and are now appearing in white linen on colored Summer shirts. The points are both square and round and button through the four folds, making a link cuff of it. There is still a very large demand for the pleated shirt and there does not seem to be any indication of a diminution in its sale.

AS SEEN ON LONDON STREETS.

Office of "The Dry Goods Review,"
109 Fleet street, E. C. London, June 20, 1903.

AUTOMOBILING has obtained such a hold on the affections of anyone who can afford a car, that some tailors are making a specialty of the clothing required by the chaffeur and new styles or novelties are constantly appearing on the market. Perhaps it is wrong to speak of them as new styles, as they are all designed for comfort and convenience, and on that alone base their claim of merit.

The motor sack apron, illustrated, is made of waterproof boxcloth, with solid leather bottom, and lined with fur. There is no opening where wind or rain can enter, and for the same purposes the tweed cap has an adjustable curtain. In the two caps warmth and protection from wind and rain are of primary consideration. Figure 2 is in plain or checked tweed, bound with Russian leather; it is also made in suede, lined with silk, and mounted with Russian leather. Figure 3 is in black and white tweed and is largely made of fine angola and Harris tweeds.

For the protection of the eyes favor is being shown to mica masks on account of their neatness when compared with the goggles. One tailor is making underclothing of chamois leather, and chamois vests, wool lined, and with long sleeve fastened at the wrist, keep out all cold or wind.

SUMMER SUITS.



Fig. 1. Motor Sack Apron.

The Summer suit par excellence is the one made of grey flannel or white serge. For cricket, yachting or boating it is the universal suit. The characteristics of it are a long roll turn with a square cut front, the corners just rounded, fitting loose in the back and having no seam down the centre. There are two side pockets, with or without flaps. In spite of four buttons and holes up the front, the roll turns almost to the bottom button and the coat is intended to be worn open. Some coats have a stitched cuff with two buttons and holes, while others have no cuff and only one button.

The trousers that go with this coat are large at the knee and fit snugly at the shoe. White shoes and Panama hats accompany this attire, the hat being the full round crown with flat top and medium width brim, with small dip in front.

A suit worn by elderly gentlemen a great deal is the double-breasted lounge. The material is a blue serge or flangola, and the coat is always worn buttoned. There are four pockets on the outside. The vest, when one is worn, is single breasted without a collar, and the trousers are tight fitting at the foot and slope straight up.

A more dressy attire for young men is what is sometimes called the Cambridge suit. The coat is a morning coat and the suit is made of some fancy material. The collar is rolled deeper than ever, reaching down to the middle of the vest. The buttons are covered with the material and the vest is double breasted and made of a fancy washing material.



Fig. 2. Motor Cap.



Fig 3. Motor Cap.

In general for Summer wear there is not much difference from last year's styles. The only changes are in the roll, which is longer, and in the length of the coat, which is about an inch longer than last year. Trousers are being made considerably looser.

COLORS AND CRAVATS.

A decided quietness is noticeable in the colors used in all the lines of furnishings. Black and white are the colors in fancy vests, and inconspicuous patterns and colors are the prominent feature in cravats. Shirts, too, are extremely quiet, being in the most part combinations of black and white with very narrow stripes running up and down, and usually with plain white cuffs.

The "Nimrod" tie is being worn to quite an extent. It is a combination collar and stock, in which appear no unsightly folds or lumps, on account of its peculiar construction. Open-work and foulard ties are appearing on many men, perhaps on account of their cool, summery look.

THE HAT THAT IS WORN.

In accord with the quietness of other lines the shape of the hat is not conspicuous. Fine straws are more popular than the coarse, with the height of the crown about three inches and the breadth of the brim two inches. Black ribbon is worn altogether. Panamas of course are seen in great numbers, many being of the Alpine shape. Many men are preferring a soft felt Alpine.

I noticed that mention had been made in "The Dry Goods Review" of a new collar for bow ties having a small opening in the front when buttoned on. That collar, or one like it, is being shown here and is made in the United States. I scarcely think it will see great popularity.

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Wire and Buckram Shapes

Felt and Straw Hats : :

Millinery Novelties : : : :

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like the Doukhobors, on a pilgrimage, are by no means an edifying sight.



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The "Union Made"

Thoroughly Tailored Suits

turned out by us are the most perfect creations in the way of Clothing ever offered to the Trade of Canada.

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SHIRTS, OVERALLS, PANTS, ETC.

The Standard of Excellence, and the best trade-bringing goods in Canada.

ROBERT C. WILKINS,

Manufacturer of "Union-Made" Clothing,

MONTREAL.

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Selling Agents for . . .

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Fleece Slippers, etc.

Genuine Cellular "AERTEX"
LISLE MESH UNDERWEAR

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Shirts, long " - -	11.00	"
Pants, - - -	13.00	

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LONDON, ENGLAND.

Full range for Fall.

DRESSING GOWNS,
SMOKING JACKETS,
TRAVELLING RUGS,
LATEST NECKWEAR,
now being shown by our travellers.

White Pique Vests, for general wear, and for Dress in stock **$15.00** doz.

Special line Best Oxford Pyjamas, regular $24 00 per doz., for . . **$13.50** dozen

Tress & Co.,

High-class LONDON Manufacturers.

HATS and CAPS

LATEST IN SILK
and FELT HATS.

THE "TRESS" CAP IS MARK OF HIGH CLASS TRADE.
CORRECT SHAPES FOR MOTORING AND
TOURIST SPECIALTIES.

THE CARE OF CLOTHES.

THERE are few men who do not know that with reasonable care a suit of clothes, or a pair of gloves, or a hat will last twice as long as the same articles when carelessly treated, and yet there are a still fewer number who take the time or trouble to exercise this care. Many men are too indolent to follow any rules, but there are also many who would be willing to devote the attention to their clothes that the proper keeping of them requires, but who, through ignorance, are unable to do so.

The man who owns well-kept clothes always looks neater and, if he wishes, can save himself many dollars in a year. To the furnisher this might seem a loss in his business, but such is not the case. It has been the experience of every haberdasher who has endeavored to assist in the keep of his customer's clothes that he has profited thereby in most cases directly and in all cases indirectly.

There is in the mind of the writer a young man who is always neat in appearance and well dressed, and on less expense than is usual, but although his furnisher sells him perhaps less a year than the average man, that furnisher knows that the young man is the best advertisement he could have. He knows that through his customer's attractive appearance he sells hundreds of dollars' worth of goods a year, that otherwise he would not handle. The reason is that other young men, admiring his customer's clothes, find out who is his furnisher and conclude to deal where such neat clothes are sold. Both the tailor, the hatter and the furnisher of that young man have profited through his appearance, and through the help they have always been ready to give hime.

In opposition to this take the case of the man who spends hundreds of dollars on his clothes and yet never looks well dressed. Such a man is never asked where he got his hat, his ties, his shirts, his suit. Although a tailor or furnisher might make a few dollars more out of him than out of the careful man, his profit ends with the man himself, who even proves a bad advertisement for others who might have dealt in that store.

Another way in which the furnisher often profits, and that directly, is by encouraging the desire of neatness and a well kept appearance in a man; he sells him better goods upon which there is greater profit, and, in most cases, even a greater quantity. The customer establishes a reputation and acquires a desire for good clothes and the result is that when an article of wear becomes at all shabby, it is discarded and a new one purchased.

It is for the man whose ignorance alone prevents his devoting attention to the keeping of his clothes, to the tailor and furnisher who is progressive enough to realize that whatever assistance he gives his customer will return in his bank account, that the following rules are given.

THE SUIT.

There is no article of wearing apparel that repays so well the attention paid to its care as the suit of clothes and yet there is no article which is more carelessly handled. It is on the appearance of his coat and trousers, (particularly it may be said of the latter,) more than upon anything else that an observer bases his opinion of the wearer.

When the suit is taken off, the coat should be hung on a coat hanger, the cheap wire variety is as good as any and cheap enough for any person. The object of this is that the proper shape may be retained and for this purpose it is better to button the coat than leave it open, as it prevents that drooping away from the shoulders so disagreeable in a coat, and also the fold which often appears down both sides of the front edges. Without being buttoned very little is gained by the use of the hanger, and yet few men bother to do this.

If a hanger is not at hand, a properly shaped back of a chair may be used, but in this case the coat cannot be buttoned, and the seat turns the edges back, intensifying a prevalent fault in a coat. In general, it may be said that next to using the hanger, the best method to use in keeping the coat is to simply double the coat inside out and with the collar turned up. See that the arms are straight and the pocket flaps in proper position, and then throw the coat over some flat or rounded surface such as a table, a trunk, or a sofa, rather than over a chair-back, which makes too sharp a bend. This treatment, of course, should be used only over night. In other cases a hanger is the only proper thing to employ.

The vest is kept on the hanger with the coat. An important feature, by the way, of the hanger, is that it should have the projecting chest shaper and not just the shoulder and neck forms.

The trousers, when taken off, can be hung in presses, or in a clasp which holds them feet upwards, and to some extent takes "the bag" out of the knees. The difficulty of the clasp is that the crease also disappears to some extent. It will be found just as good a plan as any to simply fold the trousers in their crease and put them in a drawer, whether doubled or not. It may be whispered that the old fashioned method of folding the trousers in their creases and then putting them under the mattress on a piece of thick paper is the best way of all, as it makes a good crease and can be used to lessen "the bag."

The principal point to remember, however, in the care of suits, is that they must be pressed very often to preserve their shape and freshness. This is particularly true in the case of trousers, which should receive this treatment at least once a week. It is really astonishing how much longer a suit can be worn and how much longer it retains its freshness when it has been properly pressed.

(To be continued.)

EFFECTIVE WINDOW CARDS

BY JOSEPHUS.

DAY by day more merchants are incorporating into their store systems the necessaries for printing show cards. One of the requisites of a clerk now is often the ability to print cards and many clerks owe their positions to this talent. At least it is safe to say that the young man who can print a neat letter, or draw a good scroll, is a long way on the road to a lucrative position.

The tendency that almost every merchant who has the facilities for producing good show cards has to fight against is the over display of these cards. The newness of the thing, the attraction of a good group of letters, impels him to place them on everything, until his store looks like an advertisement for a sign painter. Perhaps he considers it a waste of material to neglect the full use of his facilities in this line. Often in window display it happens that a show card containing the information "To-day 15 cents" exposes so little of the bargain article that a spectator is apt to think he is advertising his show card.

In the interior of a store particular care must be taken not to have too many cards, as the lack of symmetry in their positions gives an appearance of patchiness and untidiness that is a common enough fault in store interior without the assistance of show cards. In the dry goods store there is a limited use of cards in interiors, although they often are very important in the window. In the men's furnishing store their sphere is very much more extensive both in window and interior, and very few windows are what they ought to be, without a few cards with prices and short pithy remarks.

TIES
THAT
TIE
TIGHT.

A COLOR THAT WEARS WELL IN FAVOR AND DURABILITY.

REST YOUR HEAD WITH THESE LIGHT HATS

COOL COLORS FOR WARM WEATHER.

THE SEASON'S OFFERINGS IN STRAWS.

A STUD TO SAVE YOUR TEMPER.

GET TO DAY WHAT CANNOT BE BOUGHT TO-MORROW.

THE NEWEST FAVORITES IN BELTS.

USE THESE KNICKERS FOR THAT RESTLESS FEELING.

EXAMINE OTHERS; THEN COMPARE WITH THESE.

LESSONS IN ECONOMY—A LOOK AT OUR GOODS.

SPLIT STRAWS
AT
SPLIT PRICES.

SIX FOR A DOLLAR.
TRY THIS NEAT COLLAR.

SUITS IN TWO PIECES.
PRICES IN TWO PIECES.
YOU PAY ONE.

FEATURES IN STAPLES

AND still cotton holds the centre of the stage and acts with a liveliness—with an unreasoning flutter and dash—that holds all eyes. At the end of last month, from the stupendous elevation of 12½c., it appeared to be looking down preparing for a plunge, and when one storey drop was reached, people began to breathe, but Brown, of New Orleans and New York, and now of the whole civilized world, was there to protect his interests, and after a government report on June 3 of a decrease in the condition of the crop of about 13 per cent. below the average and 21 per cent. below last year, from 11½c. cotton sprang to 11 9-10c., and the next day to 12 2-5c. This occurred on the 10th, and the excitement on the New York Exchange was unprecedented. The shouting of the excited buyers was heard on the street, and on the following day, when the price fell ¼c., although a fine of $50 is imposed for after hour transactions, the frenzied buying and selling continued for five minutes after the ringing of the gong.

* * *

For almost two weeks prices ranged around 12½c. for middling uplands, when suddenly, on June 24, New Orleans, right after mid-day, started the price up by searing the shorts. In a few minutes the quotation was 12 9-10c., and on the following day the blackboard showed the highest prices in 25 years—13¼c. On June 26 the prices were the same, and there is not great promise of a drop. In New Orleans cotton sold as high as 14c., and even July cotton went to 13½c.—just 1c. higher than the phenomenal prices of last month, and no sign of a decline at this moment! Where will it end?

* * *

And again we are forced to admit that for the most part, the inflated values are a result of pool manipulation. This style of setting prices is no doubt a wrong, but it is as surely no doubt a fact. It did not require the effort for this month's rise that was expended in that of last month, as buyers were nervous, and poor crop reports were a common occurrence. The cotton situation has developed into a struggle of giants. The bulls and bears are all large concerns with unlimited capital, but the bull leaders have control, and even in the face of strong bearish factors, elevated the price almost at their will, and such a high level has been reached that cotton seems a different article from what it was last year, when it sold at this time at about 9¼c.

* * *

The effect on the manufacturer is the most serious immediate consideration. Not only are the mills unable to obtain the necessary supplies, but even when successful in that, it is simply out of the question to entertain the idea of manufacturing at such a price, unless prices were put 50 per cent. higher than exist even after the past month's increases. Many mills are shut down for lack of material, and many are selling their raw supplies and making money, whereas, if they manufactured, a loss would be incurred. At the first of the month 15,000 looms were stopped in Lancashire, England, the centre of the English cotton trade, and at Fall River, 500,000 spindles are quiet. Dozens of smaller mills are not running, and as many more are working less than half time. Our Canadian mills have refused to take any orders as yet for Spring on account of the unsettled condition of the raw market. And all this because a few bulls, with lots of capital, aided by bad weather, no sunshine, and the crop from two to three weeks behindhand, decided to make a few millions at the expense of they cared not whom!

* * *

Both in the May and June numbers, "The Dry Goods Review" emphatically advised merchants to buy their cottons before the inevitable raise came. A large number acted upon this advice, but there were many who through disbelief or dilatoriness, neglected the saving of fully 10 per cent. on many lines. Now that the price has gone up so much these merchants are still in a quandary what to do. The only way to put it now is that it scarcely seems reasonable to suppose that mills are going to continue to manufacture a raw material that costs 13½c. into a product that is sold on a 9 or 9¼c. raw material basis. Prices for the finished article are not by any means on a fair paying foundation, and the sooner merchants realize it, the better. There are still goods to be obtained at very little over old prices, but this cannot outlast the present stock.

* * *

The variations during the past month have affected every article in which cotton appears. About the middle of the month The Canadian Colored Cotton Mills issued a ukase that thereafter prices would be about 5 per cent. higher on flannelettes, saxonies, tickings, denims, and cottonades. The Dominion Cotton Co. also raised the quotations on grey cottons and ducks about 5 per cent. And now, just at the end of June, comes the announcement from The Montreal Cotton Co. that an increase of 5 to 10 per cent. would obtain hereafter on linings, sateens, colored cantons, butter and cheese cloth, and colored buntings. An indication of the feeling in England was received by a wholesale house from Manchester, in which it said: "raw cotton had reached 7d., and it was still Excelsior."

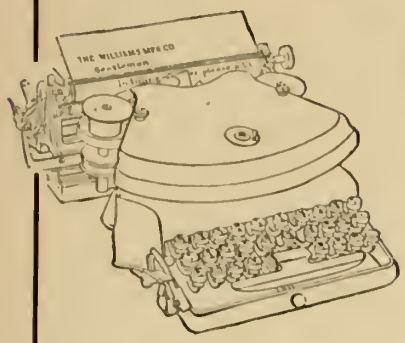
* * *

In pure linens there has been no decided advance in prices, but the market is very firm, and the tendency is shown by an English communication which advises a raise of 12½ to 15 per cent. on the prices which had been before obtaining, "because cotton had advanced by such leaps and bounds, and there was no telling where it would end." This referred more particularly to the linen and cotton mixtures, which have gone up with the pure cottons.

* * *

The long continued drouth in Australia, together with the increased demand for woollen fabrics, has raised the price of wool far above the normal, and even if the late favorable weather reports are fully confirmed and continue, it will take some seasons to produce a sufficient quantity to make up for the present shortage and to replace the

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herds that have died during the past two seasons. Prices at the last London wool sales, which determine the price of the world's wool, were higher than ever, and this, coupled with the greatly increased vogue for all woollen fabrics, means high-priced wool.

* * *

There is a great scarcity of blankets on the market this season, caused by the burning of the Bolton and Brantford factories and the closing of the mill at Streetsville. Some of the supply houses are finding great difficulty in supplying their requirements, and there is little doubt but that merchants will be troubled in the same way. The continued influx into the Northwest has created a greatly increased demand where before vast quantities were used.

* * *

Since the cotton mills have endeavored to bring about a revision of the tariff, a meeting of the underwear supply houses has been held, with the result that a memorial was presented to the Government complaining against any step in the matter until a full investigation had been made into the quality of goods manufactured here, to see if it was up to the English productions. A report then gained ground that one of the cotton companies had determined to close down its plants in various parts of Canada because the Government did not see fit to raise the tariff. This rumor has been denied however from headquarters and The Dominion Cotton Company of Montreal is running all its mills as usual and intends to do so.

* * *

The Fall trade has opened up with a rush that exceeds all former years. One house stated that it had already received about six times the orders that it had booked at the same time last year, and in all the houses a great business is reported. Some lines are already being shipped as fast as they can be filled, while others are just beginning to arrive, and the constant passing in and out of goods makes the wholesale house a busy place. A noticeable feature of the trade is that a better class of goods is in demand. A good example is in the case of handkerchiefs, which heretofore have been handled in one house up to only $7 a dozen, but which are freely sold now as high as $15. In many lines there is a scarcity in the wholesale stocks; this occurs principally in cottons, the high price of which forces careful buying on the part of the wholesaler. Scarcity is reported in ducks and piques, and the increase of 15 to 17½ per cent. in Irish and Scotch crash towelling has prevented large purchases in those lines by the wholesale houses.

* * *

The Lowell strike, one of the most celebrated in textile history, is at an end and the strikers have been completely defeated. Thoroughly unjust and tyrannical as the demands were, the strikers were out almost three months before forced to yield by the steadfastness of the employers. The arbitration to which the claims were submitted decided unanimously against the workmen and still the strike continued, but on June 21, when their places had been to a great extent filled, the discontented strikers begged to be taken back. This, of course, is only possible to a limited extent, and the result is continued and enforced rest for thousands of the workmen. The mood in which the strikers yielded can be judged from the remark of the president of the unions, who said: "We now worship at the altar of defeat, but later we shall rise again and conquer." Small wonder if the employers refuse to reinstate a single one of the strikers. The strike cost in wages about $1,300,000, and 17,000 workmen have been living a miserable life through exorbitant unjust demands, and at the instigation of a few officers.

* * *

At the final meeting of The Southern Association of Hosiery Manufacturers, held at Asheville, N.C., it has been agreed to advance the price on all products of hosiery establishments, irrespective of grade, 10 per cent. It was the consensus of the association that a further advance in prices will follow in the near future. In this case, too, it is the exorbitant demands of labor unions as well as the price of raw material that is causing the change in prices.

* * *

Mr. G. P. Foaden, of the Egyptian Government service, is paying a visit to Canada to inspect the agricultural colleges. Mr. Foaden, in speaking of Egypt, spoke in the highest terms of the soil in that country and the possibilities of its cultivation. In cotton Egypt leads the world in the production of long staple cotton, and a great future is assured for this industry. Mr. Foaden intends to visit the American cotton centres before returning to Egypt.

* * *

At the special meeting of The United States Cotton Duck Corporation on June 26, the stockholders will be asked to make the authorized capital as follows: First preferred stock, $7,500,000; second preferred stock, $6,000,000; common stock, $10,000,000. This is a reduction of six and a half millions from the first proposition. At present the preferred stock is $2,750,000, with $10,000,000 common stock.

* * *

In the report of the United States consul at Cairo, mention is made of the first consignment of cotton, grown in the Soudan, which has arrived at Cairo. Experts who have seen it report that in mercerizing qualities and in strength of fibre it is superior to the best Egyptian cotton, but that the length of the staple is somewhat shorter. The last defect promises to be remedied in time by judicious crossing.

CORSETS

FALL TENDENCIES.

TURNING to Fall indications, managers of, and designers for, corset factories who have visited the various manufacturing centres on the other side, say that there is nothing of particular interest to report in the way of changes in the make-up of the generally sold corset. The experimental stage is over, and the corset that is just about right for present day needs has been evolved. The moderately high, but by no means high busted, with the long hip, is still the chief corset characteristic, and is the distinguishing feature also for Fall.

Most manufacturers pin their faith to the many gored varieties, maintaining that by the means of these bias gores, the corset is better fitted to the figure and gives more ease and comfort to the wearer.

The silk broche as a material has taken well with the trade. Lace in many widths and kinds is the most used trimming, and soft satin ribbon is used for the finishing bows; but one of the neatest and most servicable finishes to a corset is the binding at the top with a broad satin ribbon. Some of the new models show a longer front.

The girdle corset is another feature of the trade, and when it is properly understood will likely command a ready sale. The girdle corset is intended for use when active exercise is being taken, as in golf-playing, rowing, etc., as it gives support with the greatest freedom of movement. Another use for this class of corset is for wear with the loose house dress or kimona. In buying this corset take care to have a large enough size; buy one or even two inches larger in this corset than you ordinarily wear, and you will then know what ease and comfort means in negligee attire. These corsets do not hook up the front, nor yet lace up the back. The fastening passes through an opening in the back and a couple of rings and a ribbon arrangement complete it in front.

THE BETTER CLASS OF GOODS.

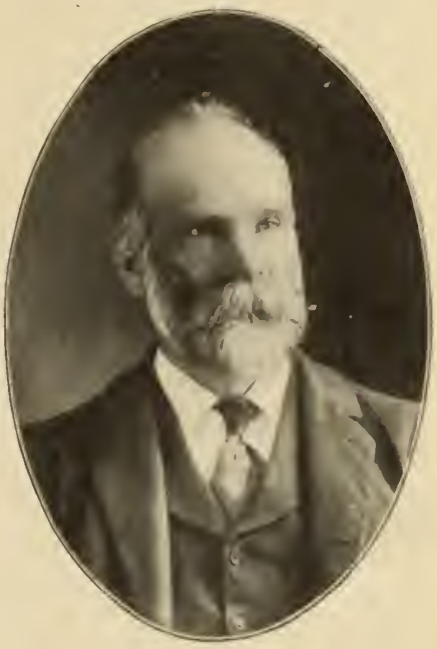
JUNE is usually considered the last month of the Summer selling with the corset manufacturers, and they then begin to turn their thoughts Autumnward. But this Summer, owing to the backwardness of the season, the re-order trade for Summer goods is likely to be unusually prolonged, as many women have not yet bought their lightweight corsets. Though the cold weather has had this retarding effect, the Canadian manufacturers have had an extremely busy season. Batiste corsets have been largely sold, but nets, chiefly in the lower-priced goods, have also had a great season.

Though there will always be a great demand for a popular priced corset, and the dollar corset is a great feature of the trade, there is a steady increase in the sale of the better goods, and those firms who make a lead of the better class of corset have had all they could do to keep up with their orders. This is as it should be, for it shows that the buying public is recognizing the general excellence of Canadian-made corsets, and that the home manufacturers are beginning to cut into the foreign trade.

No better corsets can be bought than those turned out now by our Canadian makers, and the time is passing when a French name has to be tacked to make a Canadian-made corset salable. Then the public is being educated in buying better grades, and the woman who once bought a 75c. corset will now give a dollar. Those who went to the dollar limit now buy corsets priced at $1.50 and even $2. On prices above this grade a very satisfactory business is being done.

CAREER OF A CORSET MANUFACTURER.

Richard Wray was born in 1847, at Yorkshire, England. After passing his school days, he filled some of the best positions in the corset firms of the Old Land. He came to Canada in the early eighties and has filled important positions with leading corset manufacturers of the Dominion. After severing his connection with The Crompton Corset Company, he became manager for The Telfer Manufacturing Company's factory and later, The Canada Featherbone Company of London. He has proved himself to be one of the leading and most original corset designers and manufacturers in the country, being practical in all its branches and operations. The past five years he has been connected with The Wray Corset



Richard Wray.

Manufacturing Company. His latest productions prove his ability—the corsets manufactured by his firm being among the foremost on the market of to-day and are recognized as leaders in their line.

LACING CORSETS.

THOSE who have the management of corset departments should see that salespeople give particular instructions about the proper way to lace a corset when a sale is made, as it makes all the difference in the world to the fit of a corset, not to say the comfort of the wearer, if it is laced in any other manner than that which the designer has planned. The old practice of lacing the corset tightly all the way down cannot be followed with the present-day corset.

There should be two lacing strings, both terminating at the waist. One of them will control the bust lacing and the other the hips. The hips should be laced tight, but about the waist the lacing should be loose. Remember, the tiny waist is now out of style, and there is a return to the large-waisted Greek outline. Corsets should be loose at the top, so that the bust may drop into the corset, and there will thus be no overhanging ridge at the top of the corset. When it is remembered that the proper fitting of the corset means the proper fitting of all ready-made garments, the importance of this point will be appreciated

A MAN WHO DID MUCH FOR THE WALL PAPER TRADE.

TWO years ago, when The Continental Wall Paper Company of the United States ceased to exist, the American manufacturers began to sell at what is known as flat prices, that is, side wall, ceiling and border all at equal price. Mr. S. S. Boxer, vice-president and managing director of The Watson-Foster Co., Limited, Montreal, saw at once that this would seriously harm, if not ruin, the retail wall paper trade, not only of the United States, but of Canada also. Many retail dealers in Canada, without going into the matter, came to the conclusion that if they bought their borders at the same price as side walls from American factories they would be buying their goods cheaper than if they bought from Canadian factories, paying the usual advance price for borders.



Mr. S. S. Boxer,

Vice-President and Managing Director of The Watson-Foster Co., Limited.

Mr. Boxer knew that this was not the case, but that the retailer in reality paid from 15 to 25 per cent. more for his American goods on a flat price than he would pay for Canadian goods with a border price, and he issued a most comprehensive comparative statement to the wall paper trade of Canada, which clearly showed that American wall papers at a flat price cost, as before stated, considerably more than Canadian. This comparative statement was so thoroughly correct that it was at once appreciated by the Canadian wall paper trade, and Mr. Boxer received letters from buyers from all parts of Canada thanking him for putting this matter so clearly before them.

Had the Canadian manufacturers followed the idea of flat prices inaugurated in the United States the retail wall paper dealers of Canada would to-day be selling their borders at the same price as side walls, and their business would have become as unprofitable as it has in the United States, as every dealer knows that the bulk of his profit lies in the borders.

No one can overestimate the credit due to Mr. Boxer for his foresight in this matter. He is probably without a superior on this continent in his knowledge of the wall paper business, and is personally and favorably known to nearly all the wholesale and retail trade of Canada, and the company with which he is connected has prospered under his management.

A NEAT BOOKLET.

THE year 1902 marked the golden anniversary of the founding of the firm of J. R. Palmenberg's Sons, dealers in display fixtures and forms, New York. In honor of the year the firm has issued a small booklet, neat in form and design, which contains a short history of the establishment and progress of the business. The booklet is 5x6 inches in size, the cover being of invitation parchment with the crest and name embossed on the front in gilt design. The booklet is profusely illustrated with cuts of the promoters of the business and also interior and exterior views of the building. The booklet on the whole is very well designed, and it presents an attractive appearance.

MAKE YOUR OWN BUTTONS.

ONE of the most perfect button machines on the market is the New Defiance. It is complete and easy to operate, and has no intricate parts to break or get out of order. It will make any size button, from 14 to 60 line, and also ivory-rim buttons. The weight of the machine complete, with three sizes of dies and cutters, is only twelve pounds, and any of our readers requiring a button machine of the latest and most approved pattern cannot do better than consider the merits of the New Defiance. These machines have had a large sale in the United States, where they have given first-class satisfaction

THE EMPIRE CARPET FACTORY BURNED.

At midnight June 29 fire broke out from some unknown cause in the factories of The Empire Carpet Co., St. Catharines, and the large three-storey brick building was destroyed with all its contents. The loss is about $35,000 with insurance of $23,000.

DEATH OF R. J. INGLIS.

On June 25 Mr. R. J. Inglis, one of Montreal's best-known merchant tailors, died at the Glengarry Hospital after a two weeks' illness of typhoid fever. The late Mr. Inglis was 47 years of age, and by hard work had established a very successful business, having but two months ago moved into a fine new building. He had been in business in Montreal since 1875, and was very favorably known among the business men of the city.

WALKERTON HOSIERY CO., LIMITED.

On the 1st of April, 1903, The Walkerton Hosiery Co., Limited, purchased the Williams Hurlburt Co. plant at Collingwood, and moved it to Walkerton. The leading business men secured a brick building 65x85, two storeys and basement, and are now running the factory its full capacity. Orders have been coming into the factory to keep it running until first of September. Bradshaw & McDonald, of Toronto, are handling this line for Ontario, and S. Groff, of Winnipeg, or Manitoba and the West. The factory will be increased 60 per cent with new machinery by next Fall. The firm also sell the "Reliance" brand and make a specialty of ladies' mitts.

Ladies' White Kid Belts

For the White Season.

Made in HIP SHAPE, RAGLAN SHAPE, with pointed back, also STRAIGHT SHAPE, in 1-in. and 1½-in. widths.

Retail prices, 25, 35 and 50c.

Men's Leather Belts *Curved to fit the body.*

Made in all colors and lengths, 1, 1¼, 1½, 1¾-inch in width.

Retail prices from 25c. to $1.50.

Western Leather Goods Co.

82 Adelaide St. East Toronto





THE BROWN BROS., LIMITED

Manufacturers of

ACCOUNT BOOKS

all descriptions and sizes.

LEATHER GOODS

Purses—Wallets, Letter Cases, Portfolios, etc.

Special new lines in **WRIST BAGS.**

STATIONERY---OFFICE SUPPLIES.

PAPER---STATIONERY NOVELTIES, etc.

FOUNTAIN PENS---Best make and value.

We manufacture largely ourselves—aim to have the most **complete Stationery House** in the Dominion.

Established half a century—call and see our new warehouse.

51-53 Wellington Street West, - - TORONTO.

PERSONAL MENTION.

Miss Thornhill, of Canada Veiling Co., Toronto, sailed for Europe on S.S. Celtic on June 26.

Mr. L. Stuffman, of Konig & Stuffman, is returning from a business trip to the Old Country.

Mr. G. H. Anderson, who has been the travelling representative of the St. John's branch of The Ames-Holden Company, and who is going to one of the foremost dry goods firms in Seattle, Wash., was recently presented with a purse of gold by the Ames-Holden staff.

Mr. John T. Chisholm, who has been for some time past manager of Stevenson's dry goods store, Vancouver, and is leaving to accept the position of travelling representative for a London wholesale firm, has been presented with an address and a handsome leather travelling case by the employes of the Stevenson company.

Mr. John Fisher, of Huddersfield, Eng., will pay a visit to Canada in the near future, coming out with the delegates of the Chamber of Commerce. Mr. Fisher has many friends here who will be glad to see him in Canada again. He is well known in connection with the firm of John Fisher & Sons, wholesale woolens, Victoria Square, Montreal.

The death is announced from Manchester, England, of Mr. Richard Marsden, founder and editor of The Textile Mercury—the organ of the Federation of the Master Cotton Spinners' Association. Mr. Marsden's wide sympathies, broad views, and many labors in the interests of the textile industries of the British Isles are well known, and he will be much missed, especially in Lancashire.

Mr. Calkins, managing director of the Merchants Manufacturing Co., Wellington street east, Toronto, is now in New York, formulating new ideas, with the aid of the novelties displayed there, for the completion of his Fall line. On his return the trade may look for some smart, stylish and strictly up-to-date additions to his already attractive line of coats, suits and skirts for Fall.

Mr. Benjamin P. Ball, a member of the firm of The Globe Suspender Co., Rock Island, Que., is at present on a business trip through the Lower Provinces. This firm manufacture a splendid line of suspenders, shoulder braces, arm bands, garters, etc., and enjoy a large trade throughout the Dominion. They also manufacture waterproof and wool-lined jackets, ladies' and gentlemen's waterproof coats, all of which are noted for their quality. The firm have an interesting announcement elsewhere in this issue.

AN INVENTIVE SALESWOMAN.

One of the saleswomen in a large store in Toronto is an inventive genius, and has put on the market quite a few useful little accessories to women's dress. The "Rosalind" long waist adjuster was of her introducing, and now she is to the front with a new adjuster, suited to the present style, called the "Queen" and which gives the modified fashionable curve at the waist line. By means of two hooks, this adjuster holds all the under garments, as well as the shirt waist and skirt, in place. This is the only adjuster that is also a hose supporter, as it has a slot in the bottom through which a tape can be passed to attach the supporters. The adjuster is neatly and strongly made and it retails for the moderate price of 10c.

A NEW TRADE MARK.

The Oxford Manufacturing Co., Limited, has been granted an additional trade mark for its goods. It consists of a pretty design, in the shape of a shield, surmounted by a crown. On each side the shield is a scroll. The words "Oxford, N. S." and "Pure Wool" appear on the design This design is now being stamped on every two yards on the reverse side of all double-width goods, the object being to prevent purchasers from being imposed upon, by having goods not "Oxfords," passed off on them as "Oxfords." This company has lately installed some expensive machinery in its mills, and is turning out to-day the latest and smartest effects in ladies' and gentlemen's wear.

THE HALLWOOD CASH REGISTER CO. OF CANADA.

THE Hallwood cash register has been well known in the United States for the past ten years. This fact is at once a tribute to the worth of the machine, for to live and flourish in the face of strong opposition, meant that the "Hallwood" had both intrinsic merit and the adequate backing. The "Hallwood" is being introduced into Canada, but the company is quite independent of and distinct from the original one, whose home is at Columbus, O. Col. A. G. Patton, who is at the head of the Canadian company, has obtained all rights for Canada and Newfoundland. The "Hallwood" will be manufactured in its entirety in this country. The low price at which the "Hallwood" is sold is made possibl- because of its simple construction. The parts



Col. A. G Patton, Canadian Representative of The Hallwood Cash Register Company.

are interchangeable, and, viewed from a mechanical standpoint, are a veritable surprise in the perfection of their finish as they leave the moulds.

The offices of the "Hallwood" at 78-80 King street east, Toronto, are ample and attractive, and a full line of the registers is exhibited. Visiting merchants will find a most courteous welcome, and will not be embarrassed by over-urgent salesmen. Col. Patton is enthusiastic over the prospects in Canada, and in establishing The Hallwood Cash Register Co. of Canada he has realized a desire of long standing.

MR. R. R. DAVIS' APPOINTMENT.

Mr. R. R. Davis, so long and favorably known to the trade in Ontario, has been appointed representative for Ontario and the Northwest for Ehrenbach, Brumm & Co., Bradford, England. THE REVIEW congratulates the firm on securing such a good representative, and Mr. Davis is to be congratulated on securing such an important position.

The W. R. Brock Co., (Limited)

Toronto and Montreal.

SOLE SELLING AGENTS FOR THE DOMINION OF CANADA OF

Nottahook Garment Fasteners

THE ONLY PERFECT GARMENT FASTENER MADE.

IT'S NOT A BUTTON. IT'S NOT A HOOK.

LADIES USING "NOTTAHOOKS" NEVER HAVE THEIR PLACKETS OPEN.

NOTTAHOOK FEEL IT SLIDE?

For plackets :

Do not press it together— Slide it in.

Do not pull it apart— Slide it out.



For Waists and Skirts:

To fasten— Do not press it together — Slide it Down.

To unfasten Do not pull it apart— Slide it Up.

NOTTAHOOK FEEL IT SLIDE?

It is [the] SLIDING movement — FEEL IT SLIDE.

Unquestionably the Greatest Notion of the Times.

Women appreciate its merits—notion counters find it a MAGNET that attracts trade. Customers delight in it, and praise it to their friends. It is adaptable to every use to which hooks and eyes, pins and buttons are usually put, and is the only practical substitute and improvement on these articles.

NEW LINES OF WALL PAPER FOR 1904.

THE new line of samples for 1904, which has been prepared by Stauntons Limited, Toronto, will doubtless be looked upon by the trade as the choicest collection ever shown by this house. Their travellers are starting out on the road with every confidence in being able to more than meet any competition with the new samples.

Every possible need of the retailer seems to have been provided for, from the highest grade right through to the very cheapest lines, and the firm seem to have been particularly fortunate in their selection of designs. It is a real pleasure, in turning over this line, to see how the best has been taken out of each and every design. Those accustomed to looking over the many lines that are out on the market each season, know how often the value of a good design has been lost in the coloring; but here we see the color scheme in every design developed to such perfection, that one feels the mastery of this art possessed by those responsible for this important branch of the work.

All the popular styles are well represented, and in addition to this some attractive novelties are provided, but care has been taken when selecting these to avoid having extremes that would remove them from the class of every-day sellers. Moire silk patterns for walls and ceilings in very handsome effects are to be seen. Among the tapestries is a very handsome Bagdad stripe, also a Persian paper produced in the rich bright effects so characteristic of the east. A number of attractive stripes in silks and plain two-tone effects should prove very interesting to the decorator. An extensive line of silk papers is shown in a great variety of designs and colorings. The rich effect of these beautiful papers makes them more extensively in demand than ever. Some new pulp grounds are shown with a rich stained effect, and these are specially decorative in producing fibre effects The firm also shows a good range of small stencil effects, on both silk and plain grounds. These are particularly well adapted for libraries, vestibules, etc, also for paneling and other special work. We have been so much impressed with the progress shown in this year's line, that we feel the line is sure to meet with a good reception from the trade.

WHITEWEAR FACTORY FOR OSHAWA.

THE T. Eaton white goods factory which is being erected at Oshawa is rapidly going up. It will be 113x50 feet and three storeys high. The McLaughlin carriage works, the Williams piano factory and the malleable iron works are situated in Oshawa and employ large quantities of male labor. The operators for the white goods factory will be drawn from the female members of the families whose heads are employed in these other works.

NOVELTIES FOR THE NOVELTY COUNTER.

PREPARATION is the order of the day, though many think vacation is in order, and so it is, as without vacation, sooner or later, preparation should become an impossibility. While holidays are being thought of, the more serious part of "business after vacation" is occupying the attention of many establishments, and as we endeavor to draw attention to anything novel, new, or of special value, we mention a few leading features in the trade. The Brown Brothers have some handsome desk blotting pads with "golden copper" corners. These, in combination with dark red blotting, are exceedingly handsome. These goods would make an attractive line for a stationery counter in an up-to-date department store.

Another line that seems to be right is that of a range of small purses, assorted leathers, one dozen in a box. They would retail from 7c. up at a good profit. They are intended to hold small change and to be used in connection with wrist bags.

These and many other lines are being shown by The Brown Brothers, Limited, who are making elaborate preparations for the Fall trade. They are showing a line of real ebony goods such as are handled in durg departments. These goods they have bought with the intention of making up into toilet cases and are considered splendid value. The showing of toilet cases made by this house is a credit to "Made in Canada."

SPRING NEEDLE-RIBBED UNDERWEAR.

THE Ellis Manufacturing Company have begun the manufacturing of spring needle-ribbed underwear at 125 James street north, Hamilton. The company have secured commodious quarters and have installed a splendid line of the most modern machines, whose almost human action it is a pleasure to watch. The firm is meeting an encouraging reception at the hands of the trade.

A WALL PAPER CLEANSER.

SOMETHING new in the wall paper trade is a cleanser, a putty-like substance in appearance, but in reality an elastic paste of abrasive character. Used on smoky and dust-covered walls its effect is astonishing, and where grease and fading are not present, old walls are restored to their original freshness and brightness. Some dealers might think that such a cleanser would interfere with their wall paper sales, but such a view is short-sighted. Indeed, an enterprising dealer will perceive an opportunity to make money out of this article by contracting to clean a room. A 25c. can suffices for wall and ceilings of a room 12 ft. square. Geo. Ridout & Co., Toronto, are agents for this article, and with all orders supply samples for free distribution.

C. H. WESTWOOD & CO.'S NEW BUILDING.

C. H. Westwood & Co., Limited, are moving into their new building at 72 and 74 Bay street. Our representative, in going through this six-storey building, was amazed at the equipment that is necessary to run a smallware and notion business. It is generally thought that a smallware business is synonymous to its name, inasmuch as it is not of great dimensions, but our enterprising friends have certainly got a business that they should be proud of, and, no doubt, in their new building, they will be able to handle their fast-increasing business bettter than ever before.

JAPANESE DRAWNWORK.

In the last issue of the REVIEW the fact was noted that fine Irish linen was being sent to Japan, to be worked up by the clever fingers of Japanese artisans into various articles for ladies' wear. K. Ishekawa & Co., Wellington west, Toronto, have imported a line of turnovers and cuffs to match in these goods. The beautiful workmanship of these little collars, and the low price at which they can be retailed, namely 25c., are making them ready sellers.

Mr. Ishikawa says that it is the children of about twelve to fourteen who do this lovely work. In silks this firm report that it is the white and the colors just off white, as sky, champagne, nile, etc., that are selling.

CANADIAN MADE.
"Excelled by None—Equalled by Few."

Fashion Makers IN STIFF HATS



IMPERIAL—FALL 1903.
5½ x 2¹, x 3.

Excellent Sellers AND TRADE BRINGERS

Samples on request.

THE ROYAL HAT CO., HAMILTON, ONT.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces "BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - UNEQUALLED IN QUALITY AND PRICE.

..... Sale Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

CHAT OF THE TRADE.

A. Cunningham & Co. are opening a new dry goods store in St. John, N.B.

The dry goods stock of the late Jas. Morrison, of East London, has been sold to his son, B. Morrison, for 62c. on the dollar.

Owing to the high price of raw cotton the Lancashire manufacturers are curtailing production, and 15,000 looms have been stopped.

The Beattie block at St. Marys was badly damaged by fire recently. The loss on dry goods stock of A. Beattie & Co. will be in the neighborhood of $15,000.

The Crown Whitewear Co. are removing into the old building at Scot and Colborne streets, Toronto, formerly occupied by Samson, Kennedy & Co.

Debenham, Caldecott & Co., Toronto, are removing to more central quarters in the Dingman Block at the corner of Wellington and Bay. They hope to be settled there early in July.

On June 1, 1903, Chevalier & Pollock purchased the general store business of A. J. Smith, Maple Creek, N.W. T. Mr. Chevalier formerly managed a gents' furnishing store there and Mr. Pollock is a rancher. Mr. Smith will locate somewhere in the Peace River country.

The total value of the lace exported from England for the first four months of this year, according to the Board of Trade figures, was about $6,000,000. For the corresponding period in 1892, it was $5,500,000, and for 1901, $5,000,000. The declared value of the lace exports to the United States during these periods was, in 1901, $1,700,000; in 1902, $1,750,000; and in 1903 $2,000,000.

About 200 of the infected army blankets from South Africa, which caused the outbreak of enteric on the reformatory ship Cornwall, at Purfleet, were shipped to Montreal. The medical health officer there was notified, and the blankets have been disinfected. There has been quite a storm of deserved indignation in England, as many dealers had innocently purchased these blankets, and the War Office has ordered a searching investigation.

A fire with rather an unusual origin took place at the Sault on June 8, when the dry goods store of Larashon & Co. was destroyed. Some muslin in the window display became ignited from an exposed electric light wire, which had become crossed with a trolley wire, and the flames spread so rapidly that the clerks had barely time to make their escape. Loss, $22,000; insurance, $16,000.

NEW COMPANIES.

A charter has been granted to The Barnes Shoe Co., Limited, Barrie, Ont., having a capital of $40,000, and as directors J. C. Irwin, A. Milne, J. Vair, D. H. Ellis, T. Beecroft.

The James H. Wylie, Limited, Almonte, Ont., has been incorporated to manufacture woollen and flannel goods. The capital is $50,000 and the directors are J. H. Wylie, Rebecca L. Wylie and J. W. Wylie.

The Canada Felting Co., Limited, St. Jacobs, Ont., has been granted a charter to manufacture and handle felt goods and all its variations. The capital is $50,000 and the directors are E. W. B. Snider, W. B. Snider, N. G. Gingrich, A. S. Snyder, W. H. Snyder and Edward Roos.

A charter has been taken out by The Dominion Coat and Apron Manufacturing and Supply Co., Limited, Toronto, to manufacture and supply aprons, coats, and similar specialties. The capital is $40,000 and the directors are H. Miller, K. L. Sapera, D Millar and J. Hoops.

The Crown Art Stained Glass Co., of Toronto, Limited, has a charter to manufacture and deal in stained, fancy, art, mirror and plate glass. The capital is $40,000 and the directors are R. L. Smith, J. Hurst, G. Bowman, H. Smith, W. J. Armstrong, W. Hand and Walter Jefferys.

A new charter has been taken out by W. H. Storey & Son, Limited, Acton, Ont., capital $100,000, to manufacture and deal in leather, hides, skins, gloves, mocassins, shoe-packs, etc. The directors are W. A. Storey, A. E. Nicklin, H. P. Moore, W. J. Chapman, D. D. Christie and John Firstbrook.

The Western Leather Goods Co., Limited, Toronto, capital $40,000, has received a charter to manufacture and sell leather and canvas and sporting goods. The directors are W. H. Ketchum, W. E. D. Tighe and D. S. McLaren.

WINDING MACHINE WANTED—Second-hand, in good order. Ten to twenty spindles. Box 38, DRY GOODS REVIEW. (7 1)

A BOON TO HOUSEWIVES

The Cleveland Wall Paper Cleaner. Retails at 25c. per can. Can serves for a room 12 feet square. A new article and worthy else we wouldn't handle it.

Geo. Ridout & Co.,
77 York Street, TORONTO

GUELPH
Business College

The Broadest Curriculum of Studies.
The Highest Standard of Excellence.
The Best Practical Results.

MALCOLM MACCORMICK, B. A., Principal,
GUELPH, ONT.

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO
Dry Goods Commission Agents.

Representing
- STEAD, MILLER & Co., Philapelphia, Pa., Tapestry Curtains and Upholstery Coverings,
- CARTWRIGHT & WARNERS, Limited, Loughborough, Eng., Hosiery and Underwear,
- BENTLEY & TEMPEST, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths,
- HOOD, MORTON & Co., Newmilns, Scotland, Lace Curtains,

WANTED

TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinary Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treeted as confidential.

THE D. F. BROWN PAPER BOX CO., Limited
ST. JOHN, N.B.

Their Cost is so Trifling

nd their convenience so great that the wonder is that merchants o without Rubber Stamps.

Tell us what you would like and we'll tell you the cost.

C. G. YOUNG CO., - 1 Adelaide St. East, TORONTO.

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

GREENSHIELDS LIMITED.

GREENSHIELDS LIMITED claim to be doing the largest handkerchief trade in Canada. Their range in plain and fancies is simply bewildering, and nothing can be wanted that is not shown in this department. Handkerchiefs are shown all the way from 15c. per dozen to $15 per doz. In the popular prices exceptional values are offered, but it is needless to point out that where such enormous purchases are made the retailer can be given the benefit of the lowest price in all varieties.

Greenshields Limited gave exceptional attention to their carpet and curtain department last Spring, with the result that now their assortment is more complete than it ever was before at this season of the year. A splendid choice is offered every buyer of curtains, carpets, linoleums, draperies, etc., for Fall, and all orders can be filled promptly. A number of special lines are shown, among them some "very specials" in tapestry curtains, art muslins and cretonnes, which are now being shown by their travellers on the road. Silkolines and draperies are offered in some choice patterns. New things in tapestry squares can be seen here.

Greenshields Limited are placing in their travellers' hands special lines of laces for import for Spring, 1904. These goods are certainly worthy of the trade's earnest attention, as every line is marked at the closest possible price, making them most interesting to those who are prepared to place orders ahead, thereby securing early delivery.

Greenshields Limited are now showing exceptional values in women's umbrellas. Prices range from 37½c. to $3.5 each. Any retailer needing umbrella lines in the leading prices will make no mistake in ordering sample dozens, as the goods are certain to give the most entire satisfaction. Many of the lines cannot be duplicated by any other house in the trade.

"Department E" in Greenshields, which includes laces, ribbons, handkerchiefs, parasols, etc., is making wonderful strides and shows handsome advances over each previous season. This is owing to the fact that the goods shown are what the trade want, and prices are the most attractive. Nothing has been left undone to make the department the most popular in the trade.

Greenshields Limited are showing in their range of cashmere and woollen gloves some wonderful values in plain cashmere, silk-lined and wool-lined, with two dome fasteners. Orders for these goods up to the present have exceeded all anticipations. This house undoubtedly shows one of the biggest and most complete assortments of cashmere and wool plain and ribbed hosiery on the market. The retail trade will serve their own interests in ordering sample dozens of these on seeing the travellers' samples, as the line is attracting much attention and orders are coming in rapidly for them. The goods are offered at old prices, which are extremely interesting to buyers. Children's and women's plain and ribbed wool underwear, notwithstanding keen competition, is being ordered by this house in great quantities. Orders have, so far, been in excess of those of any previous season.

Greenshields Limited are showing some special values in chiffons, dress trimmings and veilings.

A very pretty and extensive range of fancy lace and embroidered collars is shown by Greenshields Limited. The demand for these has been steady and large, and the company is bringing out novelties from time to time which are proving successes. Retailers are picking these up quickly, and those who want the best choice should see the range now.

Greenshields Limited are showing a range of infantees, bootees, polkas, gaiters, caps, mitts, wool and silk shawls, and other fancy woollens, that is as complete as can be found in any warehouse anywhere. The trade should examine their lines for the coming season, as every one is of exceptional value, contracts for all having been placed before any advance. No repeats can be had at the same prices, so early ordering will be the wisest policy.

Greenshields Limited have prepared in their dress goods department a splendid assortment of the popular Fall cloths, and the attention bestowed on this department is being amply rewarded by most liberal orders from the retail trade in all parts of Canada. Up to the present their business in this line is far ahead of previous seasons, and judging by incoming orders, all records will be broken this year. Metallic velvets are in great variety of design, and nowhere can a more satisfactory choice of snowflake patterns in dress goods be found than here. Their success in these goods speaks itself for their happy choice in patterns.

Greenshields Limited show a full range of linings of all kinds in A3 lining department, and special values are offered in black sateens from 28 in. to 32 in. goods. There are also special lines in fine percaline, rustle, fine taffeta and peau de soie linings. The trade should not fail to see these goods. They are the latest styles and the nearest thing to silks. In jeans, silesias, surahs, linenettes and foulards the assortment is most complete in all shades. Dress canvasses and all staple linings are shown in great variety.

Greenshields Limited are showing in their linen department a large range of fancy linens for Fall and Christmas trade. Mr. Duhamel, the manager of this department, is now making a special trip with import linens for Christmas and staples for next season's business. Though there has been a considerable advance in the price of linens Greenshields Limited have been fortunate in placing their contracts at very near the old prices. Recent advices from both Ireland and Scotland report further advances, especially in union goods, as the cotton yarns are so much higher in price.

Greenshields Limited are offering a special lot of foule serges, in all the newest patterns, in French flannels. This is a very desirable lot and the goods are going out rapidly.

Greenshields Limited are offering a lot of 5,860 pieces of dress ginghams in their shirting and gingham department, at 20 per cent. less than the mill price. These goods include all the newest designs and colorings. In Oxford shirtings they report a clearing line of over 2,000 pieces. At the price these goods are offered they are the best values on the market.

Greenshields Limited have secured a clearing lot of over 3,000 pieces of mercerized cheviots, in plain colors, fancies, spots and stripes. These are the newest make of cotton goods on the market and are selling very freely.

Greenshields Limited are now showing in their print and muslin department a large variety of muslins for July sales which they are offering to the trade at half their original price. They also offer a quantity of prints at 12½ per cent. less than the mill would accept for these goods to-day.

THE W. R. BROCK CO., LIMITED, TORONTO.

In the woollen department of W. R. Brock, Toronto, there is an exceptionally full line of fancy vestings in plain white and fancy, stripes and dots, piques. This material is being worn so much that every merchant should have it in stock.

In the house furnishing department odds and ends in tapestry carpets are shown in extra good values to retail at 35, 50 and 60 cents; also brussels to retail at 85, 90 and $1. The stock of wools and unions was never so complete nor in better colorings and patterns. There is also a great selection of union and wool squares and a great demand for these is being received.

In the dress goods department of W. R. Brock, Toronto, business is opening up wonderfully and sales are away ahead of any previous season. While merchants are somewhat slow about taking hold of extreme novelties, they are placing good orders for all staple stuff such as friezes, venetians, heavyweight box cloths, etc. Cheviots are particularly good. There is a large range of novelties in zibeline cloths in all sorts of styles, from the plain smooth haired effects in self colors, in stripes and checks to the two-toned and iridescent weaves. All the shades of blue come first, brown next, and green in the third place and then the tans and greys. Black and white are still very popular. The W. R. Brock Co., Toronto, are showing an

immense range of tweeds to retail from 50c to $2 per yard; also blue and white flakes in brown and white, green and white, and black and white, in lines to sell at 50c and 75c. These cloths are having a big run. Canvas cloth with a boucle stripe is very popular. Another novelty is broad cloth with a camel's hair stripe in navy, myrtle and black. Popular for suits is a corded frieze in olive brown, cadet, and mid and Oxford grey. Plaids will be very strong for Fall for waists and children's wear, These will be for the western trade. Light weight goods in black have had a very large run this month, and have every prospect of a continued popularity for this Fall. Etamines, both in the fine weaves and the heavy twines, lead; with eolines and crepe de chine second and third choice. In blousings embroidered goods are first in vogue in Bedford cords with a silk embroidered stripe, embroidered cashmeres, Arcadian stripes, printed flannels, printed velvetteens, etc. Creme is stronger than ever—and plain and polka dot lustres, silk, sublime, etamine, fine serge, coating serge, cheviots, and broad-cloths are all having a big sale for Fall. The W. R. Brock Co.'s stock is complete in all the above lines. This company has done a large trade in muslins this season. A few of their best lines are still left over which they are clearing out at ridiculous prices.

In silks, black peau-de-soie is the leading silk for Fall. The W. R. Brock Co. fortunately have a large contract for special Bonnet's "Jubilee," so are able to supply this silk at old prices. In black taffetas Brock's are showing a good line, to retail at 50c., 75c., 85c., $1 and $1.25. Special 016, stamped every yard, to retail at $1, is the best value on the market. This company have an immense range of colored silks. They are showing four lines of colored taffetas, louisines, satins, tamolines, etc.; nobby lace stripes, in linen and sky, linen and reseda, linen and rose, linen and brown, linen and navy, linen and slate. The W. R. Brock Co., Toronto, have just placed in stock a line of printed foulard to retail at 35c., well worth 75c., in a large range of colors. In white and creme The W. R. B. Co.'s stock is complete in all staple lines. They also show a line of small pattern taffeta in broches, stripes and scrolls, also in lace stripes.

In the men's furnishing department, Brock's, Toronto, have collected a number of special lines that should interest keen buyers. They are as follows: A heavy grey wool sock, "Q. T.," a three-pounder, to retail at 12½ and 15c.; "Y. Z.," with ribbed top, which costs a shade more than the former, but retails at the same price; "Dawson," to retail at 20c.; in heather ribs, A170, to retail at 25c.; A120, to retail at 35c.; A180 and A190, to retail at 50c. In black cashmere, "Brocknit," as of old, to retail at 25c., and S100, to retail at 50c. A heavy leather mitt with wool cuff, S41, to retail at 50c., and S31, to retail at 75c. In lined dress kid gloves, "Gorey," to retail at 50c., S21, to retail at 75c., and P53, to retail at $1. Lined mochas, S35, to retail at 75c.; H.B. 27, to retail at $1. Men's black knitted wool gloves, R184, to retail at 25c.; B221, to retail at 40c., and D103, to retail at 50c. Men's white knitted gloves, D89, to retail at 35c., and D101, to retail at 50c. Men's colored knitted gloves, R165, to retail at 25c., and B223, to retail at 50c. In lumbermen's socks, "Hickory" retails at 50c., "Beech" at 75c., and "Spruce" at $1; there is also a special job line of hand-knitted goods 33⅓ per cent. below value. In heavy knitted wool mitts, "Dime" retails at 10c.; M at 25c., N33 at 40c., and "Pontiac" at 50c. In the better class of wool underwear, Brock's, Toronto, are keeping a good range, including "Wolseley," in four different weights, and "Britannia." These, combined with the favorite makes of all the leading mills, make the stock of Brock's, Toronto, one which keen up-to-date merchants will appreciate. The "Sun" garter for men is a thoroughly well thought-out garter, which Brock's, Toronto, are selling in large quantities. It is so constructed that it adjusts itself perfectly to the shape and movement of the leg and the height of the stocking. There is no uncomfortable pressure on the calf muscles, and the stocking, although safely held, is carefully protected by a rubber cap from the harshness of the metal. It can be removed and replaced in a moment without the least worry or difficulty. Try a sample lot and see how they work.

A few special articles that are meeting with large sales are two lines of overalls specially manufactured for Brock's, called "President" and "Vice-President," the former with bib, the latter without, to retail at 50 to 60c. at present, although the price may rise any day with cotton; "Patsy" and "Beatsall," heavy wool half hose, bought for Fall; two special worsted ribbed hose, called "Toeproof" and "Holeproof," sizes 4 to 10½ inches, are below value at 12½ to 15c.; and the favorably known Hudson hose.

Some extra fine lines in wool and worsted hose, that can be sold in ladies' sizes at 25c., and which have gone up 10 per cent. since Brock's, Toronto, bought, include "Pegtop," with wide ribs; "Yarmouth," in 2-1 rib, wool; VN11, in 2-1 rib; "Grip," a worsted which has sold in orders of the size of 100 dozens and cannot be bought again to sell at less than 35c.

Brock's, Toronto, have succeeded in securing further supplies of 5X5 Saxony, the kind that caused the excitement in the wool trade during 1902. They hope in August to be able to supply all colors to retail at 10c. a bundle.

"Hector" is a line of combination suits that are good value and perfect fitting. The demand which arose last Fall for ladies' and children's tights has been well looked after this year by Brock's, and several lines are being carried. There is a large stock of ladies' vests purchased when prices were 10 to 15 per cent. lower, and Brock's are offering "Ombra" and "Startler" vests and drawers to retail at 25c., also T6 in "Swiss," "Devaney" or "Pearl," to retail at 50c.; send for sample dozens. Mention must be made of the ladies' plush fleeced goods, white or natural, in vests and drawers, called "Warmth" and "Comfort."

For the Christmas handkerchief trade Brock's are showing a large range in embroidered goods from St. Gall, Belfast and Manchester, also new motto handkerchiefs, which were composed by their "Sentimental Tommy," who guarantees their desirability for gifts. For children there are picture handkerchiefs in new designs.

In dress trimmings the novelties of New York, Berlin and London are shown in ornaments, medallions and other attractive lines. For boating and cool evenings every woman should have one of Brock's, Toronto, umbrella shawls, which save many a doctor's bill, and retail at from 75c. to $5. A honey-combed shawl, FLD, retails at $1. "Hilda," the guaranteed ladies' kid glove, is exceptionally good value, to retail at $1. The white mercerized mattings that are so popular for shirt waists are in large assortment, and the satin duchess neck ribbons are carried in two staple widths.

Way's muffler is a good thing for men or women, and in addition Brock's, Toronto, have the padded cashmere and silk varieties. In fleeced underwear Brock's have taken advantage of the war between the factories and are willing to give their customers the benefit of it.

In such sundries as fancy goods, including the "pin for every day" pin-sheet, sidecombs, puff combs, heavy shell hairpins, small covered buttons, back combs, brush bindings, pearl buttons in blouse sets, veilings, etc., Brock's have the latest novelties and ideas. Their rainproof and waterproof stock is complete in the staples, and a large quantity of the "Newmarket" has been bought to retail at $2.50 or $3.

The new garment fastener, the "Nottahook," has acquired a good footing in the market. "Feel it slide," is its motto, and expresses in three words the principle involved. Women appreciate it and merchants find it easy to sell. As yet it is comparatively new, and Brockjs Toronto and Montreal houses, which are sole Canadian agents, are offering to assist buyers in advertising it. When the "Nottahook" is worn, skirts can't fall, waists can't open, vents can't flare, nothing can get out of place. That's what "Nottahook" was invented for, and that's what it does.

A very neat cabinet, which Brock's, Toronto, handle, contains 100 dozen Calcutta pearl buttons in assorted sizes. It makes a neat, attractive counter ornament, and sells the buttons every time.

The W. R. Brock Co., Limited, Toronto, are showing in their ladies' ready-to-wear room, which they have only lately opened out as a separate department, some of the best values on the market in these lines of goods. They are publishing this month a catalogue showing cuts of some of their lines, one of which every merchant in the country should have, if it is only to keep for reference, but a visit to the warehouse would be of much more benefit to him. They report that although practically their first season and late with their samples, the business being done by their travellers is exceptionally gratifying and promises to be a big success.

All the lines of overskirts manufactured by The W. R. Brock Co. are made to fit; great care is excercised in the cutting and fitting, and each skirt passes through two

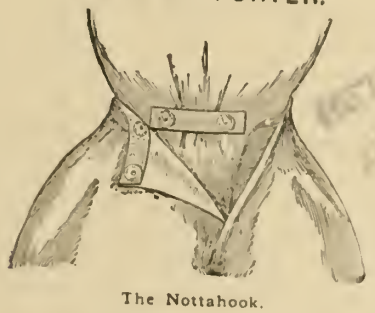
examiners' hands before leaving the factory and warehouse, consequently, once tried on, they are sold, as the fit is perfect. Some of their leading lines in these goods are: "Lady Gwynne," which comes in black, navy and grey serge, seven gore cut with good flare; a splendid fitter and seller, and can be retailed for $2. "Lady Constance,"



Calcutta Pearl Cabinet.

which comes in black, navy and grey cheviot, seven gore, each gore tucked, and forms pleat at hem; a very desirable garment and a thoroughly up to date style; can be retailed for $3. "Lady Gertrude," which comes in black, navy and grey cheviot, three piece skirt trimmed with self cords

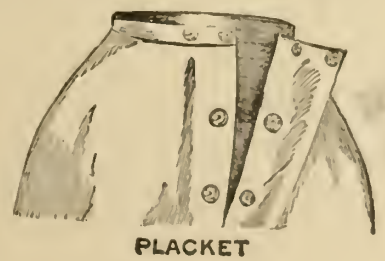
SKIRT SUPPORTER.



The Nottahook.

and taffeta bands around hips and each gore; can be retailed at $1.

In black sateen underskirts they are showing good values; their sales so far this season being larger than the entire output of any previous one. H60, H65 and H66 three lines to be retailed at $1 are positively the best values in the trade, and are being sold in enormous



PLACKET

The Nottahook.

quantities. H63 is an O. S. line made good and full four ruffles on deep flounce and it fills a long felt want. It can be retailed with a splendid profit at $1.50. Their better lines are as excellent value as their cheaper ones, and all merchants desirous of increasing their garment business should see them.

They are showing a very full range of blouses in all the most fashionable fabrics—flannelettes, flannels, lustres, amazons, satin cloths, in colors, blacks and whites. These goods they are carrying in full ranges of sizes. Their black sateen, to retail at $1, $1.25, $1.50 and $2, they carry a high as size 48. They would draw particular attention to H24, a flannelette line in Dresden stripes, assorted colors, to retail at 50c.; H25, a snowflake design in flannelette trimmed with buttons and tab collar, to retail at 75c.; H31, a heavy serge, in black, cardinal and navy, trimmed all over with tucks and cords and front trimmed with medallions, to retail at $1.25. Their colors in lustres are very good, and all sizes are kept. They are making a specialty of black waists, showing a magnificent range of sateen, lustre, canvas cloth, amazon cloth, flannelette and silk. These run in all prices. Blacks, they are keeping in all the important lines, 32 to 48, and have laid themselves out to supply every size all season. In flannelette underwear, they are also carrying a complete range. All their goods are full and roomy, and good shades of sky, pink and white; they also have the leading numbers in solid whites. In these goods also they have some specials, of which they have bought large quantities, and marked at a price to make them very attractive, some of which are: H11, flannelette gown in white, sky or pink, trimmed around collar, sleeves and front with torchon lace, to retail at 75c; H15, 16, 18, three lines assorted at above, retail at $1, these are all good, and every one special for the money. They are also showing a full line of wrappers, in all sizes and prices, on which they can give some startling quotations.

JOHN MACDONALD & CO.

John Macdonald & Co. in their silk department are showing H.L. special black peau de soie at 75c. The new paillette weave of black dress silk in a range of prices. Their assortment of black silks for Fall is now complete and judging by the success of their travellers on the road the values are right. Black peau de soie sells from 50c to $1.25; black paillette from 75c. to $1.25, black drap de france, black faille duchess, black bengaline, black taffeta, including their guaranteed line, black yarn dyed satin, from 59c to 90c, are shown. Their "Imperial" brand of velveteens is now complete. All shades in colored lines and all prices in black.

John Macdonald & Co. in their dress goods department are showing an immense assortment of all the latest productions from the European markets—tweeds, knop cloths, zibelines, wool knop crepes, knop zibelines, costume cloths, in all plain and mixture shades, and several lines of waist cloth novelties. Their range of mid summer goods is still well assorted in black mohairs and lustres, also colored mohairs in cream, sky, pink, mauve and grey. A full range of prices in both black and navy serges, canvas, voiles in mixture shades, also silk and linen batiste.

John Macdonald & Co. are showing a fine range in valenciennes laces, torchon laces, a complete range of white goods; organdies, dimities, lawns, nainsooks, swiss, mulls, India linens, apron and Swiss spot muslins, mercerized brilliants. Neck ribbons, boating shawls, all prices in black, white and grey.

John Macdonald & Co. are showing a few specials from a large and well assorted stock of ready to wear waists, skirts, etc. Their leaders are black sateen waist Nos. 111 at $9, 117 at $12, velvet trimmed, 150 at $15, 152 at $18, colored waists in fancy flannel and waist cloths, No. 100 at $1.50, 103 at $6, 107 at $9, 108 at $12, 11 at $15, underskirts, No. V12 at $9 fine mercerized satin, three row frills (no raw edge) No. 11 at $12, 16 at $15, others equally good value up to $30 per dozen.

The stock in their staple department is now complete for Fall trade. Wrapperettes and fancy waistings are a special feature here this season. They show fifty different ranges in Canadian, English and American styles to retail from 8 to 20c. Flannels shown here are All wools, greys in light, plain and twill, dark, plain and twill, from 10c up, scarlets, white and navy, to sell at all the popular prices. The comforter trade has been very large in this department owing to the styles and prices being right. Sateens and linings are shown in all the selling numbers. They would especially recommend a 31 in black and colored sateen at 10c. Ticking, a special, No. 500, to retail at 20c in three patterns.

In John Macdonald & Co.'s linen department their towellings are the best value yet shown; hucks, glass cloths, tea cloths, washed crashes, Barnsley crashes, crepes, honeycomb. No. 270 huck, 18 in., 10c. No. 277, a 23 in. tea cloth at 6¾c. No. 299, a washed crash 8c. and No.

300, a homespun D.K. crash, at 8c, are leaders. Fancy linens now in stock complete are tray cloths, 5 o'clock tea cloths, bureau covers, sideboard covers, round and square d'oylies, all new patterns.

John Macdonald & Co., in their men's furnishing department, have just passed into stock thousands of dozens of men's neckwear including narrow derbys, flowing ends, knots, lombards, etc.; the very latest designs and colors. You will profit by seeing their range of neckwear, the values are unsurpassed and goods are all English make. In men's ½ hose they are showing extraordinary value. A black cashmere medium weight is being shown at $1.80 per doz. which is greatly below regular price. Their range in black rib worsted ½ hose at $2.25 per doz., with mending cards attached, already well-known to the trade, is fully assorted. They are selling these lines at last year's prices, notwithstanding the great advance. Their Fall orders for men's underwear are the largest on record, doubling last year. This proves the rightness of their values and their salableness. Britannia underwear is the best value in the market of unshrinkable underwear. Every garment of this famous underwear is guaranteed not to shrink. While the present stock of overalls lasts the prices will be the same as last year. They are showing splendid value in tweed, worsted and heavy etoffe pants.

A large assortment of men's and boys' fancy sweaters is now in stock; men's to retail from $1 to $2, and boys' from $1 to $1.50.

John Macdonald & Co. are selling agents for "Chester" and "Royal" braces. They also show the "Imperial" union-made brace in different qualities, and the "Samson" brace in tartan patterns. They are now mailing a neat catalogue of all their leading shapes in men's collars. Any merchant who has not received one can have one on application. A clearing line in boys' shirts, regular $4.50 sells for $3.75; one in men's neglige $4.50 for $3.75.

John Macdonald & Co. are showing in their haberdashery department a fine range of drop ornaments in black, cream, and black and white, at prices very much below any that have heretofore been shown. Other lines of dress trimming such as narrow silk gimp, in black and cream. Applique trimming in black and cream are also very much asked for and their stock is varied and first-class value. Their stock of handkerchiefs for Fall season's business is greater than ever, being simply enormous, and includes all the very newest in lace, embroidered and hemstitched lawns, at popular prices. They make special mention of ladies' belts in silk, to retail at from 25c. to $1.50 each. Ladies' hair combs and hair pins in great variety; these goods are very much in demand at present.

John Macdonald & Co. have received a large shipment of Berlin wools. They strongly afvise their customers who have not yet placed their orders for Berlin wools to do so at once as the prices are going to be very much higher, owing not only to the advance in wools, but also to the surtax on German goods. They advise placing early orders for all kinds of wool, as the market is rapidly rising.

John Macdonald & Co. state that this is going to be a great button season and with that thought have prepared themselves for the demand. Their stock includes a great variety in mohair, silk, satin and fancy dress, and buttons of all kinds that are fashionable.

John Macdonald & Co., in their woollen department are showing for ladies' Autumn and Winter wear, a most comprehensive stock of dress and costume material including boucle stripes and overchecks; flake and mottled effects in black, blue, brown and grey grounds; canvas weaves in self colors and mixtures, rainbow zibelines and donegal tweeds. Broadcloths and venetians are in demand and will undoubtedly continue so throughout the season. Frieze will again be a popular cloth as the season advances and late buyers may have some difficulty in getting deliveries, and then at increased prices. The frieze most in demand is a lighter weight and softer finish than last season's goods.

In men's wear Scotch-made woollens for suiting lead. The patterns most in demand are overcheeks and stripes, and the colorings are in great variety. Fancy worsteds are still good sellers. In belwarps beware of imitations. When you are buying belwarp serges and worsteds see that the goods are stamped on the selvege with the registered trade mark "Lion & Bell." Tailors who have not seen this season's belwarp trouserings should not fail to do so. Scoteh tweed trouserings are safe stock and good to wear. In overcoatings blacks are A1 in beaver, melton and vienna. Grey will still be very much used and fancies in herringbones and stripes are selling freely. In fancy vestings many very handsome things are now in stock at popular prices.

John Macdonald & Co. in their house-furnishing department are receiving weekly new goods in the following: Wool carpets, union, brussels, tapestry, velvet, axminster, hemp; new tapestry squares, velvet, axminster, wilton, wool and union squares; new tapestry curtains, lace, Swiss, chenille, new 8-4 linolcums, 16-4 linoleums, inlaid linoleums, plain linoleums; floor oil cloths, stair oil cloths, table oil cloths, shelf oil cloths; China straw mattings, Japanese straw mattings, wilton dag-dag rugs, axminster rugs, smyrna rugs, jute rugs, Indian oricntal rugs, cocoa mattings, cocoa mats.

They carry an immense stock of the above lines of house furnishings and are showing some special values in tapestry carpets, linoleums, tapestry curtains, lace curtains and rugs.

They have just passed into stock large shipments of tapestry curtains, lace curtains, axminster squares, tapestry curtains, linoleums and oil cloths in all lines of which they are showing splendid ranges. Their prices are right; goods give satisfaction and they fill your orders well. Their travellers are now showing their Fall range of carpets and curtains, and they report an active trade. The general demand for carpets and other floor coverings is much more varied than heretofore. The firm notices a strong tendency for the better grades of carpets.

W. R BROCK CO., LIMITED, MONTREAL.

During the month of May the Brock Co. have been very busy in their ready-to-wear department. They are and have been selling at a reduction their Spring lines ot blouscs, whitewear for ladies and children, and black and colorcd dnderskirts. They have a great variety of ladies' and children's aprons and dresses for children also occupy a great space in this department.

Without neglecting the better lines, The W. R. Brock Co. have made a special push with melton dress goods for Fall, a business which with them will run into thousands of pieces for this season. They show all prices, and customers ought to see this fine collection before considering Fall purchases complete. They report most satisfactory Fall business in dress gooods, and they are giving early delivery of Fall novelties, which is a great advantage to retail buyers.

The W. R Brock Co., Limited, Montreal, have a well-assorted stock of staple lines. They have just passed into stock hemstitched doylies, tray cloths and sideboard drapes, as well as several packages of their well-known numbers of table linens, roller and glass towellings. They are also in a position to fill orders for all grades of bath towels—both linen and cotton. The company report trade very active in this department. The firm have a well-assorted stock of printed cotton goods, in both low and high grades, suitable for the assorting trade. An increased demand for this class of fabric, more particularly in dark designs, is reported.

In the staple department of The W. R. Brock Co., Limited, are a number of odd lines of printed cotton goods, which are being closed out at, in many cases, less than mill prices.

The W. R. Brock Co., Limited, have opened a number of new lines in their linen department, consisting of towels, towelling and table linens, also a job line of cotton towels, which are worthy of inspection.

The lining department of the W. R. Brock Co., Limited, is complete with all the staple ranges. Some new numbers have been added, which makes the range more comprehensive than ever.

In the housefurnishing department the Brock Co. are showing a special range of colored honeycomb quilts, in two qualities, three colors—sky, pink and red, 10-4, 11-4 and 12-4, which can be retailed from 80c. to $2. These are new lines recently added by the company, and they are evidently highly appreciated by the trade, as they are selling very freely. The housefurnishing department have also a range of tapestry carpets, that is still complete in the leading designs.

The print department of The W. R. Brock Co. is showing a magnificent range of regatta and fancy stripe blouse cloths, suitable for the June trade. They are also showing a complete range of indigo and dark fancy brown goods that can be retailed from 8 to 12½c.

The W. R. Brock Co., Limited, are showing an excellent range of mercerized fancy skirtings in designs that can be

retailed at 20 and 35c. They have also made provision in their towel department for the bathing season, by laying in a stock of bath towels in cotton and linen, that can be retailed from 20 to 50c, and they have a good range of "Terry" towellings by the yard, which can be retailed at from 10 to 25c.

The W. R. Brock Co., Montreal, are showing a range of hose in wool, cotton and cashmere, that cannot be beaten. Among others shown are the "Gem," to retail at 20c.; "Boss," to retail at 25c; "800," to retail at 25c. This last has a silk spliced heel and toe, and would make a splendid leader. Their underwear, as usual, is all that could be desired. In Scotch wool their Nos. 999, 639 and 641, to retail at 50c., 75c. and $1 respectively, are unsurpassed in the trade.

Sweaters should sell readily now. The Brock Co. have a full range of plain and fancy sweaters, to retail from 50c. to $2, which we are sure will sell readily, now the camping and holiday season has commenced.

The Brock Co. report good sales of their "President" suspender, to retail at 50c. This suspender is too well known to need a recommendation.

In Brock's smallware department can be found as usual a good stock of all that's new and good. The "Notta hook" fastener, for which they are the selling agents for Canada, is going out rapidly. Their travellers are carrying samples of the fastener, and the firm will always be pleased to forward illustrated circular to merchants applying for them. The fastener can be retailed at popular prices.

Thirty-eight-inch colored granites always sell well at this season of the year, and we note the Brock Co. opened up a complete range of shades a few days ago.

One seldom sees a 26-oz., 62 in. grey wool frieze to retail at 75c. with as good a profit as that shown by the Brock Co., St. Helen street, Montreal. The supply is limited.

The Brock Co. report a splendid business in cream and white goods, of which their dress goods department is making a specialty this season. The demand for 60 in. showerproof in greys, olives and browns, is being supplied in a very satisfactory manner by the Brock Co. with a line which can be retailed at $1.25 with a good profit.

The "Sunbeam" brand velveteen, which can only be bought from the Montreal house of the Brock Co., is more than holding its own this season.

The Brock Co., Montreal, are sending out their samples of lace curtains for import orders. The values are special and worth the attention of buyers.

The W. R. Brock Co., Montreal, are showing as usual their great assortment of ribbons and trimmings. There is no more complete stock in the Dominion of Canada in these lines.

Muslins should sell freely this time of the year. The W. R. Brock Co. have a very complete stock of organdies and dimities in all shades.

The W. R. Brock Co.'s trimming department reports having received a large shipment of guipure insertions from 8 to 75c. per yard. They also have a large variety of umbrella shawls, which are being largely used this year, and which can be retailed profitably.

NEW LINE OF MEN'S WATERPROOFS.

The Dominion Rubber Company, London, Ont., offer their new lines of men's waterproofs and rain proof clothing to the trade for the first time. Their line of waterproof smocks—indispensable for all out door workers—are going to have an immense run. Samples sent; charges paid.

THE "ELEVATED SALESMAN."

The "Elevated Salesman," for displaying portiers, lace curtains, etc., is steadily gaining in favor. Up-to-date dry goods men not yet supplied should write to the manufacturer, W. A. Macdougall, 98 Carling street, London, Ont.

BUTTONS AND SILKS.

The American Button Co. was established about five years ago by A. Bouthillier, who had been engaged in the manufacture and sale of fine buttons to the tailoring trade for a number of years, and is a practical up-to-date man.

The firm make a specialty of fine buttons for the best tailoring trade, and carry a large assortment to select from. Their travellers are covering the ground from the Atlantic to the Pacific, and the firm report business brisk and the demand good for their product.

Mr. Bouthillier is also agent in Canada for A. H. Rice, Pittsfield, U.S., for fine silks, and has a large range of samples to choose from. Should his traveller not reach you in time, please write for prices and samples, which will be mailed at once. The factory is situated on Dorcy street, Montreal, and is a model of its kind, being equipped with the latest and best machinery which can be procured and is so necessary to manufacture the fine buttons which this firm produce. The offices are at 207 St James street, Montreal.

JOHN M. GARLAND, SON & CO.

Buyers desiring a line of sterling velveteen, put up in 12 yard ends, to retail at 50c., in all the popular shades and a cloth second to none, and one they can afford to stock in all shades, would consult their own interests by investigating the stock in this house. To overlook a line of black poplins in the Fall weights, bought before the advance went on, to retail at 50c., 75c. and $1, is to pass one of the very best and safest staple lines in black dress goods. The three-quarter Raglan coat for ladies has come to stay, if the present demand is any indication of its popularity. Our stock holds a good hand in this line. Raglan proof goods have a large representation in our tweed and dress goods department, the values are better and the assortment larger than any previous season.

High or low tariff, we must have buttons, and it's buttons that are called for now; our stock is replenished with modern designs suitable for garniture purposes. Special attractive lines in pearl and metallic goods. The very narrow, the medium and the wide braids, all widths, promise a good demand. Crochet pendants and crochet drops are much in demand. Fringe, in black, specially adapted for voile-de-Paris trim.

The notion buyer will find here novelties galore. The field is widening every day; we are reaching out to every land that can produce something new. The handkerchief trade is controlled largely by the buyer who gathers the cheapest designs and smartish ideas in boxing. Our stock, bought with the holiday trade in view, should meet the requirements of the most select trade and give a wide choice in the low, the medium and best grades. The notion department will interest every buyer if he is looking for an attractive line of clocks for holiday trade; carved wood, brass, bronze metal, silver and nickel. The showing of dolls this season will excel all former efforts and prices will be attractive. The range of pipes includes the celebrated G.B.D. down to the staple corn cob.

The popularity of the velvet collar is increasing, and with the advent of a strictly non crocking velvet, should more than double the sale. Ask for S.S.S. brand. The silk-finished Italians should command the attention of the tailoring and retail trade and remarkable values are to be had at 25, 35, 50 and 75c. To have a good line of popular priced tweed is good, but to have something extra good is still better, and we would like any doubters to write for clippings that can be retailed at 50, 60, 75, 90 and $1.

New wrapperettes are Fall goods, but earlier deliveries place them in the merchant's reach at once; designs are very nice and can be shown alongside the best English goods. Truly the flannelette trade is the motor of every staple department and it's up to the buyer to have the very brightest goods that the trade can afford.

Some special lines in stock are: 602 chenille table covers 3 l, 4-l, 5 l, 6 l, 8 l; full sized, heavy fringe, nice range of colors; special shipment of Austrian tapestry table covers now in stock from which the early buyer will, as usual, get the best selection; No. A., special sanitary wool fleece that will retail quick at 40c a garment, or 75c per suit for all sizes. P. L. boys' special sanitary fleece to retail at 75c suit.

Buyers of lumberman's supplies should ask for Hanson's socks; weigh 4 lb. to the dozen and retail for 25c.; also Hanson's, 5 lb. to the dozen, to retail at 35c. There are exceptional values in mitts, oil and asbestos tan, with and without finger, to retail for 25c; 16 oz. heavy rib all wool underwear, pink and blue, well sized and the best line procurable, to retail at 50c; 22 oz. extra heavy rib all wool underwear, pink and blue, to retail at 75c. For the trade that want weight, warmth and wear, this line is particularly adapted.

In tweed and knit top goods Garland's have lines representing the very best value that the manufacturers turn out; the assortment is large, all to retail at 50c. This season samples of Scotch wool underwear will please the

merchant better than ever. The Canadian makes are coming near the lead and for value cannot be surpassed.

The skirt department is showing a splendid range of rainy day skirts in frieze, homespun, serges, etc. New creations, new ideas combined with former styles, have produced some natty blouses for Fall wear.

There is a large stock of black mercerized sateens, perfection in finish, the direct fruit of competition among the makers—good values to retail at 12½, 15, 20 and 25c.

Buyers of men's Raglan coats should not fail to see our showing of well made, well-cut garments, having secured the lot under very desirable terms. They have latest idea in cuff, collar and skirt colors, black, grey and fawn; grey covert cloth coats, water proof, for men and boys, can be retailed at $2.25 and $2.50; B.B. black cashmere sox for men, spliced heels and toes, can be retailed for 20c; B.B.B., extra special cashmere hose, good length, in top rib sock top, to retail for 35c.

It would be very hard to beat P.C. extra value Ladas tweed top skirts, to retail at 50c. For Fall wear it would be very hard to beat this skirt.

There are sweaters to sell at 50c, sweaters to sell at 75c, sweaters to sell at $1, and sweaters as high as $2.75.

PAQUETTE BROS.

Paquette Bros. have opened in the new Board of Trade, Montreal building, their sample room, which, no doubt, will be welcomed by the wholesale buyers of Montreal and western cities. They will represent a number of the leading manufacturers of Europe. Mr. R. G. Paquette has just returned from an extended trip to Belfast, London, Lyons, St. Gall, Chenez, Berlin, and other large cities, and has succeeded in securing the sole Canadian agency of some of the leading manufacturers, who are well known throughout the world for the excellence of their products. Amongst the leading firms they will represent are: Henry Matier & Co., Ltd., Belfast, linens and handkerchiefs, whose goods are second to none; also T. Engster of St. Gall, silk handkerchiefs, etc., and A. O. Aldrinckle & Co., London, Eng., ties and silk handkerchiefs.

Mr. R. G. Paquette is an old employe of The W. R. Brock Co., having been in their employ for several years. This firm will announce to the trade through "The Dry Goods Review" the many different lines they carry, and the names of the firms which they represent, and no doubt will secure a large business connection throughout Canada.

KYLE, CHEESBROUGH & CO.

In Kyle, Cheesebrough & Co.'s new warehouse there is now on view a display of dress goods, blousings and velveteens which reflects great credit on that firm. In the dress goods, all the popular Fall lines are shown and several specials. Flake costume cloths, shot tweeds, amazons, panne amazons, zibelines, curl stripes, venetians, granite tweeds, camel's hair effects, hopsack suitings, and many other cloths are shown in great variety of design and are being picked up by the trade rapidly. A look at the blousings shows that Persian and lace effects, in stripes, are leaders, and new things in floral designs, with such names as rigolette, irene, mignon, Alaska, etc., are very numerous. Nowhere will one find the designs selected with finer taste than in this house. Two specials in the velveteens deserve particular mention. These are the K.C. Regal at 37½c., which is a bargain unsurpassed, and C600 at 19¾c., an exceptional line in colors. Among the fancies, a range of spots, small figures and floral designs stand out prominently and are selling well. Colored millinery and panne velvets are also shown, and a handsome novelty, a panne plush, is included in the list.

It can be confidently asserted that there are no more capable or discriminating buyers of laces and trimmings in America than Kyle, Cheesbrough & Co. For years this house has had a prominent place in the lace trade, and it will be readily believed that they are not going to lose it this year when one sees the lines they are now showing for Fall. Lace is to be in great demand during the coming season. Here they show wide lace bandings in almost every make; these are going best in cream and black, white. Heavy laces in guipure and fancy plauen goods with a good demand for linen shades, Paris shade, and are also much in vogue. Speaking of the trimmings, one of the firm said: "The best demand at present is for black, white and champagne shades in silk trimmings of German manufacture, but manufacturers in both the United States and Europe are looking for a heavy trade in the Fall in such fancy makes as Persian and lace combinations, in fruit and floral designs, in silk embroidered goods. Some most beautiful designs are being shown now by their travellers, the cherries, pears, grapes and other fruits being reproduced in silk to perfection. Some authorities are looking for a heavy demand for bandings in trimmings, as they claim that the lace bandings cannot be used in the number of ways that silk bandings lend themselves to."

Kyle, Cheesbrough & Co., have prepared an exceptional range of buttons for Fall. The very newest things are included in this range, and the combinations in silver, black, or gold, with oxidized metal, which are shown here, present a very handsome appearance. The designs in these buttons are new and beautiful.

Kyle, Cheesbrough & Co. are showing a big assortment of stole and tab collars in lace, silk embroidery and Swiss lawns. Many pretty fruit designs are shown in these goods. The plain goods are shown most in white and champagne shades. Large lace collars are shown in a variety of shapes which are attracting the trade's attention and selling well.

Kyle, Cheesbrough & Co. are showing a number of novelties in buckles in the new fruit designs in oxidized, silver, gold, and other metals which it will pay to look up.

Mauve is the shade in silk which Kyle, Cheesbrough & Co.'s reports from New York say to "bank on" for Fall. They are experiencing a good demand for taffetas, China silks and louisines in colors; and in blacks, for peau-de soie, tamoline, duchesse satins and moires.

Gloves, hosiery and ready-to-wear articles are things that can be bought in Kyle, Cheesbrough & Co.'s to great advantage. They show gloves in the fashionable grey mixtures in ringwood and llama wool makes, which are much in vogue with the grey coats now so largely worn. Their "Queen's Gate," fast black cashmere hosiery, is a line which a dealer can sell and stand back of with full confidence in its wearing qualities, finish and design. Skirts and blouses are on display in great variety. They find the latter to go best in heavy white cotton goods, in embroidered designs.

The handsome assortment of plain and fancy ribbons shown in Kyle, Cheesbrough & Co.'s warehouse cannot be surpassed in Canada. All the soft makes in the popular taffeta and louisine silks and liberty satins are shown, and in the fancies some beautiful Persian stripe designs are certain to attract buyers.

Kyle, Cheesbrough & Co. report an increasing demand for chiffons. They have, during the past season, found it difficult to supply the wants of their customers for this most popular article, and as Mr. Kyle, who has been for the past four months in the centres of fashion in Paris, Berlin and London, reports that chiffons will be more largely worn than ever, both for making up entire gowns as well as for purposes of garniture and trimming, special arrangements have been made for furnishing chiffons in all the latest makes and newest shades at prices to satisfy the most critical buyer. They will offer a 42-in. chiffon at following prices, 19¾c, 25c, 35c, 37½c, 50c, 65c and 75c per yard.

THE ONTARIO NECKWEAR CO.

One of the latest firms to go into the ladies' neckwear business is The Ontario Neckwear Co., Wellington and Bay streets, Toronto, who, in the short time they have been on the market, have made an enviable reputation for themselves by the general excellence, artistic shaping, careful finish, and workmanship that characterizes all goods shown so far by this firm. Those retailers who have bought this firm's wash lines will be sure to await with interest their showing of Fall samples, feeling assured from the work they have turned out so far, that a beautiful line of high grade neck pieces will be put on the market for the trade's approval for the Fall season.

THE CANADIAN UNDERWEAR CO.

The Canadian Underwear Co., Montreal, who have the reputation of carrying one of the largest stocks of collars and cuffs in Canada, are now making arrangements to add three more stories to their present warehouse on St. Helen street. With the three new additional flats they will then have space of 27,000 square feet and intend to use same to manufacture specialties in gents' furnishings such as outing suits and athletic supplies. Samples of these articles will be shown early in September and from

all accounts they will have something new to interest the trade.

Regarding styles in men's collars for the coming Fall, the straight band, round corners, will be the most popular and the wing will have a moderate sale. Of course, the double band, round corners, will be the most popular and the demand for these goods is increasing year by year, although the manufacturers are trying hard to place the straight band collars as they are more profitable and can be made more easily, and do not require as much skilful workmanship as the double band collars.

The retailers need not hesitate about ordering double band collars for the coming Fall as this style is going to remain in popular demand for many years to come.

THEY CROW OVER ALL.

Robt C. Wilkins, proprietor of the "Rooster Brand" clothing, has found it necessary to call in his travellers from the road, as the factory is now running to its utmost capacity and has all the business on hand that can possibly be handled for the next two months. But though it is impossible to take new orders, any repeats from regular customers can be attended to. All lines of the "Rooster Brand" clothing have been entirely successful. The latest addition, their high-class clothing, has been taken up readily by the best trade in the country.

P. GARNEAU, FILS & CIE.

P. Garneau, Fils & Cie., Quebec, are showing a splendid line of samples from their dress goods department, and customers have proved their appreciation by placing orders freely. This has enabled them to cable repeats early, and consequently deliveries will be made in good time. Their lines of plain meltons in a large range of shades can be retailed with big profit at 15, 25, 30 and 35c. In plain friezes and skirtings, in best shades, their lines will be found to be exactly what is wanted. A 54 in. frieze, to retail at 75c is a seller. Another favorite is a tweed effect skirting, to retail at 50c. Corded frieze and zibeline friezes are also well taken up by the trade, and the lines shown by this firm are the best in this market.

In the fancy dress goods department, amongst the lines which are meeting with the greatest success are fancy snowflakes, to retail at 50c; black and white mohair knops, to retail at $1.25 and $1.50; pirle finished zibelines, to retail at $1.20. A staple line is an all wool black corduroy, retailing at $1.20. The fancy knicker, to retail at 50c, and the multi-fancy cloth, retailing at $1.25, are good lines. In the lower qualities, the fancy curl, to retail at 75c, is one of the most stylish lines shown; the new knop, retailing at 40c., and a 54-in. zibeline in standard shades, to retail at 50c, are bargains at the money. Customers looking through their travellers' samples should insist on being shown all these lines.

P. Garneau, Fils & Cie. are showing with their staple lines of opera flannels several fancy designs which are most effective. One of the most stylish blouse cloths is a cream cord, embroidered in colored silks. As a perfect imitation of a printed French flannel this line of velvetta, to retail at 30c, is the best thing in the market.

P. Garneau, Fils & Cie's lines of mantle cloths are meeting with good success, and we draw the attention of buyers to their plain cloths retailing at $1 and $1.25. These will be found quite correct as to value and shades. Amongst the curl cloth and kreimmers their number 1 221, selling at $1.60, is the best value in the market.

P. Garneau, Fils & Cie are offering three lines of zibelines, plush seal, to retail at $2.50, $3.50 and $4. These cloths are an excellent imitation of fur and will be in great demand for ladies' short, belted jackets, as they will be the "quite correct" style. They are also showing several lines in black and whites, greys and check backs which will certainly give satisfaction to buyers.

P. Garneau, Fils & Cie.'s woollen department is well assorted in wide range of suitings, trouserings and tweeds, at popular prices. Their shower-proof overcoatings, both plain and check backs, are being continually repeated by customers. There is no better value in the market.

In the serge couting section of the woollen department are shown some remarkable values in black and blue twills, venetians and viennas. Their "Stadacona" double twilled black serge (stamped every second yard) is entirely controlled by them and cannot be found elsewhere. It is stocked in two weights, 16 oz and 20 oz., and can be retailed at good profit.

In raglan cloths and heavy overcoatings some very chic patterns in black and white effects are being shown. The usual standard lines of black and blue beaver coatings will be found to be the best values in the market.

P. Garneau, Fils & Cie.'s linen department contains several special values in linen towels, d'oyleys, sideboards, damasks and crashes, besides the usual regular lines of linen goods for household purposes. Amongst the plain linens are two lines of surplice and altar linens, specially finished for the purpose and warranted to give satisfaction.

P. Garneau, Fils & Cie. are showing in their lace department a fine line of lace collars in white, Paris, and butter. For low and medium-priced lines these are exceedingly good value. They are also offering some lines of embroidered medallion collars which are the very latest and correct novelties in ladies' neck collars.

In the hosiery department will be found a well assorted line of ladies' and men's wool gloves and mitts, misses' and boys' fancy wool gloves in sizes 3 to 6 are a specialty. Besides the fancy lines for ladies will also be found a complete range of black cashmere gloves, both lined and unlined. These lines have been carefully selected and customers can rely on getting best values. The several lines of ladies' and children's cashmere and wool hose, men's socks, etc., will be found very cheap and below market prices.

The knitted goods department is showing some special lines in fascinators, umbrella shawls, clouds and scarfs, etc.

P. Garneau, Fils & Cie's silk department has stocked good values in fancy silks, plain satins, tamalines, taffetas, satins, etc.

LAUB BROS., NEW YORK.

"Though somewhat early in the season we are showing some very saleable novelties in stocks," said Mr. Laub, of Laub Bros., New York, to our representative. "We also show a complete line in turnover collars, ties, stocks, fichus and ruffs. In the last named line we have some goods which will prove exceptionally attractive to our Canadian friends, who are quick to appreciate goods which are a little out of the ordinary in style and finish. We shall be very glad to have the trade write us and we extend a most cordial invitation for all Canadian buyers, when visiting New York, to see the goods we manufacture. We will try to make their visit both pleasant and profitable." From what our representative saw he is convinced that Laub Bros. are well to the front with this season's novelties.

WYLD-DARLING CO., LIMITED.

In the linen department Wyld Darling have paid particular attention to the line of household linens for which there has been this season an unprecedented demand. In tablecloths, napkins, towels, etc., their line was never more complete. The handkerchiefs shown are sufficient in quantity to supply the cheapest as well as the most expensive tastes. Too much stress can not be laid upon the attention which merchants should pay to the state of the linen markets in which prices are at present very firm and threaten a very quick rise.

In the staple department there is a full range of goods. Special lines are shown of wrapperettes to retail from 8c to 25c. A shipment has just been received of white muslins in new designs. They are carrying all ranges of cotton cashmeres; three special numbers appear in black and colored sateens mercerized, to retail at 12½ to 25c. In grey and white cottons, Wyld Darling have a large stock which was bought when the market was much lower and as yet the prices are the same as a year ago. In shirtings, cottonades, all staple lines, goods are offered at the old prices, but there is no telling how long this will last.

Blankets, which promise to be so scarce this Summer are being attended to by Wyld Darling and they claim they can deliver all that is ordered. The stock of linings is well assorted in all lines for skirts and waists. In indigo dress ducks a large range has just been opened up.

In the men's furnishing department there is a full range of waterproof collars in all sizes from 12 to 17, four heights, in double bunders, to retail at 20c., and also a special of highly polished double bunders, to retail at 25c.

In men's black sateen shirts Wyld-Darling have just received a line of special value to retail at 50c. These have been scarce and as the quantity is limited, early orders should be sent in. There is a new line of neglige shirts with separate collars and cuffs, medium dark stripes, extra large size to retail at 75c. Two special lines of white cotton night gowns are shown, neatly trimmed, with pockets, and in extra length, to retail from 75c to $1.25.

A manufacturer's clearing line of men's umbrellas has just been secured. These umbrellas have mounted Congo handle, steel rod, paragon frame and excellent cover, and retail at 75c.

There is an excellent range of boys' and men's leather belts, in black, tan, brown and mouse color, in dressed and undressed skins. These come in plain straps, also with rings, shield and buckle, a very stylish line to retail at 50c.

Now that the hot weather is here they are showing a black cotton half-hose with natural wool feet, the correct sock for the tenderfoot, to retail at 20 and 25c.

Wyld Darling have secured in men's underwear four clearing lines of balbriggan, in plain and striped goods, to retail at 25c. This is a scarce line. A fine range of Egyptian balbriggans to retail at 50c, is carried, also medium merinos, to retail at 50c and 75c.

In the dress goods department Autumn dress stuffs are now being stocked and orders taken early are being forwarded to the retailer. The season promises to be an exceptionally successful one, orders taken being far in excess of last season. Among the new lines with Wyld-Darling Co. are some exclusive styles in two-toned zibelines on grey grounds with colored dot effects, to sell at 50 and 75c. They show a special 54-in. zibeline to sell at 50c, reported to be the most saleable cloth in the trade at the price. Their special G70, 4¾-in. French cashmeres, to sell at 50c are being bought up quickly by keen buyers. They still show at old prices their special dust-proof cheviots. Nos. D. 17, 18, 19, 20 to 25 are well-known in the trade. Curls, knoppes, mattings, panama cloths, snowflakes, are to be seen here in great variety, but always in neat and well selected colorings. Wyld-Darling are showing their D33, D12, D13, D15, D16, black and colored venetians, at last season's prices, also their special black cloths in Ripley's Pirle finish, to sell at $1 to $2.50 per yard. Waist cloths are a feature with Wyld-Darling Co. They have some excellent lines in Dresden stripes, two-toned knoppe effects, ombre or shaded stripes, panama silk stripes on sky, pink, nile, royal, navy, cream, white, and black grounds. Taffetas Nos. H56, 57, 58, 59, to sell at 50 to $1.50 per yard are favorites. Imperial peau-de-soie is carried in all the old numbers and prices and are guaranteed to wear. Velveteens, special "Empress" brands, to sell at 50c., in all colors and blacks, come at all prices in Worrall's dye.

WAIST DESIGNS IN LACE.

The New York Silk Waist Co.'s Fall range, which has been produced by their own designing staff, directly from the choicest patterns in the American and foreign fashion centres, eclipses all their previous efforts, and is adding to the company's already well established reputation for refined taste and excellent workmanship. Their travellers have been most successful on the road this season and buying of their Fall range has been heavier than ever before. The handsome lace designs in waists shown by this house, it can be safely stated, are not excelled anywhere, and in the flannels and cottons, as well as some handsome vesting waists, there is an assortment to choose from which will delight any retailer of ladies' garments.

A NEGLIGE CORSET.

The Brush Co. are out with another addition to their corset line. This new departure is a neglige; a corset designed for wear when taking part in any game where perfect freedom of movement is desirable, such as golf, rowing, etc; also it is most comfortable for wear with a loose house gown, or kimona. There has been a want felt for a corset of this description, and this corset should fill it. It is of the girdle variety and is without lacings or fastenings in front, but a long tab is passed through a slit in the back of the corset and brought round to the front, where it threads through two rings and ties. When buying you should take one or even two sizes larger than the corset you ordinarily wear, to be perfectly comfortable and get all the benefit that these neglige corsets are designed to give.

MAPLE LEAF BRAND OF GOODS.

The Goderich Knitting Co., Ltd., Goderich, Ont., are the manufacturers of the "Maple Leaf" brand of woollen hosiery and mitts. Among their many lines are pure woollen hosiery, plain heavy cashmere hosiery, ribbed woollen hosiery, ribbed cashmere hosiery, men's worsted and cashmere half hose, ribbed worsted overstockings, fine wool and worsted toques, single and double black fine wool and cashmere mitts, men's and boys' fleece-lined woollen mitts, and the "Alaska" brand of lumbermen's socks and mitts. Their travellers are now on the road and all they ask is a careful inspection of their goods before orders are placed for Fall. They claim that "quality tells and quality sells."

ONE FEATHER IN A BOX.

J. C. Green & Co., London, Ont., have made one of the heaviest purchases of ostrich feathers for this Fall's trade ever brought by one millinery house to the province of Ontario. All good lines are put up one feather in each box, so that they may be handled without dust or injury to the curl. A card will bring one of their travellers to confer with you.

THE AMERICAN SILK WAIST CO.

The American Silk Waist Co. of Montreal has added an excellent line of cloth cloaks and suits, mantles and rain proofs to its silk garment trade. The company is showing silk waists for evening wear to retail at up to $35 and some exquisite silk suits in taffetas and peau-de-soie to retail at up to $60.

Some of the original creations in silk waists and skirts and cloth cloaks and suits produced by the designing staff of The American Silk Waist Co. of Montreal prove that they can originate as many good styles as their friends abroad. Importing ladies' garments does not appear to be an absolute necessity after seeing the "American Brand" garments.

A handsome skirt is being shown by The American Silk Waist Co. It is shirred about the hips, where it has the tight-fitting effect, and the wide flare. It makes a clean-cut, exquisitely stylish garment.

The new plant of The American Silk Waist Co. is now in perfect condition. The firm's travellers are doing well, keeping them busy with the making up of Fall goods.

The American Silk Waist Co. has been showing quite a novelty for the last few weeks. It is an innovation—a tan shantung silk coat, a most beautiful affair. It looks very well, it also being quite a drawing card in the States.

E. & S. CURRIE CO.

The E. & S. Currie Co. have had a very successful season in ladies' neckwear, the demand for these goods being so great that it was more than this firm could supply, though they greatly increased their staff. They believe that there has been such an interest awakened in this class of goods that the coming season will see a still more lively demand for them. Women like to wear these pretty neck pieces, as they are both dainty and becoming, and then the price is very moderate. Ladies' neckwear is now a firmly established branch of the trade. This firm have imported some fine lines in girdles and fancy belts, and also will have something to show to the trade in allied novelty lines this Fall.

THE S. F. McKINNON CO., LIMITED.

The S. F. McKinnon Co., Ltd., report that the trade generally has endorsed the styles that have been shown for Fall in their cloak and costume department by placing large orders. Business with this firm has greatly increased this season. This firm say that never before have they been in such good shape to handle their orders, and they have their plans so carefully laid that they hope to have no repetition of the annoying conditions that marked the cloak trade last Fall.

Last year retailers were backward and placing orders were small, in consequence of which heavy repeats came at the height of the selling season, and with such a rush that it was totally impossible to fill them on time. This year placing orders have been heavy, and, profiting by past experience, this firm have their plans so well laid that they confidently expect that there will be no repetition of last season's trouble.

ROBERT SCATES & CO., LONDON, ONT.

Robert Scates & Co. say that for the Fall in ladies' raincloth coats the tweed effect and military style will be very popular. They have large orders for this class of goods.

Robert Scates & Co. are showing a line of ladies' rain cloth coats for Fall that not only serve the purpose of a waterproof, but also of a mantle as well. They remind buyers that their "American Lady" is still one of the best garments in Canada to retail at $10.

NEW LINE OF TOWELS.

The Dominion Cotton Co., through their selling agents, Stevenson, Blackader & Co., have brought out a line of roller towelling, made up ready for use, in different qualities and widths. These towels have made a decided hit and are selling rapidly.

THE PREMIER.

There is perhaps no line of waterproof garments which has given more thorough satisfaction throughout the country season after season than the "Premier" brand. Various styles of this are now in preparation, and a glance shows that the high standard of "Premier" waterproofs in fit, style and finish has been strictly adhered to. On another page a few of these styles are shown. The Fall range of men's and women's "Premier" showerproofs is made up and is a decidedly handsome one.

BRITISH AMERICAN IMPORT CO.

The British American Import Co. was established in 1889, to do a general importing business in woollens, tailors' trimmings, and general dry goods. They occupy a large warehouse of four flats on St. Paul street, Montreal. The business of the firm is increasing rapidly, due largely to the excellent value which the firm give to their customers. They deal heavily in woollens, hosiery, dry goods, underwear, collars, cuffs, shirts, etc. Dealers desirous of picking up some good bargains in these lines, cannot do better than place themselves in communication with this firm who claim that an examination of their lines will demonstrate their ability to make right prices and supply the right goods.

A NEW UNSHRINKABLE UNDERWEAR.

Mr. Robert Henderson, of Robert Henderson & Co., manufacturers' agents, Montreal, has just returned from a trip to the Pacific coast, calling at Winnipeg, Victoria and other principal towns in the West. This company have recently become the agents of a splendid unshrinkable underwear line in men's, women's and children's garments. This is the "Wolf" brand, and is an all pure wool article of British manufacture of the best make on the market. Though not exactly new in Canada, no attempt has ever been made to push its sale here, but in Great Britain it has become a standard. The trade-mark is a wolf's head.

A WATERPROOF SPECIAL.

A special feature of The Montreal Waterproof Co.'s newest creations is the collarless coat, styles 323 and 324-5-6 and also a plain box-back coat in three-quarter and full length styles—300 c and 312. The above garments are at present the rage in New York and other large eastern cities.

ROCK ISLAND OVERALL CO.

The Rock Island Overall Co., of Rock Island, Que., are making a strong bid for trade this season with their various kinds of men's and youths' overalls, grocery coats, woollen pants and over suitings. They have for some years enjoyed a reputation for the high quality of their goods and have built up a large trade. Their overalls are made on the latest patterns, which allow plenty of room in the seat and hips. This advantage is easily understood. They are made from the best material; are strongly double stitched, with no raw edges, and are, in fact, the very article to make and hold trade. The company will be pleased to hear from all old and new customers, and will gladly furnish any further particulars. Their advertisement in this issue will be found of interest.

HOW TO GET GOOD VALUE.

If there was any doubt as to there being good value in surplus stocks, it must have been entirely dissipated by Benning & Barsalou, of Montreal, last Winter, who showed conclusively that a great deal can be made out of surplus stocks, or any other kind of stocks, in dry goods, boots and shoes, clothing, or other merchandize, when handled the right way. The secret of just how it is done rests with Benning & Barsalou, as is testified to, both by the position and standing of their clients, and the fact that their customers are among the best buyers in Canada. The majority of last Winter's big auctions in Montreal, including that of The Canada Rubber Company, were conducted by them. Liberal advances are always allowed, and the Bank of Montreal and La Banque d'Hochelaga are given as references.

A. E. REA & CO.

When the merits of neckwear lines are being discussed, one that comes in for complimentary mention is that put upon the market by A. E. Rea & Co., Wellington street west, Toronto. This firm always has on show a large line of up-to-date styles in the newest materials. As a natural outcome of this, and also owing to the completeness of their plant, and the modern and progressive way in which they do business, their trade is steadily increasing, and they are kept hustling to fill the many orders that are sent in. Though following the leading New York fashions on general lines Mr. Rea is no copyist, believing that foreign styles must be modified to suit the Canadian trade. That he is right on this point is proved by the success his goods have on the market.

Besides doing pleating, ruching, tucking, etc., for the trade, this firm also manufactures a full line of skirt bindings, the "New Century" being one of their leaders. Another departure from the routine system in general use is the "Venus" underskirt with patent adjustable band to fit any waist.

NEW SALEM SHIRTS.

The Salem Co. have prepared a beautiful line of men's shirts for Fall and Winter in all the new colorings. There are more colored grounds than last season, though the small figured effect is still in evidence. Sky, pearl grey and tans are leading colors. The stiff front shirt will be to the fore this season. The wide use of "combination" shirts makes the Fall rather a difficult one from the manufacturers' point of view, as these shirts are very fancy and require a lot of work. The Salem Co. have succeeded in producing them to perfection in fit and style.

FALL FAVORITES.

"Heavy cotton waists have taken time to be appreciated," said the manager of The Salem Co., "but they're all right for the coming Fall without a doubt. All the big stores are taking them up, and for the Fall they will displace silks and flannels. They are most serviceable, sell at a popular price and are washable, thus having several advantages over other goods. We are showing some effects in white shepherd plaids now which are proving very attractive to the trade."

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Every Line in Our Different Departments

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Floor Oilcloths
Laces
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Shirts, Underclothing
Ladies' Blouses
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Fall Lines for 1903

Fall Goods are now beginning to move and preparations are sufficiently advanced to warrant the statement that our stock for the coming season will not only be the largest and most varied we have ever shown, but as regards ***Novelty, Style and Value*** unsurpassed in the Dominion.

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All Qualities. Prices to suit.

WE CAN PLEASE YOU—GIVE US AN OPPORTUNITY.

Our travellers are now on the road with a full range of samples for Fall and immediate delivery; it will pay you to inspect them before placing any orders. We solicit your mail orders; special attention is given to this department and no doubt accounts for its great growth.

Samples sent on application.

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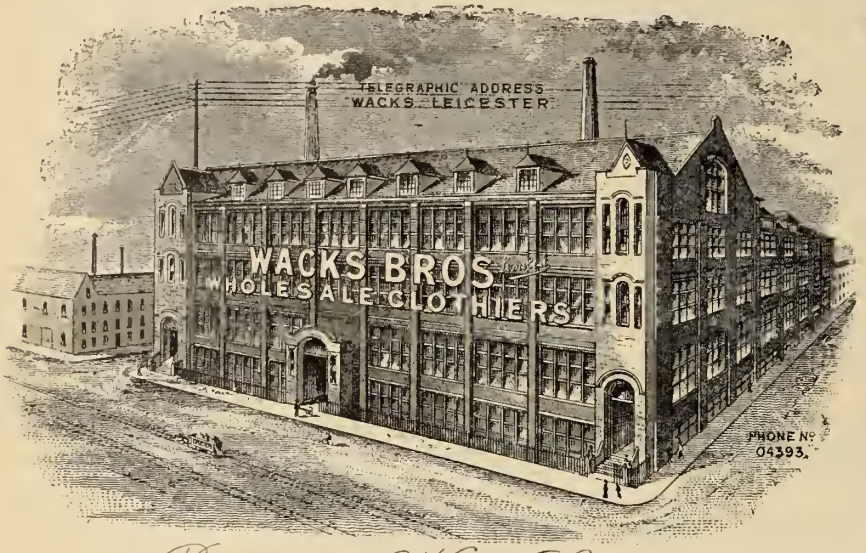
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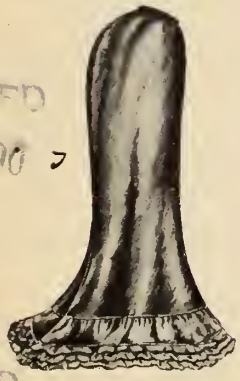
LEADERS



Lady Gwynne—7-Gore Skirt. Cut with flare, raised seams, 7 rows stitching on hem. In Black and Grey Serge. To retail at **$2.00.**



Lady Constance—7-Gore Skirt. Tucked seams, stitched to knee, then flaring to hem, 8 rows stitching on hem, stitched inverted plaits. In Oxford, Black and Navy Cheviot. To retail at **$3.00.**



H 60. Black Sateen Underskirt. 4-Gore, bias flounce, 3 frills on flounce, each frill and flounce corded. Sizes 36 to 44. This is positively the best value in the trade. To retail at **$1.00.**



H 47. Black Sateen Waist. Back and front trimmed with cordings and stitchings. One row of black silk gimp from each shoulder to yoke, ending with black silk button. Plait of black velvet on each side of duchess front. 2-tab collar. Sizes 32 to 48. To retail at **$1.00.**

THE CANADIAN
DRY GOODS REVIEW

VOL. XIII. MONTREAL AND TORONTO, AUGUST, 1903. No 8

THE DRYGOODSMAN'S WARES.

Their Origin and Characteristics.

BUFF LEATHER is a leather usually made from the hide of the South American light ox or cow. The skin, after being limed in the usual way, is unhaired and rounded, so that only the best part remains. The grain and flesh are then scraped off, and the true cuticle only, which is of a very flexible fibrous nature, is left. The hide is sprinkled with cod liver, placed in stocks and worked for 15 minutes; after being partially dried, this is repeated again and again. When this is completed the hide is placed in a stove and subjected to the "heating off," then scoured and soaked in strong lye of carbonate of potash, worked well in the stock and washed with hot water until clean. The "grounding" follows, and consists of rubbing with a round knife, pumice stone and sand until smooth. The leather is now ready for use, and on account of its pliability and proof against cracking and rotting is made up into soldiers' belts and for other army purposes. Buckskin and chamois are dressed in the same way.

BUFF LEATHER

* * *

Buckskin is presumably a leather made from the skin of a deer. In very many cases, however, it is only a sheepskin, which can be made to imitate almost any kind of leather, and is so cheap as to offer great inducements for its substitution. In either case it is oil-tanned, and made principally into gloves or leggings. The real deerskin is an excellent wearing leather and is impervious to water.

BUCKSKIN

* * *

Buttons were first worn in England, and although of such universal use now, cannot be traced back more than a couple of centuries. At the beginning of the 19th Century their use was such a novelty that clothes were loaded with gilt buttons as a new style. Soon after this a Mr. Saunders introduced the cloth covered button, and in 1825, his son invented the canvas tuft, to be used instead of the metal shank. In the covered button there are two disks of thin metal with the cloth cover in front, a canvas tuft and millboard stuffing. These parts are all cut separately from their sheets, and a machine unites them. At present buttons are made of almost any material—bone, horn, hoof, wood, ivory, paper, brass, pearl, etc. Buttons are even produced from bullock's blood. The ivory buttons are made from the "Corozo nut," the fruit of a palm tree, and, although very much like true ivory, are softer and easily turned and dyed. The woods that contribute to the button factory are beech, box, rosewood, lignum vitae, zebra wood and walnut. Mother of pearl buttons are made of the substance which makes up the large flat shell of the pearl oyster.

BUTTONS

* * *

Calendering is a term applied to the method of finishing many linen, cotton, and other fabrics, as well as paper. It is usually done by pressing the material between cylinders subjected to great pressure; the result is similar to starching and ironing. Calenders are made with from three to twelve cylinders, of which some are paper or cotton, as these are very hard yet elastic and will not warp like wood.

CALENDERING

* * *

Calico is a cotton fabric, deriving its name from Calicut, a city on the coast of Malabar. From this city it was first brought to England by the East India Company in 1631. The early calicoes had the weft only of cotton and the warp of linen, and this continued until 1773, when the invention of the spinning jenny by James Hargreaves in 1767, and the spinning frame by Richard Arkwright in 1769, made the supply of cotton yarn so plentiful, that it was substituted in many fabrics. In 1773 Arkwright, in his first mill at Nottingham, began to turn out an all cotton calico, and although the weavers were so strong against the new material as to refuse in many cases to weave it, the demand kept constantly increasing and the nature of the material was permanently changed.

CALICO

* * *

Cambric is a term applied to the finest and thinnest of linen fabrics. The name came from Cambrai in the French Netherlands, were the goods was first made. In 1715 and 1718 its importation into England, for obscure reasons, was restricted, and in 1759 was forbidden. In 1767 it was allowed to be brought into London only, and that in British vessels. Scotch cambric is really a muslin, being made of cotton with the fibre twisted hard to imitate real or linen cambric.

CAMBRIC

THE LATE MR. ANDREW FREDERICK GAULT.

A Sketch of His Career and Personality.

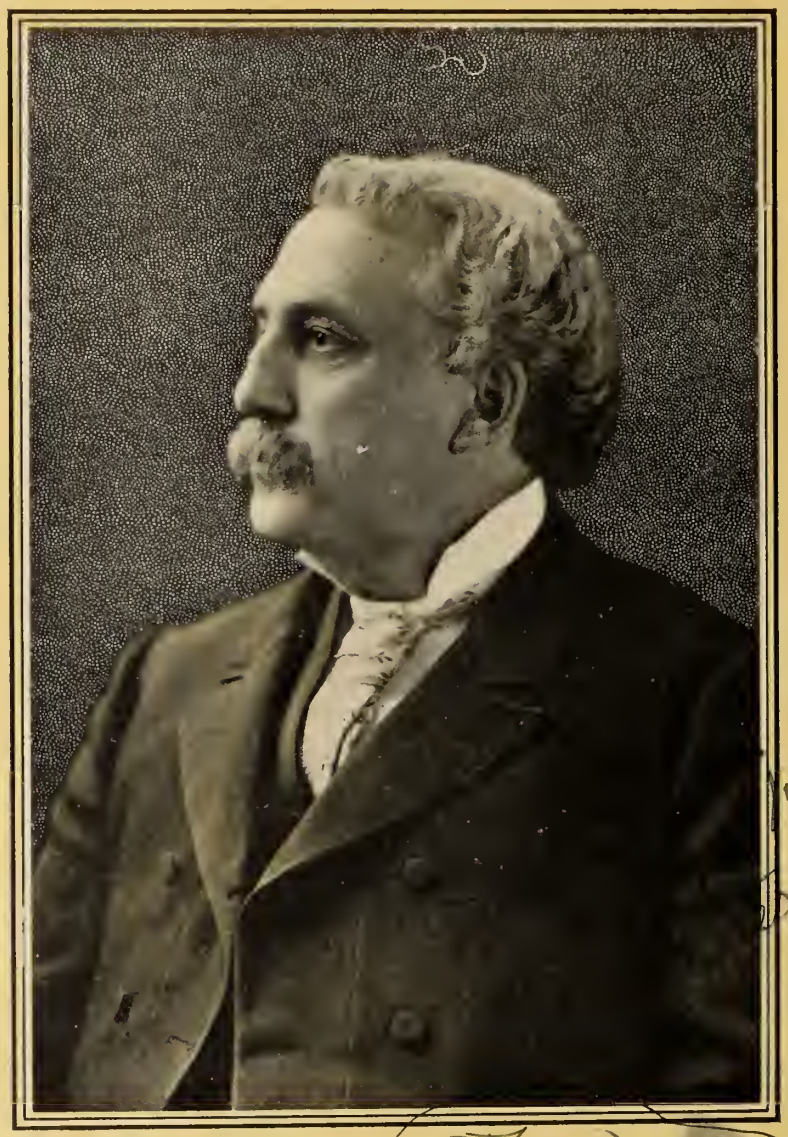
"One of the most justly admired and one of the best loved business men that ever lived in this community."—Tribute of a prominent Montreal business man.

WHEN Mr. A. F. Gault, head of the great dry goods house of The Gault Bros. Company, died at his summer residence in Georgeville, Que., the deepest regret was apparent throughout Montreal, which has been his home, and in many parts of the Dominion where he had business connections. Bright's disease was the cause of his death. He had not been in good health for some months, but during the past few weeks his condition became serious, and on Wednesday night, July 8, he passed away, his wife, son and daughter at his bedside.

The story of Mr. Gault's life divides itself into two parts, his commercial career as one of the Canadian giants of industry, and his more private life as a philanthropist and a steadfast supporter of church and charities.

FROM FARM TO STORE.

Seventy years ago Mr. Andrew Frederick Gault was born in Strabane, Ireland, and came to Canada a few years later, when only a boy. His father's farm back of Montreal had not sufficient attractions for a young man of Mr. Gault's energy and ambitions, so he entered into business life, his first employer being the late Mr. Walter McFarlane, head of a Montreal dry goods house. For a few years he remained with the firm, and then, while still a very young man, decided to be his own employer.



MR. ANDREW FREDERICK GAULT.

In partnership with the late Mr. J. B. Stevenson, he opened the wholesale dry goods house of Gault, Stevenson & Co., which continued from 1853 to 1857; when, Mr. Stevenson retiring, the late Robert L. Gault, a brother of the deceased, entered the firm, the name of which became Gault Brothers & Company. Though Mr. R. L. Gault died some years ago the firm name remained unchanged, and it was under this name that the house achieved its greatest victories and rose to its present important position. A few years ago the business was turned into a joint-stock company, and Mr. Leslie Gault, Mr. Robt. W. McDougall and Mr. James Rodgers were admitted to partnership, the firm name being changed to that of The Gault Brothers Company, Limited.

MR. GAULT AND THE COTTON INDUSTRY.

Notwithstanding his great work in the wholesale dry goods business, this was only one direction out of many in which the deceased gentleman gave evidence of his splendid originative and executive ability. If to any one man can be given the credit of placing the cotton industry of Canada on its present substantial basis, it should surely go to the late Mr. Gault. About 30 years ago he bought a cotton mill in Hastings, Ontario, and afterwards removed it to Cornwall, where it became part of the plant of The Stormont Manufacturing Co. This was the beginning of Mr. Gault's connection with the Canadian cotton manufacturing interests. Later he took hold of The Montreal Cotton Company, when it was in a very unsatisfactory condition, placed it on a firm footing, was elected president of the company, and until his death was its chief executive officer. He was also at different times president of other cotton and woollen mill companies, The Canadian Colored Cotton Mills Co., The Hochelaga (now the Dominion) Cotton Mills Co., The Campbellford Woollen Mills Co., The Excelsior Woollen Mills Co., and The Crescent Manufacturing Co.

BANKING AND INSURANCE.

His connection with banking and insurance companies was also large, and on the directorate of The Molsons Bank, The Montreal City and District Savings Bank, and The Bank of Montreal his services were most valuable. Though he

refused the presidency of the Montreal Board of Trade time and again, he was a prominent figure on the council of the Board and also on the Board of Arbitration. From such a wide connection in different lines of industry, it is to be supposed that he acquired great wealth, and his fortune not long before his death was estimated by himself to be in the neighborhood of $2,000,000.

REFUSED PUBLIC HONORS.

Mr. Gault refused more public honors than are usually offered to one who does not seek them. A deputation of Montreal citizens, representing an unanimous vote, waited upon him and offered him the mayoralty of the city, which he courteously declined. Frequently he has been asked to represent a constituency in the House of Commons at Ottawa; thrice he was offered a senatorship, meeting all these offers with a steady refusal; his invariable reason being that he had not time to be both a business man and a politician.

In 1864, Mr. Gault married Miss Louise Sarah Harman, daughter of Henry B. Harman, of Surrey, England. Besides his widow, he leaves one son, Mr. Hamilton Gault, who is interested in his father's enterprises, and one daughter, Mrs. P. G. R. Benson, of England, who is now in this country.

ADMIRED AND LOVED.

In the words of a prominent citizen of Montreal, one who perhaps knew more intimately than anyone else the inner character of the man, "there has passed away in the person of Mr. A. F. Gault one of the most justly admired and one of the best loved business men that ever lived in this community."

HIS BUSINESS WORTH.

A great city has long known and recognized the business worth of Mr. Gault. Nor did his reputation end here. In all Canada his name has never been known to have been mentioned in any portion of the country, except in a respectable tone, and, in this day of versatile flippancy of judgment, this is the truest estimate that can be rendered in the commercial world. And what a heart Mr. Gault had! Not that he was in any sense a weak-willed man, but far otherwise. His strong, forceful will had much, no doubt, to do with his success in life; it showed itself in the piercing glance of his clear eye, and in the shake of his magnificent hand; but the sight of tears would break him up just like a little child. Whilst he would hold his own against you, and hold it fast if he thought he was right and you were wrong, yet if sorrow came to you the first step at the door would be his.

KIND DEEDS.

The world has seldom known a man with such a passion for doing kindly things, and for doing them with the greatest of kindliness and keeping them wholly free from what has been called "the patronage of generosity." He was a man who thanked one for giving him an opportunity of doing good that otherwise he would not have done. Never once in all the years of his life has Mr. Gault been asked in vain for help for the deserving poor or sick or needy. Mr. Gault has, unasked, given of his gifts, and that not alone in later years, when his means were great, but in the early years of his friendship when his future lay before him like a prophecy unfulfilled.

What strikes one most is the joy of realizing that in a day when the fashion is to lavish money on secular institutions, admirable in themselves, educationally, but wholly dissevered from religion, here was a master mind in the great world of buying and selling who felt, and who acted on the feeling that the noblest use he could make of a portion of the wealth given him was that of dedicating it to, and investing it in, the perpetual service of God. Not that he confined his gifts wholly to the Episcopal Church. The Gault institute at Valleyfield and every charitable institution in this city can testify to the fact that he did not overlook any opportunity of doing good. It is often said that a man has one character in his business and another in his private life, but this could not be said of Mr. Gault. It was a pleasure when speaking with different members of the staff in the large wholesale house of which he was the head to hear from one and all expressions of respect and esteem and sorrow at his removal from among them.

INFLUENCE IN THE WAREHOUSE.

Mr. Gault's presence in the warehouse was a source of great pleasure to everyone. From the partners in the business down to the youngest employe, he always had a cheery word and morning and evening greeting. He had the exceedingly happy faculty of making people feel at home in his presence. He was a man very easy to approach, and no one seeking admittance to his presence was denied an audience by him. A number connected with the business had the good fortune to be associated with him for periods ranging from 25 to 40 years and naturally Mr. Gault's presence will be very much missed among them:

Mr. Gault expected those with whom he had anything to do to be very exact, as he himself was, and not to slip over matters lightly. Yet at the same time he was always most considerate of the many employes under his control. This is indeed a warm tribute to any business man.

One of the best evidences of Mr. Gault's faith in the future of Canada was the fact of his establishing, after a tour through the West about three years ago, branch houses at Winnipeg and Vancouver. The wisdom of this step has been abundantly proven, both houses having enjoyed a very large measure of success. The business at Winnipeg has more than doubled, and the premises occupied have also been enlarged to twice their capacity during the brief years which have elapsed since the opening of the branch.

RESOLUTIONS OF CONDOLENCE.

At a meeting of the joint boards of The Montreal Cotton Co. and The Dominion Cotton Mills Co., Limited, held on July 9, the following resolution in regard to the death of the late Mr. A. F. Gault was adopted unanimously:

That the directors of The Montreal Company and The Dominion Cotton Mills Company, Limited, desire to place on record their deep sense of the great loss the companies have sustained in the death of their esteemed president, Mr. Andrew Frederick Gault.

His great experience, sound judgment and untiring energies were always used to promote the best interests of the companies, and he was always ready and willing to lend his experience and to render every assistance in his power to further their welfare.

The favorable position which the companies now enjoy is due to his energy, business ability, and to his untiring efforts in assisting in the management of the affairs. He was a man of staunch friendship, great kindliness of heart, ever ready to lend a helping hand to those in need, and his noble conduct was an example to all with whom he came in contact.

The directors feel that his loss will indeed be a most serious one to them, to all connected with the companies, and to the general business community in which he was so well and favorably known and esteemed.

The directors wish to convey to the widow and family of the deceased their sincere condolence in the great loss they have sustained

MR. GAULT'S SUBSTANTIAL BEQUESTS

In keeping with his munificence to religious and charitable institutions during his life time, the late Mr. A. F. Gault, by his will, has left substantial bequests to the following:—McGill College, Arts Faculty Endowment Fund, $10,000; Synod of the Diocese of Montreal, Mission Fund, $10,000; Protestant House of Industry and Refuge, with which institution the diseased has been connected for 40 years, and of which he was president at his death, Endowment Fund, $10,000; Bishop of Rupert's Land, Northwest Missions, $2,000, Sabrevois Mission, $1,000; Protestant Hospital for the Insane, $2,000; Montreal General Hospital, $5,000; Sheltering Home, $1,000; Y. M. C. A., $1,000; Y. W. C. A., $1,000; Mrs. Frost, for evangelistic work, $1,000; Montreal Diocesan Theological College, Endowment Fund, $12,000 He had also promised $5,000 to the McGill Y. M C A. on certain conditions. This promise still holds good. The bulk of his estate goes to his widow, his son, Mr. A. Hamilton Gault, and his daughter, Mrs. Benson Besides this about $50,000 is divided up among other relatives.

CANADA AND THE COTTON MARKET

COTTON manufacturers have more to ponder upon in the condition of the cotton market at present than they have had for a great many years, and the situation is, no doubt, grave. Shortly after the announcement that many of the cotton mills in South Lancashire, England, would be closed down, it was stated that there was a strong possibility of the Canadian mills doing likewise—a story we have frequently heard before. In view, however, of the present conditions, they are of more import now than ever, being not connected with tariff or trade matters, but on account of the short supply of the world's cotton and the unsatisfactory prices obtained for the manufactured article.

This market naturally reflects conditions in the United States and English markets, the former in particular, but among jobbers and retailers of cotton cloths, there has been some tendency to scoff at the somewhat alarming reports of the situation in the United States.

Mr. R. R. Stevenson, of Stevenson, Blackader & Co., selling agents for The Montreal Cotton Co., has given "The Dry Goods Review" the assurance that there is no exaggeration in the reports from United States sources in this regard. "And," continued Mr. Stevenson, "the cotton mills are working on a closer margin than ever before in the history of the cotton trade. We are at a crisis in the cotton trade, the most serious since the American Civil War, when prices naturally reached the highest point they have ever attained. There is no doubt that there is a considerable quantity of cotton on this market, but it is of a quality that is only good to speculate with, fit to make ropes, but nothing else. Good spinning cotton is very scarce, and has been for some time. Those who have refused to recognize this are now in an unenviable position.

"It is impossible for anyone to say at present at what price the new crop will be held, but all indications point to a fair yield. The price of the raw material to-day and that of the manufactured are entirely out of proportion. There is reason for the strong feeling in the raw article and with the amount sold to United States buyers there is little hope for anything but continued high prices in the present stocks. But, in the manufactured goods too much cotton has been made to get higher prices at present. The new mills springing into birth and the increasing production of spindles are accountable for this, and some percentage of these mills will have to close permanently, for the producing capacity of the world's cotton mills has overtaken the demand.

"We have sold a quantity of raw cotton to United States buyers, and made a good profit on it.

"An advance of from five to fifteen per cent. will likely be made for the Spring trade, for though staple lines have been advanced several times, prices are no more in keeping with the probable price of the new crop of raw cotton than they are for the present crop. With regard to the price of goods here, the Canadian farmer is getting the best and lowest priced goods he ever got. The mechanic and farmer are both using a large quantity of ready-made goods, and they are got up honestly and in the best style. There is one thing that the free traders of this country do not seem to pay sufficient attention to, and that is, that the products of the cotton and woollen mills of Canada are passed from the manufacturer to the consumer at a much smaller profit than imported goods. The reason is because there are such a great variety of patterns in imported goods, and therefore a larger profit can be taken and not found out. If every wearer of both cotton and woollen cloth would ask the question, 'Is this made in Canada?' and insist on obtaining Canadian-made goods, he would get honest fabrics at a lower price than that paid for imported goods.

"Manufacturers who have had a sufficient supply of the raw material on hand are indeed fortunate, but those who are compelled to buy on the present rising market, will find it next to impossible to get a profit out of their manufactured goods. In some cases in the United States manufacturers have been compelled to sell at a loss."

Mr. A. A. Ayer, who is the chairman of the executive of The Merchants' Cotton Co., said that all the Canadian mills have plenty of raw cotton, and if they wished could sell it in the United States at a profit of $15 to $20 a bale. Notwithstanding this, the manufactured article in gray and white cottons, and some other lines, were selling without a profit at the mills. "We have sold a line of raw cotton, which went back to the States, and I understand other companies have done likewise. The finished product should be selling considerably higher than it is. If the raw cotton on hand should continue to be sold here, with none forthcoming later on, the mills would naturally have to close down. Then, again, the price may be such as to prohibit manufacture."

Mr. Geo. B. Fraser, of Greenshields Limited, was of the opinion that the present apparent shortage was caused by speculation. "It is very difficult to say just what the effect is likely to be," he said, "but I think the situation will be found to be all right when the new crop comes in. It looks like a corner, the work of speculators. We are not suffering yet. There has been only a slight increase so far. I believe there is lots of raw cotton if the price were high enough to draw it out."

Mr. Wittycomb, agent for Geo. H. McFadden & Bros., raw cotton brokers, also said that there was plenty of raw cotton in Canada, the Canadian mills as a whole having bought fairly well last year. "For the old crop of cotton we are not likely to see any lower prices; it is undesirable and scarcely workable. For the new crop it looks as if we will see much lower prices about November. High prices will bring stocks out; the banks cannot take care of a big crop along with wheat and corn. The United States crop report to-morrow will very likely be bullish, and I do not think that prices will be much lower between now and September, at least."

At the first of last month a large Canadian cotton mill paid 13c. per lb. for raw cotton, though a few days later this price by a little manoeuvring was brought down ½ to ¾c. At this time an American concern bid 12⅜c. per lb. for cotton delivered at their mills, but could not secure

Between Seasons

It is gratifying to know that our efforts to secure the "Correct" Styles and Qualities in "Dress Fabrics" and Silks for the Fall season have been so fully appreciated. The orders we have received for the above lines is the best evidence that such is the case, and the Dress Goods Department in every modern dry goods business should be the most important.

New goods are coming forward and we shall be able to fill orders promptly.

TORONTO EXHIBITION

Large, convenient Sample Rooms F and G have been secured at the King Edward, and our western representative will be there during Toronto Exhibition.

The following information may be helpful if you are in need of scarce desirable goods for **Wedding Gowns, Afternoon Gowns, Evening Gowns, or Pretty Gowns** for any or all occasions. The goods are all of the light drapy character.

F 452—42-in. Silk Warp Panise, following shades: Cream, Pink, Dark Sky, Light Grey, Champagne, Nil, Light Navy

F 453—44-in. S. Warp Crevine: Cream, Pink, Sky, Champ., Mid-grey, Helio, Nil, Light Navy.

F 451—43-in. Cable Net: Light-Grey, Pink, Sky, Nil, Navy, Black.

W279—44-in. Silk Warp Eolienne: Cream, Pink, Dark Sky, Nil, Champ., Light Grey.

F 454—42-in. Silk Warp Velda: Cream, Pink, Sky, Champ, Nil, Grey, Mid-navy, Black.

D 310—44-in. Buton Voile: Cream, Pink, Sky, Nil.

D 311—44-in. Silk Warp Crepoline: White, Cream, Pink, Sky, Nil, Champ, Light Grey, Brown, Light Navy.

W280—44-in. Silk Warp Chenille Spot Eolienne: Cream, Pink, Dark Sky, Mid-navy, Black.

B 465—44-in. Crepe et Soie Granite: Cream, Pink, Sky, Nil, Grey, Champ., Electric-green, Mid navy.

B 466—44-in. Silk Warp Flake Eolienne: Cream, Pink, Sky, Nil, Light Grey, Champ., Electric-green, Mid-navy.

B 468—44-in Silk Warp Trengaline: White, Cream, Pink, Dark Sky, Black.

B 445—38-in. Silk Warp Gloria: Cream, Pink, Sky, Light Grey, Old Rose, Light Green, Black

W281—44-in. Silk Warp Knop Eoliennes: Cream, Pink, Sky, Light Grey, New Slate, Mid-navy.

W282—44-in. Silk Warp Broche Knop Eolienne: Light Silver-grey, Sky, Nil, New Slate.

In addition to the foregoing we have our usual large range of **Black Goods** of the same character.

Complete ranges in **Lustres, Sicilians, Paradigms,** in White, Cream, Light and Dark Shades and Black.

Pleased to have you Write for Samples.

BROPHY, CAINS & CO.

23 St. Helen Street, MONTREAL.

any at that price. At Fall River, the most important point in the cotton industry of the United States, 800,000 spindles ceased operations on the last day of June, and it is said that the mill will work only intermittently throughout the Summer. This will to some extent strengthen the price of the manufactured cotton, and make the necessary advance in price easier to bring about in Canada.

The over production in England has also led to the closing down of the greater part of the cotton mills in South Lancashire, England, where within recent years many mills were established. It was announced that in Oldham, Higginsham, Hollinwood, Failsworth, Royton, Middleton and Crompton, the factories would likely suspend operations from Friday nights till Tuesday mornings for an indefinite period. In other districts four days a week was decided upon as the working days, and in still others only three days will the mills be operated.

FOREST CITY GOSSIP.

Office of "The Dry Goods Review."
365 Richmond street, London, Ont.,

EVER since early Spring the numerous travellers from the wholesale dry goods houses here have been through their territory booking orders for Fall and Winter goods. It is unnecessary to repeat our information of last month lengthily that a good increase had been made over former years in the placing of Fall goods. The exceedingly roseate prospects for another record-breaking crop in our Northwest provinces, and the larger influx of settlers there, has induced the merchants to order more heavily than ever before, feeling confident that the results will justify their launching out into larger purchases and better class of goods. Some of our London houses are now in the middle of the work of shipping these Fall and Winter goods, orders for which have been piling up since January. Deliveries from the mills of domestic manufactures, in conjunction with packages of imported foreign and British goods, coming to hand at one time, has made hustling and lively work for every hand in every department, checking and marking the contents of the various packages, and in laying out lots ordered, and having them transferred to the shipping rooms. Entering clerks, as well as the hands of many departments, are compelled to return to work at nights to help relieve the congestion.

* * *

There has been quite a shuffle and changing around in the location of some of the wholesale houses, owing to a combination of circumstances. The premises formerly occupied by McMahen, Granger & Co., and which were completely gutted by fire some weeks ago, have been purchased by A. M. Smith & Co., wholesale grocers, and, after being thoroughly renovated, will become part of their big warehouse alongside.

* * *

McMahen, Granger & Co., after getting clear of every vestige of the goods damaged by fire and water in the premises above referred to, have recommenced operations with an entirely fresh stock in the building on Richmond street formerly occupied by Clark, Vandelinder & Co. The new premises are more commodious, and will give them some advantages much required for their rapidly extending business.

* * *

The wholesale millinery firm of Clark, Wood & Co., who succeed Clark, Vandelinder & Co., expect to be in running order for Fall business. Mr. George Wood, Mr. Clark's new partner, was salesman and traveller for six years with the dry goods house of McMahen, Granger & Co., and has an extensive connection over the ground that is tributary to the millinery trade of London. The new firm will occupy the premises vacated by Fraser, McMillan & Co., on Richmond street. This latter-named firm is now in possession of the building for some time vacant and formerly occupied by A. E. Pavey & Co., next to R. Struthers & Co.

* * *

The retail merchants of this city, after an unusually good Spring season, are turning their attention and efforts toward the reduction and clearing out of the balance of the goods still seasonable. To this end all dry goods stores are advertising clearing lines at reduced figures. Kingsmill's advertise a "challenge sale," Gray & Parker, a "building sale;" Smallman & Ingram, a "midsummer linen sale;" J. H. Chapman & Co., a "clearance sale of dress goods at half price;" R. J. Young & Co., a "cheap sale of clothing and dress goods." Mara's are drawing the crowd with a "special sale of waists and waterproofs;" A. Screaton & Co., a "rug sale," and the ready-clothing firms are equally active in their endeavors to clean up Spring and Summer clothing, in preparation for the Fall and Winter campaign. Oak Hall is not behind with its "half-yearly sale," and Grafton & Co. are booming the "50th anniversary sale," and so the battle for business goes bravely on. It is understood Whiskard's are reducing stock with a view to giving up the dry goods business in this city.

* * *

Gray & Parker, whose frontage is limited and are unable to obtain more, will make some additions in the rear, which will somewhat relieve the inadequate space.

* * *

The dry goods business of London East is well looked after by R. C. Morrison, a former traveller of Robinson, Little & Co., who purchased his deceased father's business. Mr. Morrison reports business good and equal to his expectations.

* * *

W. A. McDougall, of Robert Scates & Co., is at present confined to his house, the result of a shaking up in a railway accident recently near Montreal. It is not feared that his absence from business will be long.

* * *

The Bank of Toronto, the purchasers of the Hiscox building, are adding two flats to the block. The business of the bank itself loudly called for more office room on the ground floor. Such alterations will be made as will render the complete structure one of the best office tenements in the city.

* * *

Many of the commercial travellers of the city are now off the road and attending to duties in the warehouses to which they are attached, and will remain at home till after the Western Fair, which is held here from September 11 to 19.

W.H.L.

BUSINESS MEN OF THE MONTH

MR. J. W. FLAVELLE, manager of The William Davies Co. and director of several commercial and financial institutions, among them The Robert Simpson Co., Limited, has returned to Toronto after a three months' pleasure tour to Europe, in which he was accompanied by his wife and family. Their tour included Switzerland, Holland, Italy, the Rhine Valley and Britain. Mr. Flavelle speaks highly of the industrial progress being made in northern Italy and Germany and remarks on the good position Canada occupies in the opinion of Britishers.

• • •

Whitaker Wright, the English promoter who swindled so many rich men, has waived extradition proceedings in the United States and will return to England without prosecuting the fight which he instituted five months ago. In doing so he does not admit that his case permitted extradition, but he hopes to be freed by proving that the forgeries and false reports were not done with his connivance. Last month, after offering to return to England, he had an attack of vertigo, and physicians say he cannot live.

• • •

James Ross, president of The Dominion Iron and Steel Co., has followed up his action of retiring from the Montreal Street Railway Co. by resigning his vice presidency of the Toronto Street Railway. Mr. Ross feels that his time will be fully occupied in the interests of the steel company, and his decision to thus devote his energies has been followed up by his withdrawal from several large Montreal and Toronto institutions. As yet he retains his position as president of The Mexican Light and Power Co.

• • •

The death of Mr. A. F. Gault, the founder of the wholesale dry goods firm of Gault Bros., Montreal, has left unoccupied several important positions. Among others are the presidencies of The Dominion and The Montreal Cotton Companies. The vice-president of The Dominion Cotton Co., Senator Forget, has been appointed president to succeed the late Mr. Gault.

• • •

After a short illness George Shattuck Morison, one of the foremost civil engineers of the continent, died recently in New York. Mr. Morison's reputation was built largely on his success as a bridge builder, having constructed ten bridges across the Missouri and five across the Mississippi. His bridge at Memphis, Tenn., which has a single truss span of 790 feet, is surpassed by only two other bridges in the world —one in India and the Forth bridge in Scotland. Mr. Morison was a member of the Isthmian Canal Commission.

• • •

The United States Steel Corporation has found it necessary to give Mr. Schwab an assistant in the person of William Ellis Corey, president of The Carnegie Steel Co. of Pittsburg. Mr. Corey was born in Braddock in 1866, and was the son of a coal merchant. At the age of 16 he entered the Carnegie mill, and by talent and industry passed through the plate mills, the order department, the superintendency of the plate mill, of the open hearth steel department, of the armor plate department to the presidency of the entire Homestead works. At 21 he was superintendent of the plate mill and at 35 was general superintendent of the Homestead works. He is a personal friend of Mr. Schwab, and many attribute his success in a great part to the interest taken in him by Schwab Carnegie, Frick and Morgan

KNOX, MORGAN & Co.

WHOLESALE DRY GOODS

Hamilton, Ont.

A chance for merchants to visit Hamilton during Carnival week, when our stock of General Dry Goods for

Fall Season 1903

well be at its best.

COME AND BRING YOUR FRIENDS.

REDUCED RATES ON ALL RAILROADS AND BOAT LINES.

Hamilton Summer Carnival and Old Boys' Reunion.

AUGUST 17, 18, 19, 20, 1903.

PROGRAMME OF EVENTS

Reception and welcome to all Old Boys and Visitors.
Amateur Athletic Sports.
Yacht and Skiff Races.
Grand Evening Promenade Massed Band Concerts at Dundurn and Harvey Parks and Drill Hall.
Grand Military Parade and Demonstration of Visiting and Local Regiments.
Fireworks and Naval Demonstration on Bay off Dundurn and Harvey Parks.
Bands at Parks.
Illumination and Decoration of Hamilton Beach.
Parade of Illuminated Boats
Floral, Mardi Gras, Automobile, Bicycle, Veteran Fire Brigade, Old Boys, Industrial, Trades, and Work-Horse Parades.
Automobile Meet and Races (open to the world).
Gymkhana at Jockey Club.
Manufacturers' Day, all Factories open to Visitors.
Grand Midway and Street Fair.

Natural Japanese Washing Silks



WE MAKE A SPECIALTY OF

NATURAL JAP. WASHING SILKS.

And carry a large stock in the following widths: 20-in., 23-in., 27-in., 32-in., 36-in and 48-in. Any quality and width can be dyed any shade in a week.

All Widths and prices in twill Japs. in 50-yard lengths.

SHANTUNGS in different widths. Various qualities of **TUSSORE** by the piece or yard.

DYED JAPS., all shades, in 21-in., 23-in., 27-in., and 36-in.

PRINTED, FIGURED AND STRIPED JAPS.

All shades in two qualities of **GLACE** and three qualities of Colored **LOUISINE,** and **ORIENTAL SATINS** and Foreign and **ENGLISH MERVES.**

All up-to-date makes of **BLACK AND COLORED SILKS** Canadian buyers are invited to give us a call while in London and inspect our latest novelties.

T. RICKARD & CO.

DIRECT IMPORTERS OF JAPANESE SILKS

20 Cheapside, London, England.

OUR SPECIALTY IS ALL DESCRIPTIONS OF JAPANESE SILKS.

CABLE CODE: "CLERKSHIP"—A.B.C. CODE USED.

DO you believe in up-to-date methods? If you do, our plan of saving money on dead stock will appeal to you All



DRY GOODS

that are soiled or faded can be made to look like new. We take goods, that are unattractive in coloring and design, and dye and finish them into natty and saleable materials. The most progressive Dry Goods merchants and milliners in Canada are our customers.

Milliners at this season of year are specially interested in our methods and should make our acquaintance.

R. PARKER & CO., DYERS and FINISHERS.

Head Office and Works, 787-791 Yonge St., : : TORONTO.

PROGRESSIVE RETAILING

ELEMENTS OF SUCCESSFUL RETAILING.

By L. E. BENNICK, Brockton, Mass.

THE principles governing business to day may be classified as follows: 1. A well assorted stock, often replenished. 2. No old stock allowed to accumulate. 3. A fair profit marked on merchandise. 4. The best clerks that money and experience can procure. 5. Honest advertising. 6. Cash, cash, and always cash, both buying and selling.

ORDERING GOODS.

Taking up my first proposition, a well assorted stock, often replenished, one of the easiest words in the world to say is "Yes," one of the hardest, "No." A smooth-talking travelling man comes along, with his stories of rises in the market, or that your friend or competitor bought a case or more, and he has induced you to say "Yes" many times, when "No" was what you meant. Result? Well, Micawber hit it when he stated his famous proposition: "Income—£1 7s. 6d.; expenditure, £1 7s. 5d. —happiness. Expenditure, £1 7s. 7d.—misery."

Now, my theory has been, and is, that the same pencil that writes an order can cross it off, and when a kick has been made many times about the seeming smallness of an order placed, a sharp word to cross it out has brought the seller to his senses.

It sounds so large to say: "I'll take a case." It is larger to pay for it. It sounds so sharp and shrewd to say: "I bought from the manufacturer and saved 5 to 7 per cent.; I buy direct." But your interest account grows night and day; it "neither slumbers nor sleeps."

BUY ON VALUE.

Over and over we say to our buyers: "Do not buy on price; buy on value and styles. Buy as cheaply as you can, but don't let cheapness run away with you." We take men and women who are educated by years of experience and by constant hammering into our ways, and who, through gradual growth and training, absorb our ideas, and let them buy a little here and there until by process of assimilation of those ideas they can be trusted to carry our principles with them to market. The clerk who selects a bill of goods will work to the full extent of his or her power to sell those goods.

We never think we know better what to sell than do the clerks selling. We always bear in mind that it is better to be short on goods and long on cash than to be long on goods and short on cash, and we try to educate our clerks to this point.

Don't be afraid of your clerks. I mean by this, don't fear to trust them. You are a bigger fool to them many times than they are to you. They say nothing many times through fear, but, like the Irishman's owl, they keep up "a divil of a thinkin'."

OLD STOCK.

As to my second proposition: No old stock allowed to accumulate. It is remarkable what a feeling of attachment there seems to be in the minds of many business men toward their accumulation of old stock. They look at those old familiar pieces of merchandise and wonder how they can ever part with them, except at full price. Season in and season out that attachment grows, even though virtue may have gone out with them.

ATTACHMENTS.

Well, attachments are a good thing in some ways, but attachments of another kind can grow out of these same chestnuts. With us old goods go. We like our old clerks; we like our old customers—and new ones, too; but our old merchandise we hate. It is not a question of price, but of cash. Fifty cents on the dollar, 25c. on the dollar, 10c. on the dollar, anything on the dollar, but—go.

And if cash doesn't come then, a ticket printed large and clear and placed on the merchandise so instructs the wayfaring woman that she, even though a fool, will walk off with it. "Take one!" are the simple words on that placard, and God speed the parting guest!

Now, we do just that. There are too many new goods in the market for us to be bothered with old ones, and the 50c., 25c. or the 10c. on the dollar will roll, and roll, properly handled, accumulating as it rolls so quickly that the loss of our dear departed is never noticed. Merchandise, good or bad, whether on shelves or in the basement, is a constant menace to the good merchant, staring him boldly out of countenance and destroying his nervous system.

Get rid of it!

FAIR PROFIT.

Third maxim: A fair profit marked on all merchandise. Like the old Quaker who died rich, our motto is, "Sell and repent." Many times goods go from our counters that might have been sold for more, perhaps, but when sold we have the cash, and quick turning dollars are like the snowballs we made in our youth and rolled until they grew so large we made snow forts of them.

We roll these dollars over and over again until we have a financial fort, impregnable.

THE BEST CLERKS.

As to our fourth maxim: The best clerks that money and experience can procure—through our process of sifting and elimination—we bring to the front the best talent in our store, always giving preference to those who have been with us. Favoritism counts for nothing, but ability meets its reward. Not how cheaply can we hire, but how much can we pay is our motto. Not, can we get good clerks, but how can we get the best?

Yet all clerks must earn more than their salaries or they cannot stay with us. Well paid and contented clerks are continually working to sell goods, and they also know that, being well paid, others are continually looking for their positions, and a raise in salary, if asked, is considered a reflection on our judgment.

Do not hire the cheapest, but pay for the best. If a clerk is poorly paid and if his opinion is asked as to purchases, you have working against you both the customer and the clerk. Don't you know that you do not need to watch your good clerks? They are with you—cogs in one wheel—if you treat them as ladies and gentlemen, and not

as suspects. In our store clerks are as good as customers—just as good—and when necessary we let customers know it.

Tale bearing is utterly condemned and discouraged, and any clerk having a grievance is encouraged to come to the manager and state that grievance. If the case is just, remedy is provided; if not, the clerk is informed otherwise.

ADVERTISING.

No part of any business requires more careful watching than the advertising department. To advertise the right thing at the right time, to see that advertisements are often changed and that windows are as often changed, are matters that require time and care.

Every week returns, as compared with the corresponding week of the year before, are placed on my desk, and the department falling behind is investigated, and, if necessary, stirred up with an advertisement and a window.

We do not have our ads. consist of three-quarters praise of our store and the other quarter glittering generalities regarding what beautiful merchandise we have at a much less price than our neighbors can buy it for; but in plain, simple language we tell the people that we have merchandise to sell, giving kinds and prices. Customers will very quickly find out the beauty of your store, etc., and will do more advertising in that way than whole columns of your own self praise can do. Let the customer find out for herself whether your store is the best lighted and the best appointed. When a woman reads an ad. she wants to know by it what she can buy and the article's price.

Again, be honest. You can't sell goods 20 per cent. less than your neighbor and live, and you know it; and when you advertise that you can, you lie, and people will quickly find it out. Twenty-four years of honest advertising have made people believe us, and the result is our advertising expense is small compared with that of many other merchants.

SCHEMES FOR RETAILERS.

RETAIL merchants, particularly those in country towns, can sometimes take advantage during picnics or local fairs to bring their goods before the people who are attendants thereat. In this connection it may be interesting to some of the readers of "The Dry Goods Review" to note the experience of a firm in Indiana. This firm made an arrangement with the managers of the fair for a kite-flying contest. The prizes were $3 for first and $2 for second for the school child who could succeed in flying a kite the highest in five minutes. Naturally the contest excited a great deal of interest among the general public as well as among the parents and friends of the contestants. It was stipulated that the kites should be a banner carrying the name of the firm, and the kite winning the prize should be left flying for the whole of that day and into the night. After dark, a lighted lantern bearing the name of the firm was to take the place of the banner. The scheme was a most successful one.

On another occasion this firm offered prizes of five, three, two and one dollar for the best essay on "Why should People Trade at Our Store?" The contest was confined to the school children within a radius of ten miles, and also proved a good hit. The trustee of the particular school whose pupil won the prize was also given a valuable atlas, so a double interest was thus created.

If any of the readers of "The Dry Goods Review" have had any experience in similar schemes, we shall be glad to hear from them.

THE DELIVERY SYSTEM.

By W. E. Repass.

EVERY merchant tries to engage the very best help his money will obtain. It's the general rule. He looks to their moral, social, physical and mental qualities, then, balancing by general appearances, comes to a conclusion that sets his mind at ease. It's the practical way to do: Measure the value in money by the possible value in service. This is his standard.

As a system, it should be extended to every department in which you employ help. How often it is the practice to require a high standard of your employes until it comes down to what you term "a necessary evil." The delivery department. Well, you say, "I can't afford to pay more than $3 or $5 a week to a delivery man, and don't expect super-excellence at that figure." You compromise on some boy (who should be in school—all good boys are in school). You may find a man who will work at the price until he is offered 50c. more on the week, then, he's off! You're out, and the business lags until you can break in someone.

Have you not made a mistake? Let's see.

In the spirit of modern publicity, the delivery man is your walking-talking ad. Can't get away from it. He's seen by your patrons and those who are not—every day—commented upon—asked questions you might wish him able to answer intelligently. He can sour a customer on your store, or leave a business breeding impression.

Rather an important sort of a fellow, is he not?

Use your standard on this man by all means. There is good timber available at fair prices. Make him feel your interest in him. Tell him a thing or two now and then—diplomatically seasoned. Watch him assume the confidential air, so essential to push. He'll get down to business—make friends—bring you in dollars. Try it. It's a live issue.

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.



* This department is conducted and prepared by Miss Nora Laugher, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. She will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to her. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

"Oh, it is pleasant in this summer time
To sit alone and meditate and rhyme;
Here let me rest and for a little space
Shut out the world from my abiding place."

* * *

"As moss grows and spreads upon
A forest log, so does it congregate on
A long exposed advertisement."

* * *

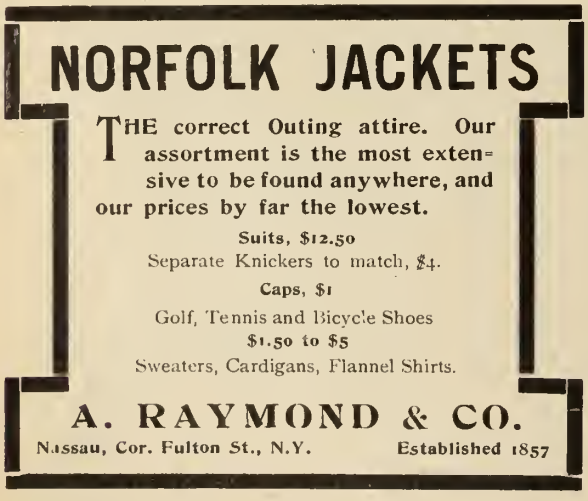
AUGUST—the golden month, when tired and dusty city folk are either taking a well-earned vacation, or dreaming of the Island of Avalon—that enchanted place where "falls not hail, or rain, or ever wind blows loudly," whose verdant hills and lovely hollows lie cradled in Summer seas—that golden isle of dreamland.

* * *

The Merchant's Air-Castles.

We all have our Island of Avalon, but the castles in Spain built by the busy business man are not fabricy edifices, fit only for butterflies, or feather heads. In the dulce far niente hot-weather days, in his vacation, the merchant does not rear palaces of the Flora McFlimsy stamp. His summer dreams are unlike the visions of fair women; he dreams of business—builds it even in his "play hours," plans and maps out as he has ever done since he first entered the commercial arena to fight for his bread and butter.

A neat 35-line ad.



* * *

"While far from the madding crowd" some business men may find relaxation and even recreation in mapping out advertising matter (that is if they attend to this department themselves.) If they have a taste and talent in that direction it will be as interesting to them as the perusal of a light novel.

There is nothing on earth more interesting to me than a good, well-set, business-bringing ad. I would prefer it any day to an ill-written novel. But there are ads. and ads., all sorts and conditions of ads., and there is as much difference between them as there is between griddle cakes made with yeast and griddle cakes in which the leaven is conspicuous by its absence.

* * *

Moral: Don't dream the happy hours away, and forget the leaven in your ads. Remember, when vacation time is over, that a late shower of Summer advertising will bring a storm of early Autumn trade.

* * *

How welcome is the belated coming of the home newspaper, when one is one hundred or so miles away and enjoying one's self in royal gypsy fashion under the greenwood tree. How one delights in the editorials, the sensational paragraphs, the city news; even the advertising items of two days ago have some interest.

* * *

While summering in a delightfully remote glen last season, a lady remarked to me: "I could read a newspaper with gusto up here, even if it were a hundred years old." And I replied that the advertising column of a hundred years ago would be especially interesting to me at any time.

* * *

An appropriate border to an ad. that would get read.



Evolution of Dry Goods Advertising.

What an evolution there has been in the advertising column of a newspaper during the last century! From the small, poorly-set "card" of one to two inches, to the well-set and well-illustrated whole page ad of to-day. The style of the ads. scarcely varied a hundred years ago. Here is a fair sample of 1801 advertising, copied from The New York Evening Post:

McCREADY & REID, No. 97 William Street.

Have received, by the late arrivals from Europe, a general assortment of Dry Goods, which will be sold on reasonable terms, wholesale or retail—among which are the following articles, viz:

2 bales superfine Rose Blankets.
1 " red, white and yellow Flannels.
3 cases Cambric Muslins, from 1s8d to 5s sterling per yard.
3 " Nuns Thread, from No. 8 to 44.
3 " purple Shawls.
1 " fancy Shawls.
1 " three threaded Cotton Yarn
1 " Women's Hose, from 5 to 18s per pair.
1 " Scotch Damask Table Cloths, elegant patterns, from 5-4ths to 8 by 10.

Those drygoodsmen of a hundred years ago would have scoffed at the idea of a merchant using more space in a single ad. in the year 1901, than he did in the whole year of 1801. Yet this is a fact, although the cost of newspaper space is very much greater, and the paper itself sells for only one cent.

* * *

There are to-day twenty-five departmental stores in New York who spend annually about two-and-a-half millions of dollars in newspaper advertising alone. Think of that, oh ye shades of McCready & Reid and A. T. Stewart, pioneers of large dry goods advertising! It has been asserted that there are at least three advertising managers of departmental stores in New York, whose individual salaries exceed the entire profits of the dry goods merchant of a hundred years ago.

A good (P.E.I.) corset ad.



The beginning of the 20th century is the age of bargains—Women are the purchasers, and the majority of women are bargain-hunters. Do not lose sight of this fact. Talk particularly to women in your advertisements. Tell them all about your bargains.

What One Firm Did.

At the close of last Summer when most people had returned to the city, after their holiday jaunts, one merchant conceived a novel idea illustration with which to emphasize his "Clean Sweep" sales. He had a group photo taken of the employes of the store, each with a broom, and they were sweeping before them a miscellaneous collection of articles. A good outline cut was made and the cut used in the ads. It proved both attractive and business bringing.

A well set ad. with an unseasonable cut.



The merchants of small towns are often lamentably careless regarding their advertising. They seem to think that everybody knows them, and their goods; they thus drift into a slipshod style of advertising with poorly-written ads., badly set, and not changed every issue. These men are greatly to blame for the out-of-town buying. They should go after trade, "wake up and make a show"—following the wise example of the larger cities stores, which ever have an eagle eye on possible purchasers.

* * *

Remember it is the eagle that pounces, and the hen that scratches. Ad.-writers should emulate the eagle.

* * *

Home Buying vs. Mail Order.

It is, of course, very annoying to the country merchant that the mail order houses in the large cities draw away so much of their trade. I have yet to learn, however, that these merchants are doing all they can to prevent it. The best way to do is to "take the bull by the horns"—meet the mail order business on its own ground; advertise, and advertise well. Have good, rousing sales, offer folks inducements

to buy, and they can attract many of these very people who send hundreds of miles away for their goods, and frequently purchase inferior goods to what they might have selected for the same money in their own town.

* * *

Large mail order houses certainly injure the small country retailers. Not long ago I heard a country merchant (whom I will call Mr. B) remark: "My prices are just as low, and in some cases even lower than the Blank Co.'s," mentioning a large departmental store, "and yet the people in my town prefer to select from a catalogue, and buy a pig in a poke."

* * *

Country merchants can locate the trouble if they try. The fact is the large stores advertise well, and the small stores, as a rule, do not. The country people can buy from the small store just as cheaply, or even cheaper, but the trouble is they do not know it. Mr. B. neglects to advertise his prices. The big Toronto store he referred to, besides taking large space in daily and weekly papers, sends out its well compiled, catchily illustrated catalogues regularly. Like the eagle, it pounces, but Mr. B. merely scratches round like an antediluvian hen; he does not half hatch out the advertising egg; he doesn't half tell his story. Mr. B.'s small annual catalogue is not catchy or comprehensive; prices are told only in a vague kind of way. What has Mr. B. done to draw trade? Absolutely nothing. What could he do to gain custom? He could "toot his horn and make a show"—he could get some bright advertisement writer to take charge of his advertising—one who understands sensible heart-to-heart advertising talks

Matter that could be used to advantage for a "bargain" ad.

Are You Interested in Very Special Offerings?

Of course you are.

We ask the question and answer it.

It's human nature to expect much for your money.

And it's the object of the progressive merchant to live up to the public's expectations.

But true, genuine, worth-while bargains are not always to be had.

The house that claims to serve its clientele with none but stirring specials at all times is the house that it's worth your while to stay shy of.

Bargains are incidental to the growth of every mercantile organization. They are counted as the accidents of the trade, and are occasioned through various causes.

During August we mean to make them a fundamental part of this business.

Take to-day's as illustrative.

They demand the attention of everybody interested in good seasonable goods at low prices.

The adjective "low" in this instance does not give sufficiently forceful emphasis to the values—for they're as exceptional as any the ———— Co. has ever proffered.

(Follow on with list of offerings.)

with the people—someone who could write up in an interesting manner a description of the goods that have just arrived, how reliable the fresh new stock is, how smart and up-to-date the goods are—someone who could not only talk up Mr. B.'s stock "from A to Izzard," but talk up Mr. B. himself. While a good merchant and an honest man, like hundreds of other busy business men, Mr. B. is quite incapable of managing his own advertising.

Advertising is the keystone that has built up the large departmental stores. Many firms have made millions through newspaper advertising during the last dozen years, learning by experience every year that they could increase their trade enormously by appropriating a part of their profits to advertising.

* * *

A house that well illustrates this assertion is the immense departmental store of Marshall, Field & Co., of Chicago, one

Headlines for a special sale.

A "Clean Sweep" Sale

We are preparing for our Autumn opening, but before the inauguration of this event we propose to sell off our Summer stock and any Spring, Fall and Winter goods we have on our shelves.

There is absolutely nothing against the character of these goods. Indeed, hardly any of them can be termed "left-overs."

The quality of the goods and the general character of the styles represent the best and smartest.

The entire stock is priced at from one-half to two-thirds its original value.

This is really a golden opportunity for thrifty people to buy both Summer and Winter goods at a huge saving of cash.

This "Clean Sweep" Sale offers choice pickings for early comers. If you are interested come at once.

(Then follow on with list of bargains.)

of the largest or possibly the largest retail store in the whole world, Marshall Feild's is almost as famous for its good management as its magnitude.

* * *

A small folder "Business Bible for Store Assistants" recently issued by Marshall, Field & Co., is so brimful of business wisdom that I cannot well resist printing a few extracts for my readers:

Make friends of visitors to the store and do not hesitate to call them politely by name if you know it.

Learn to utilize the knowledge of others, and know every man for the best that is in him.

Read the advertisements of the house in the newspapers and become familiar with what is being done throughout the house in this line.

However attached to your business do not allow the commercial sense to deaden but rather to quicken the moral, artistic and all wholesome sentiments.

Cultivate a happy expression and a happy manner; feel it; mean it; the advantage is wonderful every way.

Be careful in all your conversation, cultivating prudence, modesty and, as well, good English.

Let your every day dealings with the public be such as will inspire confidence.

Treat all customers courteously regardless of how they may be dressed; the contrary is inexcusable under any circumstances.

Learn to show a thorough interest in a customer, or any person approaching you; try to look at the matter from his standpoint as well as your own.

All the time you are forming business habits, take care that those are such habits of progressiveness and worth as you would care to retain and never find occasion to break.

Be loyal to every interest of your employer; treat as a confidential truth every bit of inside information which you are made familiar with.

There is hardly a limit to your growth, if everything you do is the best that can be done under the circumstances.

The advertising ideas emanating from St. Louis are certainly unique. A clothing house recently issued the following premium offer:

> The president, the stork and we are of one mind. Therefore, the first father of living twins, born in St. Louis during the coming month of this year, will be welcome to a pair of our best trousers of his own selection.
>
> The first father of living triplets, born during same month, can have one of our best suits.
>
> The first father of living quadruplets, born during this coming month, will be entitled to a suit and overcoat.
>
> Come early and avoid the rush.

• • •

The following curious advertisement is taken from a Spanish journal:

> This morning cruel death summoned away the jeweller, Siebald Illmaga, from his shop to another and better world. The undersigned, his widow, will weep over his tomb, as will also his two daughters, Hilda and Emma, the former of whom is married, and the latter is open to an offer. The funeral will take place to-morrow.—His disconsolate widow. Veronique Illmaga.
>
> P.S.—This bereavement will not interrupt our employment, which will be carried on as usual, only our place of business will be removed from No. 3 Lessi de Leinturiers to No. 4 Rue de la Missionaire. Our grasping landlord has raised the rent.

GOOD ADVERTISING

DEPARTMENT OF

CORRESPONDENCE AND CRITICISM

This department is specially conducted for the benefit of advertisers throughout Canada. It invites correspondence on all matters relating to advertisements and advertising. It requests copy of advertisements for suggestion, criticism or review; it also requests sample advertisements for reproduction in these columns. Its aim is to be of practical value to advertisers.

A. W. R., L., Ont.—With regard to setting, your specimen ad. was very creditable and the illustrations were very fair. I would not, however, rail against your competitor; that only gives people the idea that he is hurting you in your business.

—

J. G. & Son, T., Ont.—Your letter explains, and I know by your advertising which is before me every day in the papers, that you are giving less attention to this branch than to any other department of your business. Some day you will realize the foolishness of this. Slipshod advertising is disappointing in the extreme. Let me beg of you not to be "a penny wise and a pound foolish." Why not procure the services of some good advertisement writer?

—

T. T. (W. N. & Co.), Glasgow.—The Japanese serviettes, ornamented with colored flags of all nations, are good speci-

A London Specimen

When I was a lad
I was clad
By my dad
At Cooper's;
Now I'm a dad
I take my lad
To be clad
At Cooper's.

mens of up-to-date advertising. Your motto "Our trade in Japanese silk never flags" is appropriate and attractive in its green coloring.

—

T. E., B., Ont.—There is quite too much display in the two ads. received; remember an ad. all displayed is not displayed at all. I would have displayed No. 1 in good bold upper and lower case De Vinne type, making a two-line heading and the body of the ad. in brevier, displaying in bold type your name and store at foot. Try this style and see if you do not think it an improvement.

—

J. Bros., M., Que.—You cannot expect your prosperity to be continuous unless you make your advertising continuous. During the warm weather it would, possibly, be well to curtail space, but do not take your name and the name of the article away from the public eye altogether. That is a mistake you will realize more later on.

—

G. H., H., Ont.—Your three ads. are good—quite above the average of small town's work generally. Would reproduce one or more had I received them a little earlier. "Costly thy habit as thy purse can buy" is the great rule of advertising. Am glad to see that you live by this rule. Keep on, my friend.



THE SMALL DEALER AND HIS ADVERTISING

By a Newspaper Man

THE problem that confronts the small merchant of how to attract the attention of a fickle public to his store is really no more difficult than the one bigger men in bigger places have to solve, although it looks harder—especially to the small merchant. He will complain that the big department stores with a salaried ad-writer, or probably several of them, and issuing enormous numbers of nicely gotten up catalogues, have the purchasing public corralled hopelessly.

Perhaps he is right and perhaps he is not. I rather think *not*. A great many people from the small places undoubtedly make a practice of visiting the large city stores during the Summer, and do just as undoubtedly bring home bundles that look big to the local store-keeper. But they are not the serious family expenditures that are made this way. Coal, groceries, bread, staple dry goods—the necessities of life—are for the most part bought in small quantities for immediate consumption from the local dealers with never a thought of doing anything else, and if the total yearly expense account of the average family were carefully kept track of it would be found that by far the larger portion of it goes for these things and is spent at home.

But the purpose of this article is an attempt to show the merchant in a small place how to get the worth of his money when he invests it in advertising, especially newspaper advertising.

A Man Often Laughs

at the multitude of small articles on a lady's dressing table, but a gentleman's requirements are by no means few. What inconvenience a lost necktie clasp or broken collar button can cause a man when he's in a hurry! And the ties themselves—I'll bet you need a couple right now. I have an especially nice assortment of ties in at present from two for a quarter to 50 cents each. The 50-cent ones are in separate boxes, and as good value for the money as can be had in these goods. The colors and patterns are rich and tasty, and the separate box idea is a good one for Christmas purposes. I draw the attention of the ladies especially to these 50-cent ties. A few very fine silk neckerchiefs going at 75 cents and $1 while they last; these must be seen to be appreciated. Then there are other lines here that fairly breathe of Christmas. Every Christmas tree should have a liberal supply of this kind of presents. Fancy shirts, wool shirts, gloves, full line of boys' and men's caps. Socks at different prices. Cardigan jackets $1.25 each—these warm, convenient garments should be worn more than they are. Don't forget to come to Gamble's on your Christmas shopping tour, and come early—this last night rush makes us tired.

J. F. GAMBLE,
Tailor and Men's Outfitter,
Front street, Thorold.

It is interesting, sometimes ludicrous, the way advertisements are worded in weekly newspapers and often in city dailies.

An old shoemaker I knew wanted to have some handbills printed a few years ago and wrote the copy himself. "Blood for supper" in startling black letters at the top, a rule underneath, and not another word to explain the meaning of that awful line—the rest of the bill being devoted to shoe-talk, and very ordinary shoe-talk at that—was his idea of writing an advertisement.

At the other extreme are the mild and exceedingly proper advertisements that commence, "Notice—I wish to respectfully, etc."

Stocktaking Sale
AT GAMBLE'S

All good shopkeepers take stock at the first of the year, or oftener, and every article in my gents' furnishing department and every roll of cloth or remnant will be examined and listed before the Spring stock arrives. There's plenty of cold weather ahead of us yet, and I am offering you a reduction of from 10 to 20 per cent. on goods that are right in season now and brand new. Then I have a few ready-made Winter overcoats you can have at prices that ought to clean them out in a hurry; they are new coats, but I want to get rid of them. Come in and examine these if you are not quite comfortable for the hard weather. A nice lot of Winter socks, shirts, etc, included in this reduction. You can't afford to miss this sale. During the next few days I hope to see a good many of the gentlemen of Thorold and vicinity in my shop to look at some of these goods.

Yours sincerely,

J. F. GAMBLE,
Tailor and Men's Outfitter,
Front street, Thorold.

Surely there is something interesting to say about any business on the face of the earth—good vigorous things to make the public think you enjoy your occupation and can be trusted.

But, there is a great deal in the way you say it, and a great deal more in saying something else every time the paper is issued. There is nothing more calculated, in my mind, to make people think a merchant is a back number than to see the same advertisement appear for—well, till he happens to think of it again. And, then, he is just as apt to order it out because it is doing the store no good as to send in new copy. Some seem to actually dread the little ten-minute task of writing an ad., yet can talk in an enthusiastic and exceedingly interesting way about their goods for an hour at a time.

One of the things I have enjoyed most about my limited newspaper experience has been helping advertisers by writing their copy for them. Part of a newspaper man's duty is to write things up in as newsy a style as possible, and perhaps this training makes it easy for him to write a catchy ad. But the merchant or clerk who has a knack for writing ought to beat the world at constructing an advertisement in his own line, because he knows what he is talking about.

The samples here reproduced have proved interesting and effective advertising, the only drawback to the writer's

LISTER & Co. LIMITED.

MANNINGHAM MILLS,
BRADFORD.

DEPÔTS: Manchester Buildings, Melinda Street, Toronto.
206 McGill Street, Montreal.

SILK
VELVETS AND PLUSHES

For DRESS MILLINERY AND DECORATIVE PURPOSES.

FURNITURE COVERINGS (Velvets, Plushes, Etc.)
CHOICE TAPESTRIES, CURTAIN FABRICS,
Etc., Etc.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces "BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. . . . . UNEQUALLED IN QUALITY AND PRICE.

..... Sale Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

enthusiasm for this sort of work being that as a rule country merchants are not willing to pay anything for the writing, although the city merchant considers it well worth while to pay a good price for the proper preparation of the matter that goes into his newspaper space, as the more interesting the matter the more profitable the advertising.

A few little "Don'ts" for advertisers will make a very ood wind-up to this talk. A man who doesn't know when to quit writing is as great a bore as a caller who doesn't know when to go.

Don't think that big black type, or ugly fantastic borders around your space, will make up for the lack of sense and force in the matter. You might just as well conclude that the louder a man talks the more interesting he is as a speaker.

Don't think the public, or even a small portion of it, believe you when you state in six-line capitals all across the page that you sell goods cheaper than anyone else ever has, can or will, or when you say you sell goods below cost. There are other ways of attracting attention besides lying.

Don't blame the printer for making mistakes when you send in copy you couldn't read yourself if it were not about your own goods.

(For just after Christmas.)

Did you get what you wanted?

If you didn't get what you wanted for Christmas now is the time to sort up. We have a fine variety of both ladies' and gents' gloves in different grades, weights and prices. Our stock of ties is also extensive and the patterns stylish—you will be sure to find something here that will suit your taste. Handkerchiefs, laces and embroideries in abundance. Ribbons in the latest shades. Get ready for the New Year—there are lots of things you'll need for the children now that school is starting again, dress goods, tams, hats, stockings, underwear. A cordial invitation is extended to you to try The Caledonia Company for anything in dry goods or millinery. We can show you in many cases that it won't pay you to get on the street-car.

Wishing you a prosperous year.

The Caledonia Company,
Thorold's Cash Store.

A Few Stragglers.

Although my Stocktaking Sale has been fairly successful, there are a few things left that may be of interest to you. These discounts are genuine; I would like experienced people to examine the quality of the goods. Some of the lines advertised before are cleaned right out, and I want to make sure these will follow them, as you will see by the prices:

A few Undershirts alone, fleeced-lined, going at 40 cents each.

A line of all-wool Underwear at $1.10 a suit.

One Frieze Overcoat to clear at $4, size 37, was $6 and worth it too.

One Black Cheviot Overcoat, was $8 for $6.

One Blue Beaver Overcoat, was $10, for $7.50.

A few Overcoats to order left, will be cleared out at cost price.

Those Scotch Tweed Suits we are running off at 25 per cent. discount -- $20 Suit for $15.

J. F. GAMBLE,
Tailor & Men's Outfitter.
Front street, Thorold.

If it's a question of price

that is bothering you, perhaps I can show you the way out. My stocktaking sale is giving plenty of people an opportunity to get things they wanted at a reduction of from ten to twenty per cent. under actual selling values.

A few Ready-made Overcoats left, from $1.00 to $7.50.

All-wool Underwear, was $1.50 per suit, now $1.20.

A lot of White Unlaundried Shirts, to clear at 25 cents each while they last.

A line of Men's Tweed Ready-made Pants, from 90 cents to $1.75.

Men's Woollen Top Shirts, were 75 cents, now 60 cents, 50 cents now 40 cents, to clear.

A few pairs of Men's Gloves, were $1.00, now 75 cents, were 75 cents now 55, were 50 now 40.

Special reductions in Tweed Suits and Overcoats to order.

Men's and Boys' Caps going with the rest at special prices.

We want a nice fresh stock to start the Spring trade with—that's the reason for all these discounts.

J. F. GAMBLE,
TAILOR AND MEN'S OUTFITTER,
FRONT STREET, THOROLD.

Don't spend much money on handbills unless you are prepared to pay a fair price—not less than $1.50 per 1,000—for proper distribution. The average boy won't do 500 honestly for 10 cents.

Don't write ads. when you "feel like it." Make it a fixed and unalterable rule to sit down every Monday morning and write up something new for your space, even if it costs you extra for changing so often.

And first, last and always—don't forget to have a good trade journal call regularly—even if you have to pay for it.

J. E. T.

Thorold, July 15.

The High-Class Washing Material

"Viyella"

(Registered)



The famous "TWO GIRLS" TRADE MARK (Regd.)

DOES NOT SHRINK.

The Greatest Textile Success of the Age.

FOR

Nightdresses,
Dayshirts,
Blouses,
Pyjamas, etc.

DAY AND NIGHT WEAR.

Wm. Hollins & Co., Limited

Spinners and Manufacturers

Friday Street, LONDON, ENG. (SOLE PROPRIETORS).

Canadian Agent, Mr. William C. Meredith, 3 Wellington Street East, TORONTO.



The Draper of Australasia,

The Organ of the Drapery and Kindred Trades of the Antipodes.

SUBSCRIPTION $2.50 PER ANN.

post free to any part of the world. A handsome Diary is presented free to annual subscribers.

Publishing Offices:
Melbourne, Fink's Buildings.
Sydney, Post Office Chambers.

American and Canadian inquiries will receive prompt attention if sent to the
British Offices: 42 Cannon St, London, E.C.

Specimen Copies free on application.

WHITTEMORE'S POLISHES.

THE WORLD'S STANDARD.
THE OLDEST AND LARGEST MANUFACTURERS OF SHOE POLISHES IN THE WORLD.



Polishes without brushing, thereby saving time, labor and brushes.

"GILT EDGE"

The only Ladies' Shoe Dressing that positively contains oil. Softens and preserves. Imparts a beautiful finish. Once tried always used.

LARGEST QUANTITY. FINEST QUALITY.
For Sale by all Wholesale Grocers.

SHOE TOP FACINGS

PULL STRAPS AND SHOE LABELS

DRESS & WAIST BELTS

SHIRT AND UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

SUPPLIED AT SHORT NOTICE.
Artistic Designs Furnished.
WRITE FOR SAMPLES TO

FOR SUITS
Quickest Delivery
FOR FURS

GERMAN ARTISTIC WEAVING CO.,

Factories: Crefeld, Germany, and Pompton Lakes, N.J.
683 & 685 BROADWAY. NEW YORK.
Canadian Office: TORONTO, 14 Melinda St.

BOOTS AND SHOES

BEGINNING A SHOE BUSINESS.

Editor Dry Goods Review.—We are considering adding to our business a line of ladies' fine boots and shoes, and as we are decidedly green at the business, we are looking for pointers and thought that there was perhaps no person who could give us better assistance than yourselves, as to how the successful business men manage their departments.

Would you suggest to us to put in some one particular make of shoe and run it? If so, what lines do you consider the best?

Any information you can give us will be much appreciated.

Thanking you in anticipation, we are

Yours truly,

June 24, 1903.

THE above letter received by The Dry Goods Review can be answered only in a rather vague fashion, as the methods employed by successful business men are as varied as the men themselves and are very casually covered by each month's articles in this department of the paper. However, we are anxious to do our best for all our correspondents.

The first thing to advise—and that as strongly as possible—if the firm is "green" at the business, is to obtain the services of someone who is better informed. For the success of a shoe department, as much or even more than any other department, experience is a vital necessity. It is to be supposed that the firm asking this information will find it necessary to employ an extra clerk of some kind for the new department; if so let him be an experienced man and preferably an experienced buyer.

If he has had experience in buying, no further information from us would be called for, but if he has been only a seller it will take some time to learn the buying part of the business and to him a few pointers can be given.

In the first place he must beware of buying his stock before a careful study has been made of the conditions and demands of the trade he will meet. This will require more than a week, too; it can be facilitated by a careful notice of the stocks handled by competitors, by observation of the shoes worn, by conversation with the regular customers of the store, and by a consideration of the class of people in the neighborhood. When this is done the amount to be devoted to the purchase of stock can be ascertained, as also the kinds of shoes required.

The intention in this case seems to be to devote the space to ladies' shoes only, that is, from 2½ to 7½, and this simplifies the task considerably. Some stores handle only ladies' shoes, and make a success of it; at any rate, it is a good way to commence a general business. The word "fine" is used, as if intending to carry only the better grades. This is a mistake, as it is as little trouble to carry all grades, no more knowledge of leathers is required, and a dozen sales will be made in a mixed stock to one in a fine stock only. People are apt to think the latter stock is small, the prices high, and the chances good of not being suited if only a medium-priced shoe is required. And what is more, care should be taken not to carry too large a stock of the expensive lines, as a shelf-full that will not sell will soon turn a merchant against the whole line, and once this happens, success is impossible.

In most cases where the merchant cannot trust his own knowledge of shoes, the buying can be entrusted to the wholesale house and to the traveller. This must be believed with limitations, however, as a traveller's judgment is often biased, and a few cases are cited where none was used. If the buyer, however, has not faith in his abilities, it is usually safe to trust the supply house, as it is to its interest to treat the merchant fairly. Some houses make a point of taking back lines that have not sold, in cases where they have filled the opening order; but too much advantage should not be taken of this favor.

Of course, at the start, all sizes must be stocked, with sizes 3½ to 5 predominating very largely. The mistake of passing by 2½ and 7 or 7½ should be studiously avoided, as although one pair a quarter may be the amount of sales, that one pair missing will give an impression of a poorly-assorted stock, and a lack of carefulness in buying. Once the full sizes have been laid in, the future buying can be only along the lines not on the shelves.

Accounts should not be confined to one house, as it is an impossibility to obtain all the required lines from the one supply house. And yet, small orders should not be distributed among a half dozen or more, but a selection made of two or three of the best, so that the order with each will be as large as possible. In this way each will treat the merchant better, as greater value will be placed on the order. Of course, The Dry Goods Review cannot advise any make, but an experienced man can pick a good shoe; and nowadays, although some shoes are a trifle better value than others, orders are placed to a very great extent with regard to the personal estimation of the firm, subject, of course, to value where differences are discernible.

TELL YOUR CUSTOMERS.

THE life of a shoe is prolonged by frequent polishing. Shoes should be polished at least twice a week to not only keep them properly clean, but also to provide the necessary oil for the leather. They cannot be cleaned too often; the men who apply the dressing every day have the softest newest looking shoes. The bottle polish containing liquid and paste is far better for the shoes than the old-time paste polish which was not only dirty to use, but provided a disagreeable shine and soon made the shoe look old.

* * *

A shoe that has commenced to run over should be promptly attended to. The heel should be straightened and a row of tiny nails driven in on the side where the running over appears. Nothing is more unsightly than an unshaped shoe where the heel slants up and throws the ankle over; the chords and muscles also are in time injured and the shape of the leg affected.

* * *

The dealer should be told the kind of service which the shoe is to receive. By doing this much time and trouble is avoided in the trying on and there will not be the same danger of getting a dongola shoe for rough outdoor work. Some leathers will not stand certain usage and the dealer is far better informed on this subject than the average customer. The appearance is not the only thing to judge by in selecting a pair of shoes and the heaviest looking leather is often the most unsuitable for certain wear.

TRADE AND THE STYLES.

THE months of May and June and the first part of July are of all the year the slowest in the wholesale trade, and the past season has been no exception. The latter part of July, however, always sees a rapid increase in the business, and the present time is of great interest to the supply houses. Travellers are out with the new samples for the Winter trade, and as good a business as usual is reported.

Among the retailers the Summer months are rather one-sided in the style of boots sold, but there is usually a fairly good business. This year the reports are that a better class of footwear is in demand, both in ladies' and gentlemen's shoes. This Summer a very large quantity of canvas shoes have been sold, and oxfords in all cuts and qualities.

Among men the patent leather oxford with wide lace has been the favorite, although very many plain blacks have been sold. Box calfs have not met with the popularity which they once had, but there are many men who will not sacrifice wear to a fad of fashion, and with them this leather will always be a favorite. Patent leathers are said to be falling off in sales in the United States, and doubtless we will feel more effects of it here, but as yet it has had very little influence. Toes are fairly sharp, with a curve to the outside of the soles. The soles are flatter and thinner than ever, and the extension that was once so popular is a thing of the past.

In ladies' shoes the smart style has the French heel, whether for walking or in the house. It is particularly uncomfortable as a street shoe, and for that reason many refuse to adopt it, but, nevertheless, it is the correct thing. A number of the four to eight barred fronts are being worn, and it is a common sight to see the old-time colonial with black bows instead of the metal buckle. Toes are sharp, and most of the best shoes have the patent leather toe cap A few blacks with beaded trimmings are being sold.

NOTES.

The by-law for granting the proposed bonus of $7,000 to the Alliston shoe factory has been carried by a vote of 102 to 41.

Some tanners in Cincinnati assert that they can by the use of X-rays reduce the time of tanning from four months to four days. In addition, the cost of manufacture is reduced 75 per cent.

The Berlin Felt Boot Co. have given their employes a treat in the form of an excursion to Penetang, and then by boat through the beautiful scenery of the island route. A band was taken, and it is understood the entire expense after the arrival at Penetang was borne by the company.

The employes of J. & T. Bell, boot and shoe manufacturers, Montreal, have been on strike on account of the employment of two non-union men. These men wished to join, but were asked $25 each, and, of course, refused to pay it. Arbitration settled the dispute, but many of the employes still remained out.

The United States has done an enormous export trade in shoes during 1902, amounting to $6,000,000 worth. This year it is estimated over 4,000,000 pairs will be exported, while two years ago a little over 3,000,000 were sent out of the country. This business has sprung from the small one of 378,274 pairs in 1880.

AFTER THE SHUTTERS ARE UP.

GEORGE DEWEY, secretary of The Niagara Fire Insurance Company, tells of an old woman who called on an agent of his company down South to arrange for insurance on their house and furniture.

"We haven't had no insurance for five years," she explained. "We hev jes' been dependin' on the Lord; but I says to my old mon, I seys, thet it's terrible risky, I seys."

* * *

Commander Peary, the Arctic explorer, was talking to a small bunch of newspaper men at Saratoga not long ago, and they were asking him a number of questions about life in the extreme latitudes, of which he can talk most entertainingly. Someone asked if he spoke the Eskimo language, and he said he did.

"What's it like?" continued the questioner. For instance, how would an Eskimo say 'good morning'?"

"He wouldn't say it," replied the commander, with a slight smile.

"Indeed, and are they so untutored in the amenities of life?"

"Not at all, not at all," the explorer explained. "You see, in a country where they would have occasion to use those words only once a year, they don't have them."

* * *

The Princess Chinquilla, daughter of the late Lone Star, Chief of the Cheyennes, attended a reception not long ago attired in the native costume of her rank. The Princess is a Carlisle graduate, and an unusually bright and interesting young woman, quick to think and to speak. Her costume was rather conspicuous, and presently it became the subject of conversation among a little party about her.

"Do you wear it on the streets of New York, Princess?" inquired a man.

"Not now," she replied. I did when I first came to the East, but the people laughed at me so I changed it to your native style. I laughed, too, at the hats your women wore, and I thought how delighted our wild chiefs would be if they could have headdresses like those."

* * *

"I read somewhere the other day," said Mr. Henpeck, "that one of the big mercantile corporations pays a certain man $1,000 for each idea he furnishes. George, I'd like to have a chance of that kind!"

"Wretch!" exclaimed Mrs. Henpeck. "Do you want your innocent wife and child to starve?"—Chicago Record-Herald.

* * *

J. L. Harbour, the author, was once invited to a very swell function, and as he was dressing for the affair he discovered that he did not have a proper waistcoat. As he was to sit on the platform as one of the honored guests, and was to make a little speech, he felt that he must look his best. So he sent out for a white waistcoat, which cost him $3.50. Completing his toilet, he set out for the function.

All went well until, while he was speaking, he brushed his coat a little one side to put his hand in his trousers pocket. Then those sitting in the front rows in the audience tittered Every time he made his gestures the front rows giggled again He was in despair, but managed to finish his speech. Going into an ante-room he asked one of his friends: "Is anything the matter with me? What made the audience giggle? Did I make a break, or do I look funny?"

The friend looked him over and then roared with laughter. Pushing Mr. Harbour's coat a little to one side, he said: "Look there, my dear fellow!" Mr. Harbour "looked there," and on his waistcoat he saw a tag, and on it in conspicuous figures, $3.50.

* * *

"Have you heard of Gobang's latest fad?"

"No. What is he doing now?"

"Collecting breakfast foods. He has tabulated 200 varieties, of which fully one-third are edible."

Flannelette.

If purchasers of this useful material for underwear all the year round would buy the

BEST ENGLISH MAKE

they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

Horrockses' Flannelettes,

Made by the Manufacturers of the celebrated Longcloths, Twills and Sheetings,

ARE THE BEST.

CAN BE OBTAINED FROM ALL LEADING DRAPERS.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

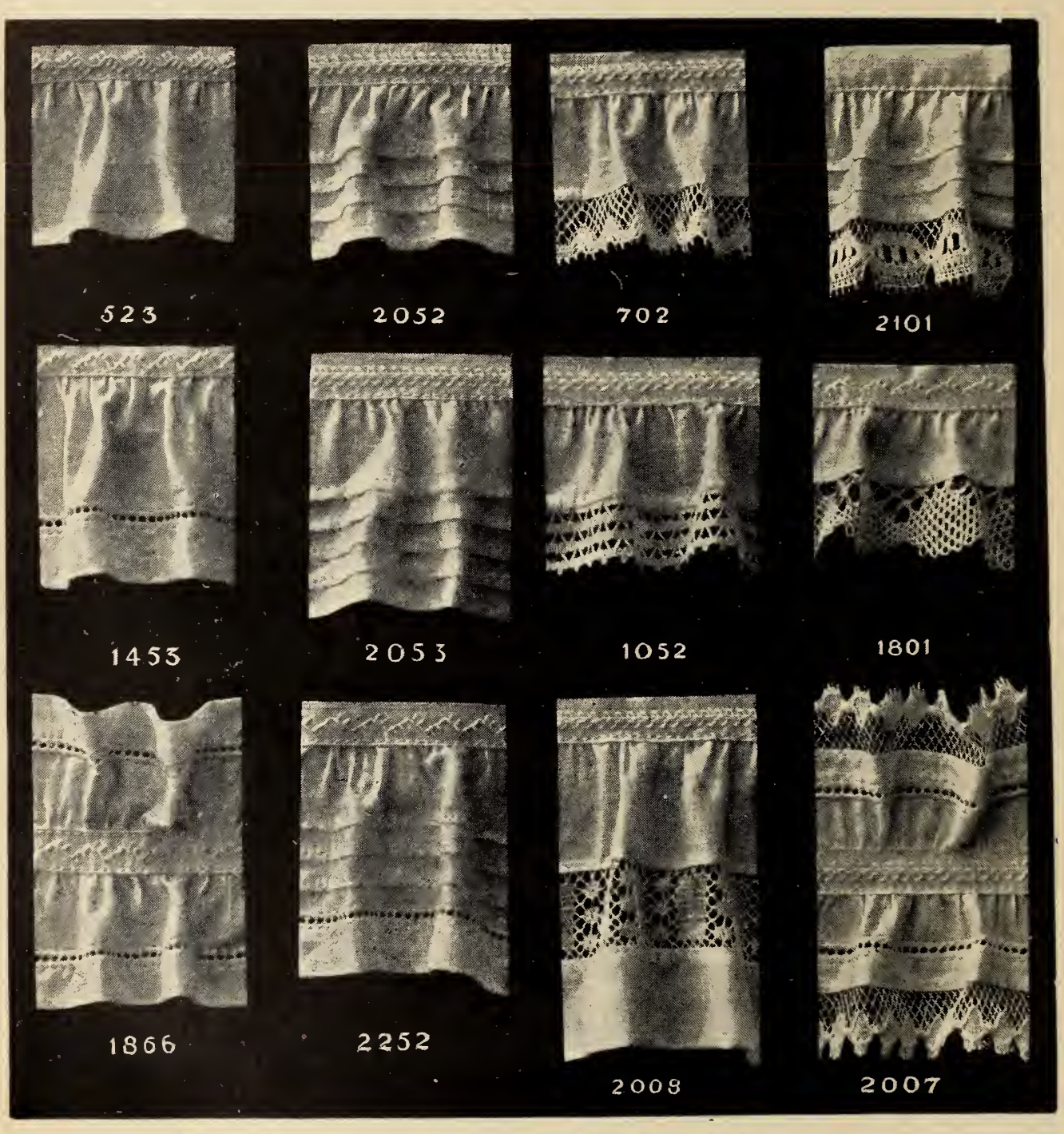
PRESTON, MANCHESTER, LONDON, ENGLAND.

THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET."
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

DRY GOODS ADVERTISEMENTS

READY-MADE SAMPLES

Friday Bargains

HOW THEY HAPPEN

Every once in a while some one sends us a letter or a postal card asking that Priestley Silk Warp Henriettas, or some other specified article, be made a Friday Bargain right away. Usually WE CAN'T DO IT. Our Friday Bargains are not "made to order" by making the values way up and cutting regular prices just a few cents. The kind of Friday Bargains we present are born, not made. They are the result of a condition or an opportunity. One of three things has to happen before a Friday Special can come into existence.

1st—We must buy more goods of a kind than we can sell in the regular way.

2nd—We must find somewhere in the market a small lot of something seasonable and desirable, which we can get very cheap and don't want to put into a regular stock.

3rd—We must want to close out what remains of some line of goods altogether and MAKE QUICK WORK OF IT.

Any one of these contingencies will produce a Friday special which will be so substantial a money-saver that it will be worth coming for. But we have to make sure that quantities are big enough before advertising a bargain. That explains why more of our best values don't get into the papers. You will see them as you walk through the store. That's a hint to stop often.

The Magic Wand

that brings things here from all parts of the universe is cash. We're in a position to command trade instead of taking our chances with the rest. Direct importations and direct dealing with manufacturers on a cash basis mean the maximum of value and the minimum of cost.

In this age of general and universal discounts ready money is the prime factor in all business transactions. Buying and selling for cash enlarge the possibilities of trade here and enable us to sell so cheap people wonder where our profit comes in.

You can judge the store by these things as well as anything—

(PRICES)

Josh Billings says: "Ambishun iz like a tread wheel, it knows no limits, yu no sooner git tew the end of it than you begin again." Just so with this business. Your increasing confidence, expressed by growing purchases, commands larger effort. In a word, our notion of store duty leads us to attempt bigger and better things than ever.

The Charm of Summer Dress Goods

For a summer dress what shall it be? Easy to ask, hard to answer. Colorings were never more delicate, never so much of the something and nothing that gives a touch of loveliness to an inexpensive dress. Look at them as you pass the dress goods section. Take a random glance at them. You'll get the effect in a moment.

Among the wash goods not one good style is missing. Designs nowhere more winning, prices nowhere more businesslike. They're as cheery as the grasshoppers among grass hills. Blameless work of weaver and printer, at prices that won't interfere with your buying. For instance:

(PRICES)

The Cotton Dress Goods stock is at its best now, and dimes and quarters do rare service. We never remember a year when qualities were as fine and prices as low—never!

Competent critics tell us we have best styles and greatest variety in town. We're perfectly willing to help you make comparisons.

Where We Differ

We join hands with anyone who's trying to elevate the tone of dry goods thought and make people want the best, only we won't get away from the idea that while the best's the cheapest in the long run, the best needn't be expensive, even at the beginning.

We're willing to allow to every store its own methods, but we differ from all—almost. We don't harp on bargains continually, although we have bargains all the time. We don't urge our lower prices because low prices are sometimes heavy on the side of folly. We say 'pay more, if need be, to get the best.' We say that best needn't be costliest, though it mean every quality that can be guaranteed.

And, having sold, we keep trade because we expect and insist on getting back whatever isn't what we say it is—in the papers and in the store.

BARLOW HOLYOKE

HAVE YOU SENT

For Our New 1903 Catalog, Number Seven ?

It's yours for the asking. You will find several hundred new fixtures illustrated and described, besides all our regular stands. If you have not received it, *send for one now.*

593—and—594 DESCRIBED ON PAGE 136.



No. 593.



No. 594.

BARLOW MAN'F'G. COMPANY.

Designers, Manufacturers and Importers of Metal Display Fixtures, Wax Figures, Papier Mache Forms, Show Cases, etc.

724 Broadway, NEW YORK. 125 Summer St., BOSTON.

Works at Holyoke, Mass.

Protect the Roof AND Protect your Pocket

BY USING ONLY

EASTLAKE STEEL SHINGLES

They are easiest of all to apply, and once on, give a more durable, tight, perfect protection from weather, fire and lightning than any other Shingle.

Think it over.

By using Eastlake's you avoid spending money on repairs.

METALLIC ROOFING Co. Limited

TORONTO MONTREAL WINNIPEG

See Our Display of Fixtures

At the Fair This Year.

We Will Have

The Finest Assortment In Canada.


No. 165. Tie Stand.


No. 397. Special Hat Stand.


7 in. x 9 in. Ticket Holder.


No. 157, Lace and Glove Stand.

Write for Prices. Get our Catalogue, and See our New Show Rooms.

The Toronto Brass Mfg. Co.,

98-100 Lombard Street, and 99-101 Richmond Street East.

HINTS FOR SEASONABLE WINDOW DISPLAYS

BY W. R. McCOLL

HAVE YOU ANY EXCUSES?

IS there really any good and sufficient reason why your window displays should get a little "off color" during the vacation season in August? We think not. True, the greater portion of the really attractive lines have had their showing, have been on dress parade—and perhaps more than once. The shopping public have "got next" to many lines; yet, from the average stock can be selected materials for many Summer trims that even a discriminating public will vote new, if arranged in an unusual or attractive manner.

Just at this time thoughtful efforts should be used by every decorator towards putting in seductive seasonable trims, and nothing is more helpful towards filling both the bill and the till than a snappy showing of embroideries and insertions. You had your opening of these goods away back in the Spring and sold some. But just now is selling time, and he who makes the finest display is most likely to attract the passing buyer and turn her trade his way. Your stock was heavy then and you put in whole stock, full cards, piles of them, few pieces were opened, and but few got acquainted with either patterns or prices. Now, the throng of passers require something beyond the usual to attract their attention to these goods; therefore plan some show that will, though the materials be the same, attract with the charm of newness. We have gone to considerable trouble to illustrate our ideas as shown in illustration No. 1, and to prove that we have been successful the window has withstood the crucial test of results—it brought good business in full measure for cold cash. While this trim was on view for twelve days there was a daily demand for the line shown.

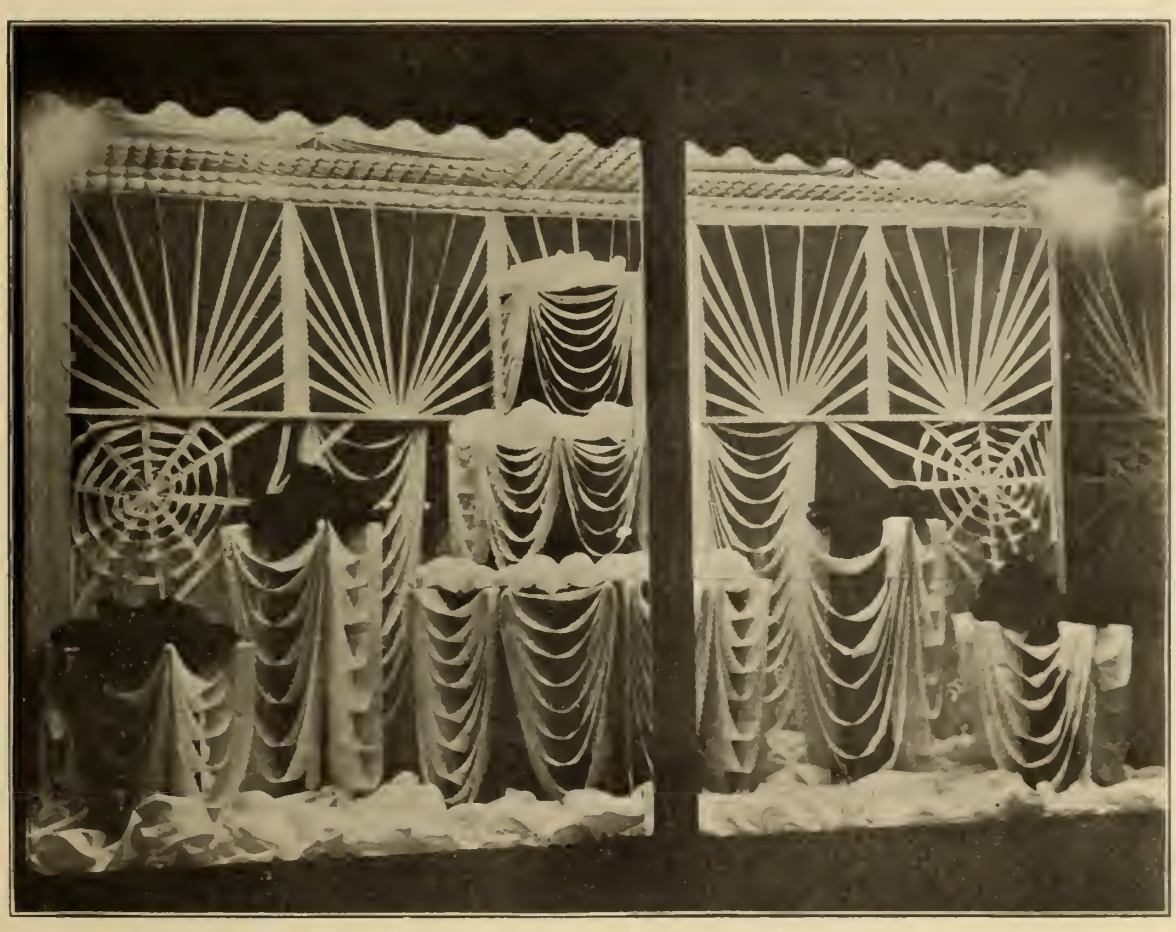


Illustration No. 1.

CENTRAL DESIGN.

ON upright pillars, three feet high, lay flat a six-foot circle, above which another four-foot circle, three feet higher, and above that another circle, smaller, raised about the same height, thus forming a central pedestal or pyramid of three tiers. Around each circle drape cardinal goods plainly, and puff the top of each with pretty white dress muslins. With double pointed tacks fasten quarter-in. projecting wooden pins in pairs, about 20 in. apart, allowing them to project a sufficient distance for the width of embroidery which it is intended to use for looping. Let the first loop drop but half as low down as you intend making the finished series of loops. Pass the card of embroidery over the projecting pins from left to right, the top loop being shorter than the first one made, and the next falling below the first one made, and continue thus until finished.

The other draped forms on window floor on either side of

pyramid are three and four-foot stands, either square or circular, 10 in. in diameter, covered with cardinal dress goods pinned smoothly, on top of which are two small rods crossing each other at right angles, upon which the embroidery is draped from the rod ends in four-sided looped designs. The cardinal bolt of dress goods is laid across the top of each and the material nicely puffed on top. Any blank spaces on window floor are finished with rippled white dress muslins.

MORE THOUGHT NEEDED.

THE man who can make each succeeding window appear strictly new and original would be very valuable and a great acquisition to any establishment; yet, we affirm that, should decorators give their minds up to more careful thought and study, there would be many of these invaluable men and fewer ads. for new positions.



Illustration No. 2.

PERSUADE THE PUBLIC.

YOUR windows are salesmen, when they do not sell goods there is something wrong, and you should not rest until you discover where the trouble lies. Think of yourself as occupying the same position as the "ad" man, with persuasive argument and telling illustration always endeavoring to induce inspection and purchase of the merchandise which your establishment has to offer. In the race for trade you should beat the "ad" man out, for you have something quite as potent—the very goods themselves—mute, of course, but voiced with beauty and attractiveness.

The public is always ready to be persuaded, and if your shows do not influence them to buy goods, rest assured the fault must be yours, from lack of ability, or, that you are working along wrong lines. There are few materials that cannot be enhanced by skilful treatment, and to master this art should be your constant aim and study. To discover whether or not you are attaining the desired result, you should observe the public, or have someone listen to their comments when they inspect your trims. You may hear some things that hurt, but if they hurt they help the more—it is help you need.

HOLD UP YOUR HANDS.

LET us count hands and see how many have their work planned for the Fall window dressing campaign. From August until October the new jackets and dress good will be tumbling in day by day; the new blousings will want a showing, the new furs will expect careful treatment, and week after week should be full of newness in the window department.

The buyer has been planning and buying for months, picking and discarding, rejecting and choosing the finest lines he could assemble, dropping the least desirable and getting together a showing of seasonable wearables that he expects will be a credit to the store and its clientelle.

HELP THE BUYER.

IS it not "up to you" to do as much planning for the successful showing of the buyer's purchases as he has taken in their assembling? You certainly should pull together to get the very best results. He is looking to you for the tasteful arrangement of his purchases, and upon you depends, in a large measure, their reception by the public. You don't require to be an old hand at the business either to make good trade-bringing displays, for with few exceptions we are told that the best photographs of windows reaching the trade journals are the work of the youngest men in the business. The old "codgers" have, no doubt, many good things up their sleeve, but prefer to rest upon their oars and live upon their reputation.

PRACTICAL STORE FIXTURES.



NO. 3 RIBBON CABINET.

Practical . . .
Ribbon . . . .
Cabinets . . .

PRICE LIST.

Cabinet No.		Capacity Bolts	
0	27½x 6½x26½	50.	$ 6.00
1	28 x14 x26	100	10.00
2	28 x14 x38	150	13.50
3	28 x18½x38	250.	18.50
4	28 x23 x38	325.	23.00
5	28 x27 x38	400	26.00
6	28 x32 x38	475.	30.00
8	28 x42 x43½	700	42.00

MADE OF OAK, RUBBED FINISH.

SOLD BY THE LEADING JOBBERS OF DRY GOODS AND NOTIONS.

Practical Piece Goods Fixtures.

The proper display of ginghams, prints and piece goods in general requires a Practical Counter or Floor Fixture. Either holds 40 pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in. 20-in. counter space. Price $6.50
Practical Floor Fixture, height 5 ft. Price $7.50

For full description of the Practical Display Fixtures send for a catalogue to the manufacturers.

A. N. Russell & Sons,
ILION, N. Y., U.S.A.



COUNTER FIXTURE.



The recognized standard of excellence in form building is the

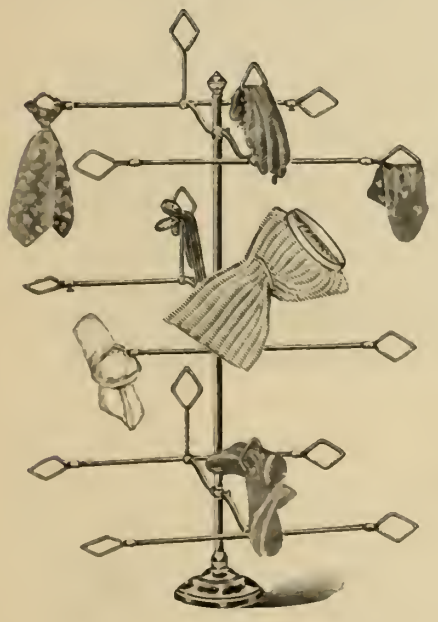
PALMENBERG FORM

Manufacturers of garments are using this form in preparing their Fall lines.

Retailers should remember that as the manufacturers fit their models to the Palmenberg Forms, these forms are naturally the best for retail store displays.

Write for 301-Page Catalogue, and Supplement F.

J. R. PALMENBERG'S SONS
ESTABLISHED IN 1852.
Office and Salesroom: 710 BROADWAY.
Factory: 89 and 91 West Third Street, **NEW YORK, U.S.A.**



IN soliciting the patronage of our Canadian friends, we wish to advise you that we operate the largest and best-equipped plant in the world for the manufacture of Window and Interior Display Fixtures, Papier Mache Forms, Wax Figures, Triplicate Mirrors, Wall Mirrors, Stools, Show Cases. In fact everything necessary to equip a first-class store. Send for either or both our Showcase or Display Fixture Catalogues.



Hugh Lyons & Co.

Lansing, Michigan

NEW YORK SALESROOM,
679 BROADWAY

CHICAGO SALESROOM,
238 MADISON ST.

OUR ILLUSTRATIONS.

ILLUSTRATION No 1.—Background—As a groundwork for the radiated panels, take two strips of lumber 1x4 inches and the width of your window, the one close to the ceiling and the other 36 inches below it. Stretch over these plain cardinal dress goods and pull tight and smooth. Drive a nail in the under edge of the lower strip of lumber in the exact centre of each panel. Drive six small brads at equal distances on the upper edge of each panel. Attach insertion to the lower nail,



Illustration No 3.

carry it up over the two centre brads and back to the nail again, up again and over the next two to left and right of centre loop, down around nail again and up around each corner brad, down again to nail and up to right and left hand side alternately, pinning at each side to cardinal background; continue until finished without cutting the goods and hang the web behind the background. From each corner of the background to window sides make a cobweb of insertion and hang depending loops of embroidery from lower edge of background and reaching down to window floor.

Illustration No. 2.—Background of lace curtains, in front of which are two arches eight feet high, around which are pinned Summer corset, a pair of which rolled up rests in the bust of corsets on the upright portions of the circles, leaning alternately to right and left. Beneath each arch, stand a board stand, ten inches wide, edgewise to the window. The form of base may be any kind desired, but should be about three feet wide. Trim as shown in cut with dress muslins or prints, using one end of material for puffing around the base of design. With the other end of material make into papered pleats, using sufficient to form a complete circle, hang over the back corner of board and pin solid.

The Y shaped stand is simply made from lath and effectively fills up the spaces between front and rear rows of fan-shaped designs. The soft draped folds in front row are made by pinning a web of print by one corner to the top of a wooden millinery stand, turn in as many folds as you require and use one end for top puff. Make a few fancy folds of prints to fill in vacancies in front row and this completes the trim.

Illustration No. 3.—Cream goods window.—Ceiling front is draped in two sections with graduated loops of cream lace, from the lower ends of which are suspended trailing wreaths of artificial flowers. For side window and window ceiling the poles are hung diagonally and draped with long lace loops, over which are hung shorter loops of papered ribbons. Walls and window back are draped with long, loose folds of cream-ground materials, to which are pinned colored cuts of ladies' costumes. Window floor—T stands with flat tops are set diagonally in three rows of three each and of graduated height. Each form is draped with cream dress goods, with cream lace used as garniture; a colored cut of the costume and a card of buttons are pinned to each stand, upon which is stood a hat or bonnet, completing a suitable and summery trim for August.

Illustration No. 4.—Wash goods puff.—Open a web of print on the counter right side up, paper the first three folds,



Illustration No. 4.

turn the two corners of top fold to the centre of web to find the exact size of puff required. Mark each selvedge with a pencil where the angle thus formed strikes it, and pin securely the three papered folds. Take a board 13 in. wide, fold the web of print backward around the board, leaving out only the first three folds, tack the selvedges with a piece of twine over the end of the board, like a new web of print, being careful to tack at the point where the pins are inserted. Roll one papered fold underneath to the right, the other to the left, and puff the centre papered fold as shown in cut, and attach a card of pearl buttons.



The
LIGHTNING TAPERED NEEDLE
Is
Needle Perfection.
Sews
with half the effort of other needles.
A Favorite With all needle workers.
Sold By
Sig. Blumenthal,
591 Broadway, - NEW YORK CITY.

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PAQUETTE BROS.

Manufacturers' Agents
. . . and . . .
Commission Merchants

MONTREAL

Room 527, Board of Trade Bldg.

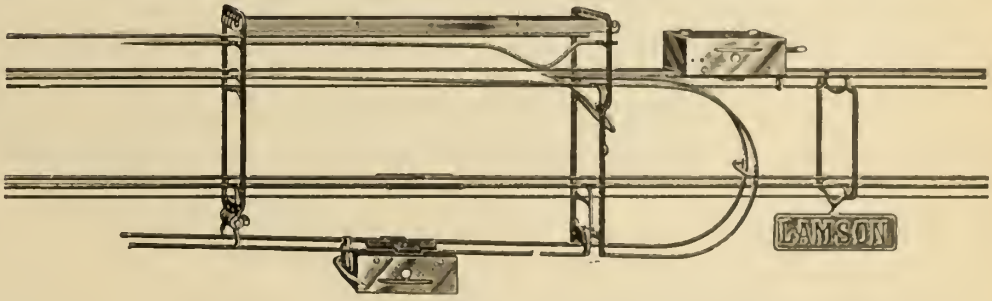
HANDKERCHIEFS—Cotton, Linen and Silk.
GLOVES, HOSIERY—Cotton and Cashmere.
Silk, Satin and Velvet Ribbons.
SATINS—Tailors' Linings.
LACES—Cotton, Oriental, Guipure, Silk.
FANCY RUFFS—Latest Styles.

A large assortment of Combs, Leather Goods, Fancy Clocks, Dolls, Photo Frames, Ladies' Belts and all kinds of Fancy Goods.

Lamson Perfection Cable Cash Carrier

Serves any number of floors from one cash desk.

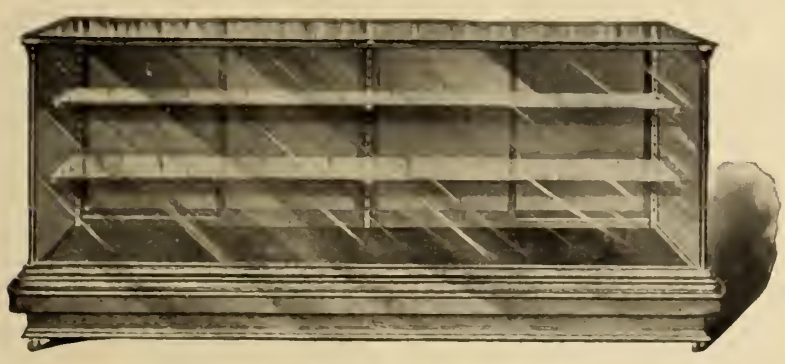
Hundreds of users testify to its excellence.



Write for particulars . . .

FREDERICK C. CUTTING, - No. 73 Adelaide St. West, TORONTO, ONT.

The "Dominion" Goods



THE "CORONATION."

If we could show you what amount of thought has been expended, the labor and skill required to produce our patent "CORONATION" floor case, we are sure you would not fail to fully appreciate its very high quality and many desirable and superior advantages. EVERY DETAIL in its construction and composition has been most carefully considered and re-considered from the standpoint of ARTISTIC BEAUTY and EXCELLENCE, ATTRACTIVENESS and DURABILITY. REGARDLESS OF ANY PREFERENCE you may have, it will be to your VERY BEST interest to consult us when desiring to purchase FLOOR CASES, WALL or COUNTER CASES, BANK, OFFICE or STORE FITTINGS OF ANY KIND. Our goods are made of the VERY BEST materials, are designed, made and put together, and finished by HIGHLY SKILLED mechanics and artizans, and our prices ARE REASONABLE.

Designs and Estimates, Suggestions or Information cheerfully furnished to prospective buyers on application.

Send for beautifully illustrated catalogue, free for the asking.

The WISE man NEVER HESITATES but pushes right on to the BULLS EYE OF SUCCESS. Why not you, by BEAUTIFYING, IMPROVING and making MORE ATTRACTIVE YOUR store? By so doing you WILL DRAW a LARGER and PROBABLY BETTER class of trade, which WILL prove a grand and PAYING investment

DOMINION SHOW CASE CO.,

N. R. Lindsay, Manager.

Phone Main 3611 53 Richmond St. East, TORONTO



Papier Mache Forms and Wax Figures...

Also all kinds of DISPLAY FIXTURES, STANDS and SHOW CASES. There's a lot of profit and convenience arising from proper display equipment. Write for catalogue.

A. S. Richardson, - 60 HAYTER ST. TORONTO. 40 VICTORIA ST., MONTREAL.

DEBENHAM & COMPANY'S WAREHOUSE, LONDON, W.

NOTE NEW ADDRESS.



Will be pleased to welcome our friends in our new warerooms.

DEBENHAM, CALDECOTT & CO.

CORNER BAY AND WELLINGTON STREETS, TORONTO.

LUXFER PRISMS!

A NECESSITY

We supply

GOOD	Light		Bad Light
BRIGHT	Light		Dull Light
WHITE	Light	*instead of*	Black Light
CLEAR	Light		Shaded Light
DAY	Light		Artificial Light

The above are the actual conditions that exist when *our* goods are used.

The above are the actual conditions that exist in business premises with light coming through ordinary glass.

We can sell you cheaper glass. Experience proves the ***best*** the ***cheapest.***

See our Basement Lighting.

LUXFER PRISM CO., Limited, 100 King St. W., Toronto

MONTREAL AGENCY: F. T. BLENNERHASSETT, 783 CRAIG STREET.

WINDOW DISPLAYS IN TOWNS AND VILLAGES

WITHOUT doubt merchants are recognizing more and more each year the importance of having their display windows well dressed. They are finding out that good advertising pays—and pays well. Window display is certainly a very important branch of advertising; so the up-to-date merchant recognizes and acts accordingly.

Especially is this the case with the dry goods merchants. Grocers and hardwaremen are not perhaps grasping the idea so well.

Not only is this advance in the art of window dressing to be noticed in the cities, but also in the towns and villages. A few years ago very few really artistic dry goods window-displays were to be seen outside the cities, and even some of the smaller cities could not boast of very many. Now, however, there are in evidence in some of the small towns and villages window displays which would reflect credit to any large city merchant.

However, this is not true in every instance. In the majority of cases there is plenty of room for improvement in the window displays of dry goods merchants in towns and villages, and also in most cities for that matter.

In former years window dressing in the town or village dry goods store was considered of minor importance, and therefore there was not much attention paid to it by the merchants. The ordinary salesmen were set to dress the window, and no doubt they did the work to the best of their ability. But the best of salesmen may be poor window dressers. Window dressing is an art; and a person, to make a success, must have a natural taste for that sort of thing, and must have that taste cultivated in a practical school. Dry goods merchants that are keeping up with the times recognize this and have a trained window dresser in their employ. Of course such men cannot be had for nothing, and some merchants may consider it a case of "paying too much for one's whistle;" but merchants who have tried it are not so impressed.

The village of Chesley, Ontario, can boast of having some very artistic displays in her dry goods establishments. An original and very attractive display of satin dress goods was to be seen in one of the display windows of C. J. Halliday's store recently. The idea was originated and carried out by B. F. Alexander, who has had considerable experience in New York.

For such an artistic window display the fixtures were remarkably simple. In the first place there was an upright wooden frame extending the whole length and height of the window with its base about a foot back from the base of the window. This frame, with the exception of a diamond-shaped opening about three or four feet high at each side of the window, and a smaller one of the same shape in the centre, and near the base of the frame, was covered with carpet felt, which was completely hidden with evergreen hangings. Then in the window and directly back of the diamond-shaped openings in the evergreen foreground stood two skirt forms, one covered with dark scarlet satin dress goods and the other with canary colored. Each form was surmounted with white satin done up in a fan shape. Through the small opening could be seen only evergreen and ferns. Evergreens formed the background of the window. At the top of the window, between the frame of evergreens and the background, was a canopy of some dark cloth with numerous star-shaped openings. The window-sill, between the base of the frame and the base of the window was covered with white crimped cotton, over which trailed a dainty vine. At each side of the openings stood a large fern.

During the day time, of course, this window did not make much of a show for the simple reason that it was designed as a night window. As a night window, it was, without doubt, a beautiful and artistic one. A sufficient number of incandescent electric lights were placed in the centre of the window floor, in among the ferns and evergreens, to cast a not too strong light throughout the whole window. The varied tints on the green, on the scarlet, on the canary, on the white, caused by the reflection of the light from three different colors, were exquisite. The white satin in the fan shape on the two skirt forms seemed to possess all the colors of the rainbow. The light from the store coming through the star-shaped openings in the dark blue canopy increased the effectiveness of the scene. The tints playing on the slightly swaying ferns, as seen through the small opening, gave one the impression of fairy-land.

That window display was beautiful; it made an impression; and called forth many favorable comments. But that was not all it did. The practical side of window dressing, which, after all is the more important, was not lacking. The display brought before the eyes of the public in an attractive way that satin dress goods—it advertised it and advertised it well.

NEW VARIETY OF PRICE CARDS.

A NEW variation of the price card is making its appearance in some of the city windows. The new cards are smaller than the usual price cards. At the top, the price is marked in rather small figures. Below, in letters somewhat larger than typewriting, the article is described at some length, and all of its good points are enumerated. The lettering is just large enough to be read easily by a person standing outside the window. Some card writers make these cards by drawing the figures on in a light color and as large as the card will permit. The reading matter is then lettered in black over the color. The idea in using these cards is to give as much information about the goods as possible without taking up too much room with the card.—Merchants' Record and Show Window.

GEO. H. HEES, SON & CO.
LIMITED

Valuable Instructions
TO ALL
Dealers in Window Shades.

SAVE POSTAGE, WRITING, AND TROUBLE

BE EXACT.

BE DEFINITE.

LEAVE NOTHING FOR US TO GUESS.

KEEP HANDY OUR COLOR BOOKS AND ILLUSTRATED CATALOGUES.

PLEASE NOTE WHEN ORDERING SPECIAL SHADES.

Do you wish Cloth or Roller Measure ?

A shade, "cloth measure," 54 inches wide by 7 feet long, measures, made up, roller about 55½ inches end to end of tip, cloth 54 inches wide and 6 feet 4 inches long.

If "roller measure," roller would be exactly 54 inches end to end of tip, cloth about 52½ inches wide and 6 feet 4 inches long.

Follow Directions and Save Writing.

In measuring the length of a special shade, allowance must be made of 6 inches to cover the amount lost in making up and also for at least enough to make one turn of cloth around the roller, which will require three times the diameter of the roller.

Make Ample Allowance.

Do you want Inside or Outside Brackets ?

Order inside brackets if shade hangs inside the window frame, and always give roller measure, which must be one-eighth inch less than measurement from side to side of the window frame.

Order outside brackets if shade hangs on outside of frame, and always give cloth measure.

Can we afford a Mind Reader ?

On lettered shades kindly both write and print the desired wording. The above directions carefully followed will avoid delay in writing for more definite instructions. Never guarantee your customers an absolute match; THE WIDER THE SHADE THE HEAVIER THE MUSLIN. This makes it impossible.

N.B.—Say if Gold Leaf or Bronze.

GEO. H. HEES, SON & CO., Limited, TORONTO.

Tack this up, Follow Directions and Avoid Mistakes

N.B.—We manufacture everything in the line of Window Shades, and sell them at a price that affords **The Retailer Large Profits.**

UPHOLSTERY GOODS, LACE CURTAINS,
Spring Rollers, Curtain Poles and Trimmings, etc.

If you have not received our New Illustrated Catalog, drop us a card and get one by mail.

Geo. H. Hees, Son & Co.
Limited
TORONTO.



CARPETS.

WINDOW DISPLAYS IN CARPETS.

SOME of the schemes adopted in city stores for the past Spring's display are decidedly novel and effective. A feature of all the displays that renders a description especially valuable to any merchant is the simplicity and the facility with which similar displays can be arranged. Very little effort has as a rule been expended in this line in dry goods stores, and it has almost appeared as though the methods available were very limited.

This idea has been accepted with very few endeavors to prove its fallacy, and there is some reason for such lack of ingenuity displayed. A carpet in its proper position has a level horizontal surface, and such a position seems the only one in which to show it for sale; also it is a class of goods in which every inch is essential to the appearance, and accordingly any display that conceals part of the pattern, or brings any portion into prominence, would appear to do injustice to the goods and to be deceiving to the eye. It is probable that other impediments to thoughtful artistic display are the weight of rolls and stiffness of the fabric, and the liability to fade when placed in sunlight.

These certainly do appear, when casually thinking on the subject, to be substantial disadvantages in arranging a carpet window. In reality, however, great ingenuity can be displayed and great license taken. It cannot be denied, of course, the carpets are unadaptable to the designs used in displaying dress goods, but compared with draperies and curtains they provide many more opportunities and are open to arrangements excluded from the sphere of decorations in dress goods. Even to those who object to anything but the greatest simplicity in showing carpets, there are several plans available.

One of the most popular last Spring appeared to be the flat surface inclining from a point about five or six feet up at the back of the window to the bottom of the front. This is effected by placing a rod at the required height across the back of the window. Place two or three rolls, according to the width of the window, on their sides on the floor at the back, and unroll enough to reach up over the rod and down to the front of the window, with a little turned in under to cover the raw end. At each side a roll of border can be treated in the same way. Pin the edges together to keep one from dropping lower than the other, and the result will be a square placed where it can be most easily examined and admired. Nothing else is required in the window and the display never fails to attract the eye. This is a very simple plan and unavailable only where the merchant does not keep more than one or two rolls of a kind. In case he carries only one roll, it can be continued under from the front to the back and up over the rod beside the first strip. The effect of two or three strips together is always better than a single strip.

For all arrangements a square or rug placed on the floor is necessary. On this a row of rolls set up on end can be placed at each side, running from front to back, each roll being at least two feet from the one in front of it. These rolls have first been unrolled for three or four yards and rolled up backwards in such a way as to expose the right side of the carpet. When placed on end a corner is turned back and let drop towards the centre of the window until the loose end lies on the floor. Between these two rows the space can be left empty, with but the floor carpet showing, or small rugs can be set up by taking them by the centre near one side and dropping down so they will stand in the form of a triangle. This is a good way to show small rugs as a part of any scheme of decoration.

Another attractive method in the display of small rugs is to reverse this position, that is to gather one side of the small rug in to the centre and using the gathered side as the bottom, place up against a roll, or the side of the window; they can also be tacked up to the back of the window so as to hang straight. There are various schemes serviceable with these goods which can be invented by the decorator, always bearing in mind that in these as well as in the carpets it is not at all necessary that only straight surfaces should be shown.

For display purposes many merchants simply cut an end off the rolls and tack this end around a wooden structure the shape of a roll. In this way they escape the heavy handling, and the dust and fading that, to a more or less degree, affect the rolls when shown in a window. Pyramids can be built up of these or of the complete rolls. One merchant placed a roll of border on end and above it two rolls of the centre, and on top another roll of border. Some interesting results are obtained by dressing a window entirely in self-tones of different colors and patterns; another fills one window with a certain shade predominating or only conventional designs, while another window would contain another color or only flower patterns. A very effective display may be made by running a ladder of the proper width and with rungs not too close together from the top of the window at the back to a point about a foot and a half or two feet above the floor at the front. Over these rungs the ends of the rolls are hung, showing about a foot or more of each pattern. The appearance is improved by having the same color run in different shades from dark at the bottom to light at the top.

In showing matting, many of the above schemes can be adopted, except that it cannot be bent, but must be shown only in flat surfaces. A very common scheme is to draw the centre of the roll up in the shape of a cone and place the roll on end. Spectacular effects should not be sought in matting, as it is essentially a floor covering of utility, rather than beauty.

In connection with the carpet window the merchant can show a few carpet sweepers leaning against the background, pieces of art furniture placed carelessly around, or draperies along the sides and back. A preserved palm or two also enhances the general effect. Lengths of fringe may be looped, or stretched around the walls. If the decorator would realize the fact that almost as great ingenuity can be employed in the carpet window as in any other display, with far less chances of failure in results, he would find that he can work out arrangements that will increase the sales and the value and appearance of the goods.

A MATTER OF COLOR.

DON'T buy all one color because it is the popular shade. There is a great temptation which every carpet buyer has to fight against, and which he often yields to, and that is the stocking of greens because he sold so many last season, or of reds, because he knows his customers favor it. The colors that sell should, of course, form the foundation of the stock, and when a buyer has found out what the people in his locality prefer he has overcome half the difficulty of a carpet stock, but he should not let this decided preference lead him into the error of buying nothing else but that color.

There is a probability of his having a half-dozen customers who, in spite of the popularity of that color, either do not like it, or recognize its unsuitability for the room they are carpeting, either through the clash of colors with the furniture, or wall paper, or on account of the amount of light reaching the room. With the really artistic customer, beauty of pattern and color is not considered aside from the surroundings in which the carpet will be placed, and this class of buyer means far more to a merchant in the advertisement and the money taken in than any other class. For this reason a green, however popular, should not be the only color in stock, as it may be the height of bad taste in some rooms; the reds may clash very harshly with the hangings and wall paper.

A stock of twenty rolls of greens or reds does not appear as large as a dozen where the colors are carefully mixed. Color has come to be an almost greater consideration in the buying of a carpet by a customer than pattern, and for this reason a score of reds do not give variety, even though the patterns be as varied as possible. It is usually from the extent of his stock that a merchant gets his advertisement and makes his sales, and it is, therefore, the wisest course to adopt every scheme to impress customers with an idea of a great selection.

An important point which many merchants have observed, and which all should be familiar with, is that the carpet which is sold to a customer from a varied stock would, in all likelihood, not be considered where variety was not shown. The reason of this is, that it is by contrast almost entirely that a choice is made, and the very pattern and color that appears very beautiful when compared with others, would be only of moderate value if shown by itself. For this reason, if for no other, a choice of colors in a stock will sell two pieces where a uniformity of shade would sell one.

Another peculiarity which has often been noticed is, that a number of reds or greens, or any other color shown in succession, has an effect on the eye that results in each succeeding roll appearing duller than the last, and finally no one looks well. By interposing other colors the eye will for a longer time retain its powers, and after it tires a roll that was shown before can be again displayed without recognition, and yet with little or no loss to its appearance.

NOTES.

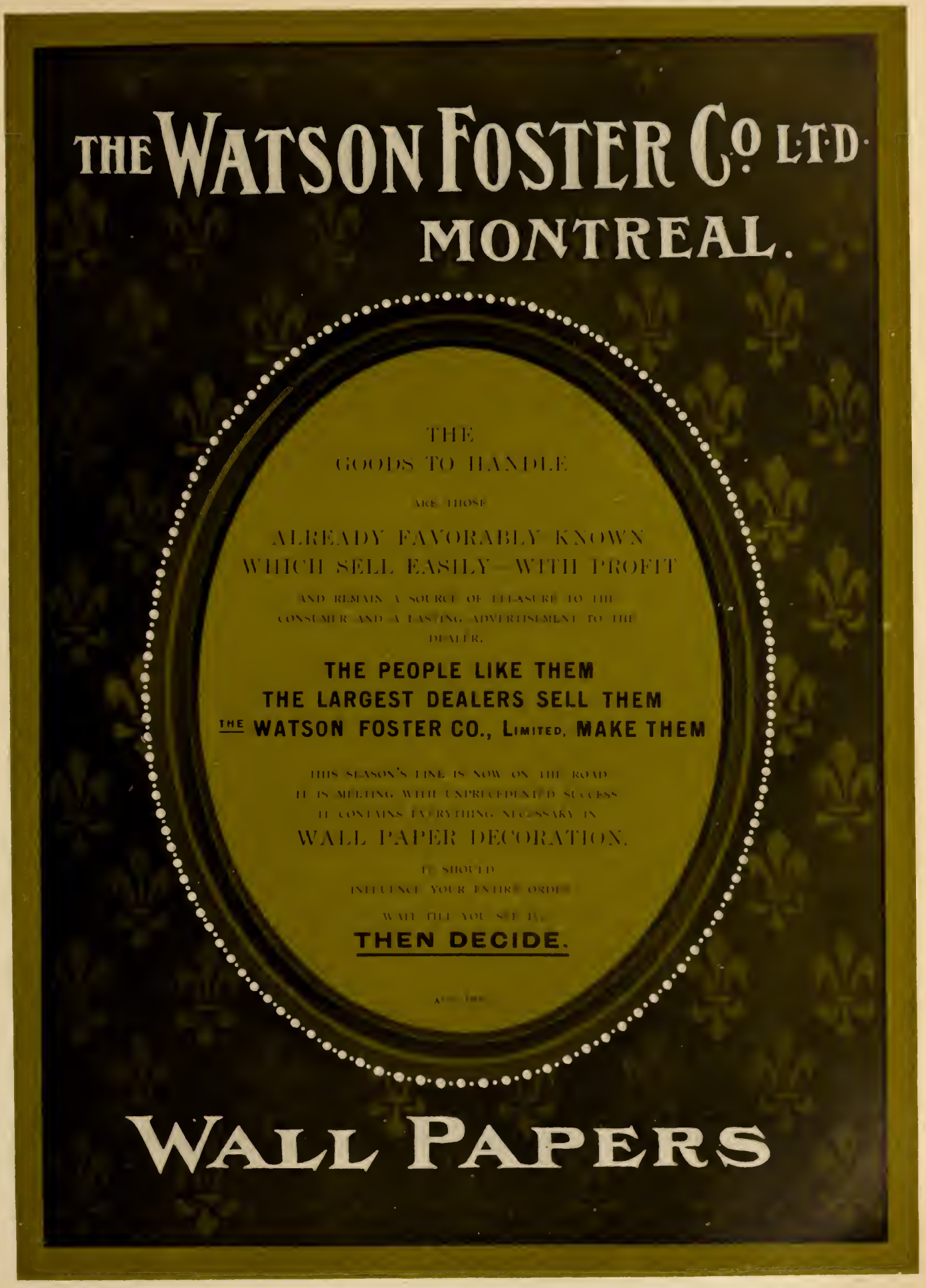
The Toronto Carpet Co. has received a note from the Horticultural Society, complimenting them on the care and taste shown in the beautifying of their front with vines and flowers.

An agitation has been commenced in the United States for shorter terms and less discount. Almost all the factories have agreed to it and now the cash discount is 3 per cent., and the datings March and September.

Trade in Great Britain has not been up to expectations for the Spring business. The cold weather has had most to do with it, and also the price of materials. June and July have seen a little better demand but many complaints are still heard.

A carpet taken up recently in the San Francisco mint was burned and yielded $9,600 in gold. The carpet had been down six years. To burn a carpet is to take away the second hand dealer's business, and many would no doubt have been willing to give almost half price for that carpet.

The new building, 250x60 feet, and 114 feet, or 6 storeys, in height, which The Toronto Carpet Co. is building is expected to be ready for the machinery in January. A new plant has been purchased and the new factory will be devoted to the carding and spinning of wool and worsted yarns, and the manufacture of Wilton and Brussels carpet. The making of Axminster has been dropped and the old factory will be occupied by the ingrain and Smyrna plants.


THE WATSON FOSTER Co LTD
MONTREAL.
THE
GOODS TO HANDLE
ARE THOSE
ALREADY FAVORABLY KNOWN
WHICH SELL EASILY—WITH PROFIT
AND REMAIN A SOURCE OF PLEASURE TO THE
CONSUMER AND A LASTING ADVERTISEMENT TO THE
DEALER.
THE PEOPLE LIKE THEM
THE LARGEST DEALERS SELL THEM
THE WATSON FOSTER CO., LIMITED, MAKE THEM
THIS SEASON'S LINE IS NOW ON THE ROAD
IT IS MEETING WITH UNPRECEDENTED SUCCESS
IT CONTAINS EVERYTHING NECESSARY IN
WALL PAPER DECORATION.
IT SHOULD
INFLUENCE YOUR ENTIRE ORDER
WAIT TILL YOU SEE IT,
THEN DECIDE.
WALL PAPERS

CROCKERY.

IT has come to be one of the methods of modern retailing, particularly in the departmental store, to advertise and have on sale for a certain day a line of goods that are to be sold below their regular value. This does not mean below cost, but, perhaps, only slightly above it, and, at any rate, at a noticeable reduction. The object of this is not so much to make money from numerous sales of the article in question, as to attract people to the store, and thus have an opportunity of calling their attention to other lines, upon which a good profit would be made. This is a plan so thoroughly believed in by the large city departmental stores, that at times they are willing to offer a line below cost in order to get the people into the store.

One of the very best lines offering opportunities for these special sales is that of china and glassware. As a rule, a very good profit is made on this line, so that an enticing reduction can be made without being forced to sell without fair profit. It is a line which every woman is interested in at all seasons of the year, and which she is always ready to invest in when attractive prices are offered. These advantages, combined with the large number of articles that can be included, afford profitable and alluring openings for special counter sales that will not only make their own money, but also sell many dollars worth of other lines which a customer will notice during his or her visit to the store.

Jardinieres make up one of the most attractive lines for such a sale, and the quantity that is being sold at regular prices to almost every woman in the land would ensure a good rush of business were they offered a little below the regular price. Certain styles of these can be sold at 15c., making a very cheap and necessary ornament for any house at any season. For 25c. quite a variety of patterns, colors and shapes can be put on the tables, and their good value will be sure to sell them.

In jardinieres, as in every other line, far better results will be obtained if the articles are new stock that has been bought just for this purpose, and of which a specially large order and selection has been purchased. Old lines that have been on the shelves for months, and which are familiar objects to customers, will not sell nearly as readily as an entirely new stock, no matter how low prices may be placed. The average customer will not buy old stock at any price, thinking (and rightly to a great extent) that what would not sell with you, would be of little value to him. When a new stock is shown, he thinks the merchant has perhaps bought in large quantities at a bargain, or else he recognizes what the merchant is really striving for- to draw him into the store—and feels that values must be good or their attraction would not be relied upon.

By this advice it is not intended that sales of old stock should be avoided, but if removed directly from the shelves to the bargain table, unsatisfactory results are almost sure to follow. The best scheme is to remove the articles to be sold from the shelves some days, or even weeks, before the sale, so that the public will forget them. Then, at the appointed time, after the pieces have been thoroughly cleaned, they should be placed on the tables in as different an arrangement as possible from what had appeared on the shelves. In this way customers will not recognize them nor treat them as unsaleable goods.

In addition to jardinieres, possibilities are offered in silk-etch chimneys, china novelties, glass vases, china puff boxes, trinket and jewel boxes, tumblers, china trinket trays, cuspidors, fancy cups and saucers, and a large number of other small pieces, which are carried in every store.

One line is sufficient to offer at one time, although different prices may be shown together. For instance, a tumbler table could contain a half-dozen grades, but, as a rule, the one price is preferable. The stock should be arranged on tables where the customers can handle and examine it themselves, and a clerk should be in readiness to wait on the special sale buyers. With a special advertisement in the local paper just previous to the sale, an attractive window display the day before, and a casual reminder to customers who enter the store during the previous couple of days, it will be found that really reduced prices on a line of china, glassware or crockery, will directly or indirectly yield very profitable results.

THE SEASON'S BUSINESS.

FROM the Maritime Provinces come reports that the Spring's business was exceptionally good and that great hopes are entertained for the Fall season. There was a great demand for stoneware and earthenware, which includes butter crocks, milk pans, bean pots, etc., and great preparations have been made in the Fall goods, of lamps and Christmas goods. Jardinieres have been selling better than ever, and this proves the existence of good times.

There is much talk of an advance in decorative table lamps, but as the prices are now quite high, a small advance would not be felt very much by purchasers. Labor troubles in the United States are given as the cause of this. Orders are being rushed through the German market in order to avoid the surtax, which comes into force in September, but then, unless German prices are reduced at the factories, our prices will go up on the "Made in Germany" lines, and they are very extensive.

NOTES.

A craze has sprung up in the United States for pewterware, particularly in the old style. Pewter ornaments and household utensils are being called for.

The largest glass bottles ever blown have been made at the plant of The Illinois Glass Co. for the World's Fair at St. Louis. After many unsuccessful attempts, four perfect ones were produced, six feet high and 16 inches across the bottom. The men who blew the bottles each supplied about 11,000 cubic inches of air.

Some fancy prices are paid for old china. This Spring at an auction sale in London, Eng., a stoneware jug, nine and a half inches high, done in brown, orange, green, purple and other colors, brought 1,150 guineas. A "standing salt" sold for £1,150. At another sale a salt cellar bearing the date of 1577 was sold for £3,000, or, at the rate of £330 an ounce.

SPRING 1904.

The Guelph Carpet Mills Co., Limited

GUELPH, CANADA.

It being our desire to further increase the popularity of our CARPETS, great care has been exercised in adding to our line a selection of attractive and private designs, for which these MILLS have long been famous. We have added to our already large selection a line of EXTRA HEAVY WILTON, which we think will make our line complete and suitable to the most careful buyer of CARPETS.

THE SELECTIONS COMPRISE THE WELL-KNOWN MAKES LISTED BELOW

BRUSSELS.....3, 4 and 5 Frame Qualities.

WILTONS ..... 4 and 5 " "

WILTONS .....Extra Heavy 5 " "

WOOLS and UNIONS .....in all grades.

KENSINGTON ART SQUARES WOOL and UNION .....3 and 4 yards wide, any length.

THE GUELPH CARPET MILLS CO., Limited,

GUELPH, CANADA.

P.S.—Our new plant for the manufacture of TAPESTRY and VELVET CARPETS is rapidly nearing completion and in the near future will have the pleasure of showing to the trade a line of CANADIAN-MADE TAPESTRY and VELVET CARPETS.

DOWN COMFORTERS,
WOOL COMFORTERS,
COTTON COMFORTERS,
BED PILLOWS,
WHITE CUSHIONS,
COSIES, MUFF BEDS, Etc.

FANCY CUSHIONS.



FANCY COSIES.

Price lists on application.
Feathers Bought

THE TORONTO FEATHER & DOWN CO.

74 KING ST. WEST, TORONTO. Limited.

A Hint to the Wise.



FOR

Place your orders NOW

Sofa Cushions and Bed Pillows

FOR FALL DELIVERY

PRICES WILL NOT BE LOWER THIS YEAR. IF YOU HAVE NOT A PRICE LIST WRITE FOR ONE.

The Alaska Feather & Down Co.

of Montreal, Limited.

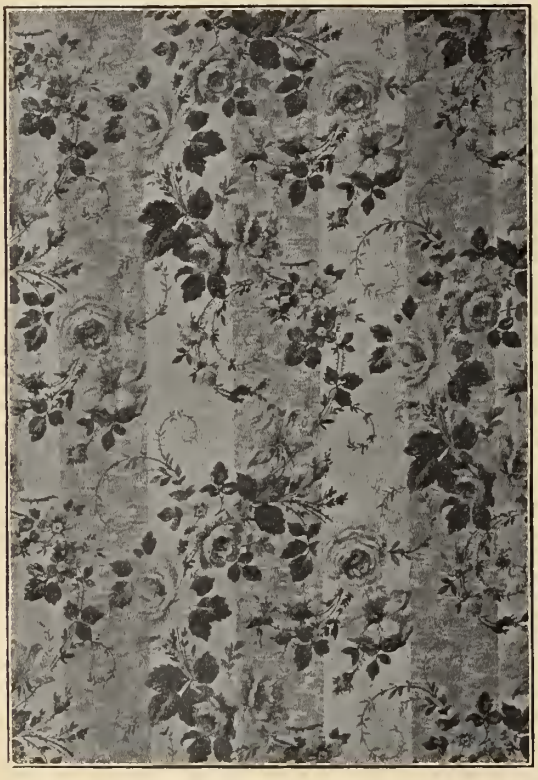
Feathers! We Buy Them

WALL PAPER.

WALL PAPER A STUDY.

THAT a merchant should consider that he can sell wall paper without knowing anything about it, is as ridiculous as to start a butcher business without knowing lamb from beef. The wall paper merchant, however, has one thing in his favor over the butcher in that to know his business enough to make a fair success of it requires only common sense and an observant eye. These two characteristics being present, there is no reason why, after a time of close study, any man should not make a success of handling wall paper. Of course it is taken for granted that he is not color-blind and can tell pink from green.

To the man, however, who thinks he can lay in a stock of papers, advertise them, charge a fair price, be agreeable with his customers, and can then do a land-office business, there is only one thing to say if he has any competition, and that is to "stick to his last," be it groceries, stationery, drugs or dry goods. In the first place he must be a good judge of colors and combinations; he must have an eye for cheapness in a pattern; for patterns and colors as well as quality of the paper have their degrees



A Moire Paper.

of cheapness and to the educated eye reveal it in an instant. He must, however, to a greater degree than almost any other quality, possess an eye and judgment that will enable him to select without any hesitation the colors, patterns and grade of paper that will suit each room presented for his opinion.

Much time and trouble will be saved himself and his customers if he first of all finds out what room requires the paper—its use, location, lighting, furniture, color of woodwork, shades in adjacent rooms connected by folding doors, and the size and height of the room. Then he should be able to tell his customer just what colors and patterns are required, and in this way prevent the confusion and helplessness of feeling aroused by looking over all the patterns and colors in the store. He should know that the shades in adjacent rooms and in the furniture prohibit the use of certain shades of paper and that the degree of light and to some extent the use of the room makes the possible range for selection still smaller. Then the size and height of the room, as well as the style of the furniture binds him down to certain styles of pattern. He should know whether dado or frieze is best, or whether the height demands both, or neither; whether ingrain, large or small pattern, burlap, dado of different paper, lines or flowers, or both; deep or shallow frieze; dark or light ceiling, or dark or light paper, would give the best effect.

In fact, the successful wall paper merchant must know all about the effects of the different styles and how to make a room light or dark, high or low, large or small, cold or warm. He must be an artist in his own line, and an artist too who has much of the "color-sense" of the painter, the eye of a landscape gardener, the taste of a modiste, the policy of a Conservative politician in a Liberal riding, the persuasiveness of a confidence man, the confidence and lack of hesitancy of a Prime Minister, and the judgment of a professional decorator. The man who possesses a fair share of these requirements can start a wall paper store in a lane and own the city hall in five years; if he has enough of them to produce when mixed a sound common sense he can monopolize his line in any town, and need handle nothing else. If he has only a clerk in his employ who can tell colors and the requirements for different rooms he can make the wall paper department the best paying line in a departmental store. He must have some of them; he should have a degree of all of them.

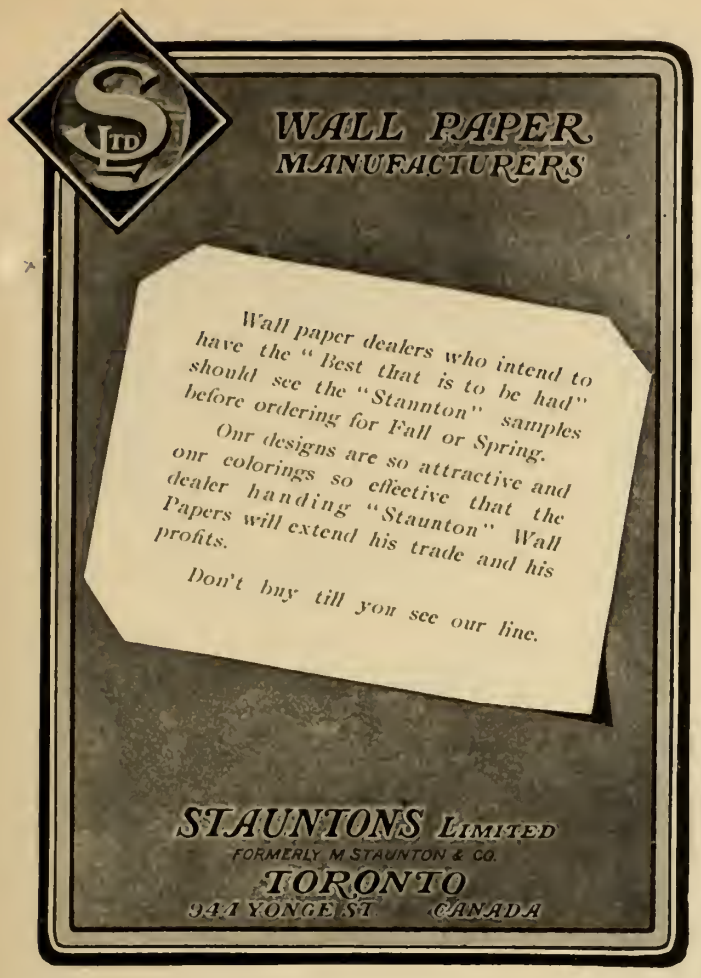
THE NEW FALL GOODS.

THIS year the variety, both of pattern and color, and the taste displayed in the wall papers, surpasses the efforts of any preceding year. A run over the new offerings has fully demonstrated the fact that in Canada we are manufacturing as tasty and up-to-date wall coverings as any country in the world. We do not, it is true, produce the Japanese, or the very expensive styles of the United States, but outside of a very few lines, our patterns for next year should be a matter of pride to every Canadian.

The most notable features of the new designs are the beautiful clear colorings and the deceiving imitations of almost any woven fabric. The most delicate as well as the deepest shade appears with a distinctness and decision which inspire confidence in their lasting qualities, and the care exercised in the blending of colors bespeaks a like care in the quality of paper and filling of orders.

To a representative of "The Dry Goods Review" the new samples were a revelation. Hundreds of designs that were previously firmly believed to be obtainable only by importation were shown him as products of our own mills, and it was with a thrill of pride that he recognized the progress that is being made.

The moire papers that sold so well last season are shown in great variety, both plain, flowered and striped, smooth and embossed. One large intricate design in a yellow and white would convince anyone at a distance of a few feet that it was a silk cloth, and many others were very difficult to think of as paper. Gold as well as silver moire effects are used, and a combination of small stripes and flowers on a moire background with a dotted gold line running through it was particularly attractive. Self-tones in moires and other styles existed in large numbers and are really the choicest, neatest papers. In many a fine embossed pattern in moire finish ran through the regular design.



A. R. BURROWS & CO.

—Manufacturers of—

Rug Fringes,
Carriage Fringes and
Carriage Dusters

—GUELPH, ONT.

Write us for Samples and Prices.

GOOD NEWS FOR CARPET DEALERS!

Attention! Dispose of your remnants, samples, odd borders, old stock, odd pieces, etc., for **good cash.** I pay fair value for everything from ¾ yard up; anywhere if quantities. Send me list.

J. HARRIS, 73 KING STREET East.
HAMILTON, ONT.

MADE IN CANADA

OIL CLOTHS

BE PATRIOTIC and at same time get best value, by purchasing Canadian-made Oil Cloths.

WE SHOW SELECT AND UP-TO-DATE PATTERNS in

Floor Oil Cloth—3 qualities—4/4 to 10/4 wide.
Canvas and Painted Back Stair Cloth
Mats or Rugs—All sizes.
Table Oil Cloth.
Cotton and Duck Back
Enamelled Stair Cloth.
Enamelled Muslins, Drills and Ducks.
Decorative Burlaps.

Our goods are handled by all the Wholesale Dry Goods Houses. The attention of dealers is called to the advantage of handling Canadian-made goods. It is worth money to get your orders and repeats filled promptly.

WE HAVE LARGE PRODUCING FACILITIES AND GIVE SATISFACTORY DELIVERIES.

The Dominion Oil Cloth Co., Limited, Montreal

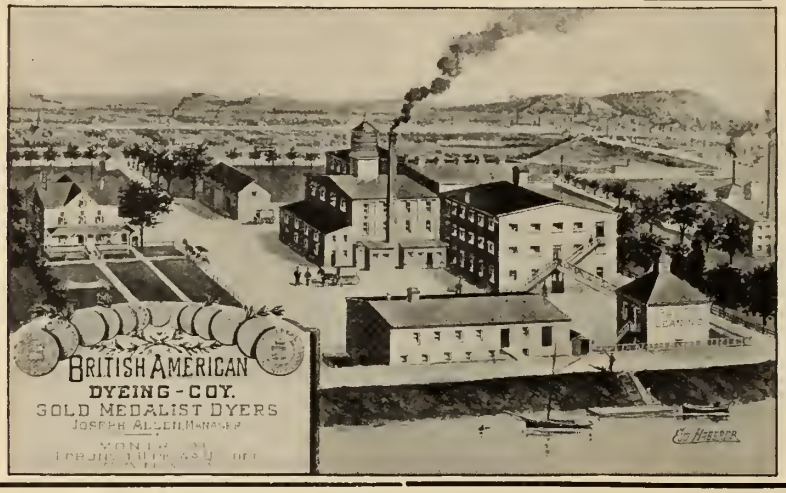
CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

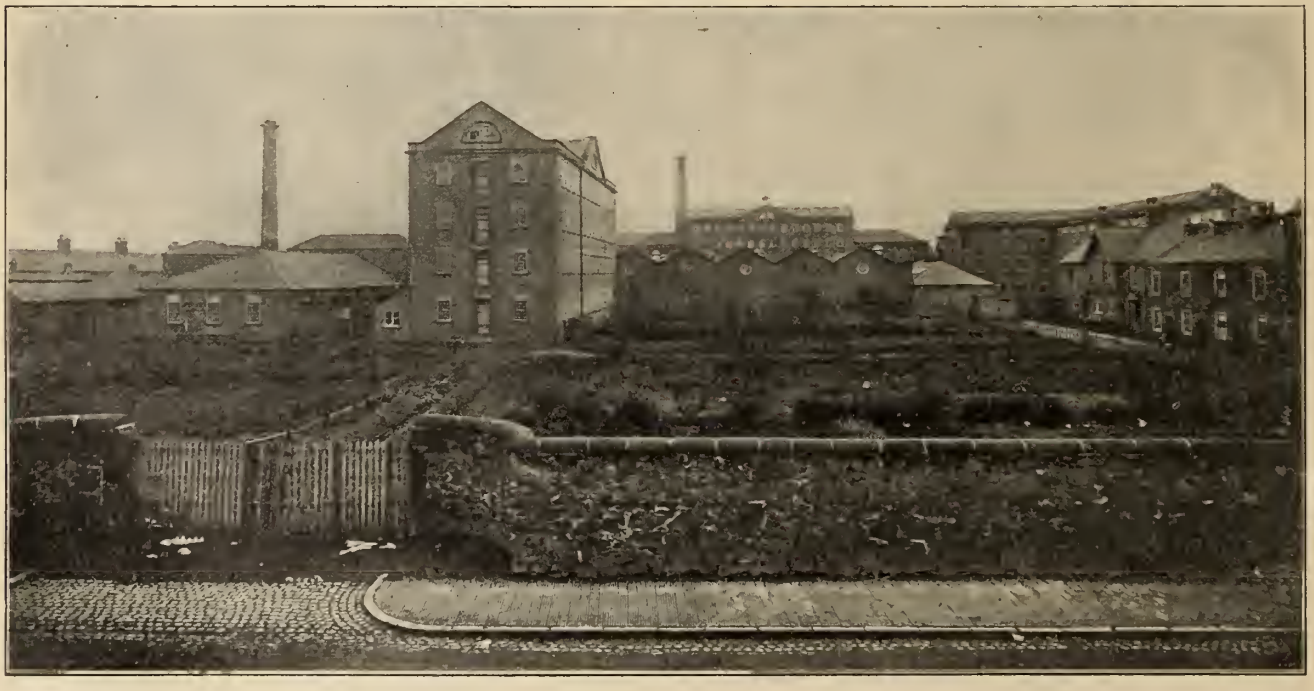
ESTABLISHED 1830. REGISTERED SAJONIC TRADE MARK.
J. NICKLIN & CO.
MANUFACTURERS OF
Telegrams: "NICKNACKS" Telephone: No 1389.
SAFETY PINS,
CURTAIN HOOKS ETC.
GREAT CHARLES ST.
BIRMINGHAM, ENGLAND.



The Largest and Best Equipped
Dye Works
in the Dominion.

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,
DYED, FINISHED AND PUT UP.
Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.
All work guaranteed unequalled. Send for Price List.
NO EXAGGERATION—Our statement, also Cut of Works, is absolutely true and unexaggerated.

Cartwright & Warners, Limited.
MANUFACTURERS UNDERWEAR AND HOSIERY
LOUGHBOROUGH, - ENGLAND.



R. FLAWS & SON, Agents, Melinda Street, TORONTO.

Some of the fabric effects are entirely new. The Bagdad tapestry is a perfect imitation of the cloth, and with the colors used, is still more deceiving; the tapestries this year are finer and neater than ever, with some very pretty small floral designs in addition to the regular styles. The Persian tapestry is a most beautiful paper, being a tapestry with Oriental patterns and colors. The Renaissance designs and stencil effects are also worthy of mention, the former a mass of curves and scrolls, and the latter a square cut conventional design standing clear cut on a plain background. The trellis-work with climbing rose that has had such a run in the United States is made here in every color, and for a third wall or panel gives a decided tone to a room.

The blues and browns are particularly remarkable for their variety of shades that are new and neat, but every color is seen in all its shades. Very many small conventional patterns strive with the larger for favor. Narrow stripes and wide appear, but the narrow rather seems to be favored, running down to the merest threads. A stripe of two inches plain, with an adjacent stripe of the same width with a small separated pattern, is an ideal bedroom paper.

In the United States there has been a steady demand this season for the moire effects, particularly for use in bedrooms and on ceilings, and also for what is called crown hangings. This term is used to denote the paper where the pattern of the wall is finished in the border, making it appear that the paper was made for the room. Such designs as a clematis or rose vine climbing up over a trellis and bursting into bloom at the top are so beautiful that every one admires them. Some are applying to moire bedroom papers, flowers, and as a frieze for a plain paper the pattern alone of the frieze paper is cut out and pasted over the wall paper providing a less symmetrical and stiff dividing line.

In nurseries and other children's rooms the English picture papers are in demand. Some of these are illustrated with the Mother Goose stories and rhymes, forest scenes, streams and bridges, games and animals.

Japanese designs in dark shades are being sold for den and for the same room there are many Eastern designs similar to those used in carpets or shawls. Most of the latter come from France. Germany, too, is providing her share; one paper for a bathroom shows a yacht and an old sailor, and others are gay with brightly colored birds and flowers.

A new paper on the Yankee market is called Sanitas; it is made of cotton cloth and finished in oil colors in prints, plain colors and tiles, and in dull, glazed and varnished effects. It is claimed to be water and vermin proof. A new treatment of burlap is being produced by one company. The rough jute background is shrunken, then colored and submitted to a secret process; the fabric is then stretched smooth and a preparation is applied to the back that makes it like cardboard without losing its pliability.

CHANCE TO INSPECT A WALL PAPER FACTORY.

Messrs. Stauntons Limited, Toronto, extend a cordial invitation to any of the wall paper trade visiting the "Queen City" during the Exhibition, or at any other time, to visit their factory, 944 Yonge street. The firm are always glad to meet any wall paper dealers and to show the process of wall paper manufacture. Dealers who wish to place their orders for Spring requirements while in Toronto will be carefully attended to by the salesmen of the house.

CURTAINS AND DRAPERIES.

LAUNDERING LACE CURTAINS.

MANY times in a season is a merchant asked how best to launder lace curtains, and it is safe to say that but a small proportion know anything about it. A man is too apt to think that such items of information are solely within the province of a woman, but there can be no doubt that every piece of information which a merchant can give concerning any of his wares is appreciated by his customers, and displays a lively interest in his business that cannot fail to create a good impression.

The following method of laundering lace curtains has been tried and found a great improvement over the ways now in use:

Shake the curtains to be washed, to free them from dust as much as possible. Then take a pair and put the right sides together, fitting every notch of the border together, and sew to a strip of heavy new muslin two or three inches wide, depending upon the depth of the notches; sew round the edge of every notch and in on the edge of the muslin also, on both sides and ends of the curtain. The reason new muslin is used is so that the muslin and curtains will shrink equally. If the curtains are old, old muslin is preferable. These strips can be saved for future use. Prepare a suds of boiling water and any good soap and put the curtains in, having plenty of suds. Then cover over with a heavy blanket or old quilt, to keep in the steam, and let them soak until the water is only comfortably warm to the hands. Then press and squeeze them—do not rub. After washing thoroughly in this suds pass them through the wringer, being careful to keep them straight and the long way of the curtain. Wash in another suds, rinse and starch. If the curtains are white, blue the rinse, if cream-colored, add a little saffron tea to the starch. After they are starched pass through wringer and stretch out upon old sheets laid upon the floor as tightly as the muslin strips will permit, and with carpet tacks fasten them to the floor by tacking through the strips of muslin. Let them get thoroughly dry, then take out the tacks, remove the strips of muslin by clipping the stitches, and "presto"—you have curtains as beautiful as when new, and not in the least injured by their ablutions. The only tedious thing about the process is sewing on the strips of muslin, but this is made up for by the improved appearance of the curtains when completed.

A NEW CURTAIN INDUSTRY.

During the past month there has been in Montreal, studying the conditions of labor and the openings offered, Mr. Charles Twining, who is making investigations as to the desirability of manufacturing Nottingham lace curtains in Canada.

Mr. Twining seemed quite favorably impressed with Quebec as a location for his factory, on account of the abundance of labor and its efficiency for textile work. He feels that the establishment of such an industry in Canada would be successful, and would bring much profit to the country. Being a new industry it would open a field for our young men and women that is only available at present in the United States, and in this way many would be kept at home who now are forced abroad. Such a business started in Canada will mean only another link in the chain that is uniting all Canadians in the cry "Canada for Canadians."

DECORATION.

THE BEDROOM.

THERE is one room in the house that should be arranged and decorated according to the personal taste of the occupant; one room that should afford a comfortable retreat for the body and a pleasant relief for the mind. That combination of den, lounging-room and sleeping room, we call the bedroom, for lack of a word that will better express its various uses.

In the bedroom, to a greater extent than in any other room, the greatest precautions must be taken to have perfect ventilation, washable fabrics, quiet colors, or at least colors and combinations that do not tire, facilities for frequent cleansing, and an easily controlled light. For ventilation windows should be capable of being opened,



A Cretonne Effect for Bedrooms.

both at the top and the bottom, and to make the top opening of any benefit, the blind must either be fastened to the frame, or be of the style that can be let down from the top. Windows placed opposite each other, where possible, provide a purifying current impossible to other positions, but a transom over the door often takes the place of one window.

Curtains and furniture coverings can and should be of washable material such as chintz or cretonne, and in the new patterns artistic taste can be perfectly accommodated. It is possible now to obtain a wall paper and cretonne that matches and the combination is very pleasing to the eye. Where this is impossible many decorate the walls with cretonne in panels, the cretonne being pasted or tacked on the wall, with an edging of plastic relief. This treatment is one of the most elegant of styles and is not nearly as expensive as may be imagined. While speaking of wall coverings, it is advisable to use a plain color such as an ingrain or at least one with decidedly inconspicuous pattern. A cool, neat and sanitary plan adopted in some rooms is to cover the furniture with slips of unbleached cotton finished with colored braid.

For cleanliness' sake a rug should be used rather than a carpet and the border of bare floor may be of any width down to a foot, to allow for sweeping every day. The rug should be taken up once a week and shaken. Exposed wall and ceiling should be painted so that dust can be brushed off without doing any injury. Heavy curtains are the most injurious articles in a bedroom as they conceal a great quantity of dust however often shaken; when chintz or cretonne draperies are used they can be washed at pleasure.

Light should be under perfect control; at times much is desired, but for the most part the illumination of a bed room, whether by day or night, is subdued. For this reason blinds should be of the versatile type that can be lowered or raised at both bottom and top, and the addition of thin curtains is not sufficient. The cretonne or chintz spoken of before effectually excludes the light. A more pleasing effect is produced if no curtain poles are used, or at least concealed if used; rosettes and festoons are suitable in the draping and serve to conceal the use of poles.

A woodwork of ivory white is the daintiest for a ladies' bedroom, and has the bright, clean, airy appearnace that is a fundamental necessity in every well-arranged room. No moulding is preferable on the walls and the pictures should be very informal in character, as to subject, framing and hanging. The wardrobe has, of course, become as much a part of any bedroom as the dressing stand and can be fitted up to hold every loose article of dress that is not kept in the dresser.

In long bedrooms, the French method of sub-dividing the room into a suite of two or more small rooms is an excellent plan. The three rooms could be the ante chamber, bedroom and dressing room with a fourth division if possible, for a bathroom. Large screens alone are necessary as partitions and these can be removed at nights when air is required. In the ante chamber a writing desk has a place, together with a couple of easy chairs and a small table; the dressing room, in addition to dresser, can contain a sofa for lounging, a chair and a table, but as this room is private in nature, the needs of the occupant alone should be considered. Such a sub-dividing enables the room to be used as a sitting room, bedroom and den, and provides in an inexpensive way all the conveniences for the various uses that can be made of a bedroom.

The W. R. Brock Company, (Limited)

THE GREAT ASSORTING HOUSE OF MONTREAL.

AUGUST SPECIALS

"Job" Wrapperettes can be retailed at **8c.** per yard.

Linings, all shades of **Percaline, Spun Glass, Taffetine.**

Men's Furnishing Dept.

FLEECED SHIRTS and DRAWERS

35 - - Blue
36 - - Natural } can be retailed at **33c.**
37 - - Stripe

IN S. MEN'S, MEN'S, O. S.

Knitted Boating Shawls, Circular and Square.

French Blouse Cloths, retail from **50c.** to **75c.**

Turkish Towels, all prices.

Single White Honeycomb Quilts, retail for **65c.**

DO YOU CARE

whether your goods reach your customers in good order or not? Our brown and manilla wrapping papers can be depended upon. Their characteristics are strength and durability.

Full count. **Full weight.**

MADE IN CANADA

BY THE

CANADA PAPER CO.

Limited.

TORONTO and MONTREAL.

St. Margaret's College

TORONTO.

A Boarding and Day School for Girls.
Thorough courses in every department.
Only teachers of the highest academical and professional standing employed.

GEORGE DICKSON, M.A., Director. MRS. GEORGE DICKSON, Lady Principal.

$1.00 IN RUBBER STAMPS.

Spend it for your own sake. Time saved, money saved. Neatness gained, favor gained. Tell us what you would like, and we'll tell you the cost. Send for our catalogue.

C. G. YOUNG CO., - 1 Adelaide St. East, TORONTO.

ESTABLISHED 1855

TAYLOR'S DOUBLE TONGUE & GROOVE SAFES

145 & 147 FRONT ST. EAST TORONTO.

FIRE AND BURGLAR-PROOF SAFES.

Great fires often cause ruination. Protect against what may come by buying a

CARY Fireproof Safe.

We are the only Importers and Dealers in Canada of the celebrated world famous **Cary** Safes. The only safe sold in Canada where the filling is warranted not to depreciate; being a dry filling, will last a life time. No refilling required when you buy a **Cary** safe. See our seven-flanged, double undercrocking, tongue and grooved door with asbestos packing, making them water and air tight. See our latest improved up-to-date Safes before buying. Catalogues and prices sent on application. Money saved by consulting

Ford & Featherstone,

IMPORTERS AND DEALERS,

10 John St., North, - HAMILTON, ONT.

Hallwood Cash Registers

INDICATE

Correctly

AND **Exactly**

EVERY DETAIL OF

Each Transaction.

No other Registers will do this.

WRITE FOR PARTICULARS

OFFICE AND WORKS:

78 and 80 King Street East,

Toronto, Ont., = Canada.

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—$5 per hundred clippings; $40 per thousand, payable in advance but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion the professions, club members; society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL. **10 Front St. East, TORONTO**

CANADIAN PACIFIC RAILWAY CO.

ATLANTIC STEAMSHIP LINES.

PROPOSED SUMMER SAILINGS.

Montreal to Liverpool Every Thursday.

Montreal to Bristol Every Friday.

Steamers sail at daybreak. Passengers embark after 8 p.m. the day previous to sailing.

These fine large steamers have twin screws, side keels, midship saloons, spacious promenade decks, electric light throughout, and are of the most modern type.

RATES OF PASSAGE.

First Cabin, $65 and upwards. Round trip tickets at reduced rates.

Second Cabin to Liverpool, and by "Mineagle" and "Montrose" to Bristol, $37.50; to London, $40.00.

Second Cabin, round trip, $71.25; London, $73.75.

Third Class to Liverpool, London, Glasgow, Belfast, Londonderry and Queenstown, $25.00.

To book passage and for all particulars apply to

Canadian Pacific Railway Company Atlantic Steamship Lines,

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THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

CASH PAYMENTS.

By An Old Traveller.

IT is so easy for a merchant to convince himself that the time datings are to his advantage, that one is surprised that the advantages of cash payment are not more fully dwelt upon by the traveller and the supply house. Primarily the wonder is that anything has to be said in favor of it, but, since it is such a general thing to accept the long datings without really reasoning out the results, much might be done by the traveller or by trade journals in drawing the attention of buyers to the fact that both money and credit are gained by accepting the cash discounts.

My experience on the road has taught me that with three out of five buyers, there is a demand for the full time, and very little interest in the cash discounts. And yet it has also been a part of my experience that by reasoning and a careful explanation at least one of those three will see the fallacy of banking their money and taking the time limit. With most travellers the habit is to avoid the mention of payment, leaving all that to headquarters, and relieving themselves of all responsibility by noting that the terms are printed on the copy of the order. This is not sufficient, however, as a "2 per cent. 10 days, net 30 days," conveys no idea to the mind of the three but the "net 30 days."

A simple statement of the fact that by paying cash that merchant is receiving 24 per cent. on his money will put the case in a new light to him. The saving of $2 on $100 seems a mere trifle when compared with the 30 or 60 days which he may have in which to pay; but the realization that he is getting 3 per cent. on his bank account and perhaps 5 per cent. on his mortgages, while he can make 10 to 25 per cent. on his cash payments will be almost sure to change his methods of business.

In the line which I carried there was not so much profit in paying cash, but there was enough to impress every merchant with its size, when it was properly brought before him. Three-quarters per cent. per month, although only 9 per cent. per annum, was an inducement which they could not pass by, and in the case of a 20 per cent. profit, I do not think any merchant would consider for a moment long datings if he realized the money he could make.

The objection might be raised that when there is a lack of funds, the discount cannot be accepted, however great it be. To this it is only necessary to say that any firm which sells to a man who is positively unable to pay cash, is taking a risk which stamps it as a loosely run business. With such interest a merchant should make desparate efforts to borrow elsewhere if he has not the money. He can borrow on reasonable security at 5 or 6 per cent., and in this way make from 4 to 16 or 18 per cent. on the money he has borrowed. In general it is not wise to "borrow from Peter to pay Paul," and some have such an antipathy to it that they would rather not only be in debt, but lose money.

The benefit derived does not proceed only from the actual money made, but also from the reputation which a buyer gets among the supply houses. The man who pays cash is never put off in a rush of orders; he sees the very best samples of the very best houses; he is quoted prices at times that are minus the 3 to 6 per cent. which many firms allow for "risk"; he is visited regularly and treated in the very best way by the supply houses, each of which is anxious about his account. It was often the case that a time buyer was passed by me when I was in a rush, or else he was shown only part of the stock, and the price was necessarily higher than to the cash buyer. In the heavy season we naturally left his order to the last, and thus he was either unable to obtain exactly what he ordered, or any part of his purchase.

I have in mind a merchant who kept a thriving general store in a small village in Eastern Ontario, who was eagerly besieged by the largest and best houses with their best samples and prices. Mr. T—— was the talk of the travellers, and many were the toasts drunk to his health "and more of him." One hot Summer afternoon I was driving to his store from the neighboring town of P——, when I met him on his way to town. Drawing up, I told him I was just going to see him and was in a hurry. Without more ado we drove under a tree, I opened up my samples, and in less than half an hour had sold him a bill of about $250 dollars worth of goods. When the business was over and I had done up my trunks, he coolly put his hand into his pocket, pulled out 25 ten-dollar bills and handed them over to me. And the goods were not to be delivered for over two months. This was not at all an unusual thing with him, if he had the money, and if he had not he often made out a cheque on the spot. You may be sure we used our very best manners in dealing with him. If that man through adverse circumstances should fail to-morrow, I know a score of firms that would fill his orders for any amount and wait until he was able to pay.

But such men seldom fail, for in conjunction with such principles go honesty and care in every other branch of business. It is the man who has not the common sense to realize that 20 per cent. saved is 20 per cent. gained who is weak in other ways and in the end figures in Bradstreet's list of failures in the column headed "Incompetency." It may be only an illusion of his that a month's time is better than $2 on $100, and it may require only a few words from the traveller to dispel the illusion.

ACCOUNT COLLECTIONS BY DRAFT.

THE prevailing system of collecting out-of-town accounts to-day is by draft, either at sight or time. There is, however, amongst the retail trade, to a certain extent at least, a prejudice against this system of collecting. If the retail merchant who is thus prejudiced would consider the time, trouble and expense of remitting which is saved by simply accepting a draft this system would no doubt become more popular. Another important advantage is in the matter of cash discounts, which items are very often overlooked by the busy man, and which by the draft system are always assured. When a draft is returned without any apparent reason, the credit man has no option, but must write the customer, usually in a courteous way, requesting him to state why the draft has been returned. If the draft is incorrect, the customer will

no doubt reply to this effect at once, but, in nine cases out of ten, no reply is forthcoming, and a man who has some 3,000 or 4,000 accounts to deal with is obliged sometimes to write several letters before receiving a satisfactory reply. The relations between debtor and creditor are in this way strained considerably where a line or two from the debtor would have prevented any unpleasantness or misunderstanding. The customer must be reasonable and do his part.

RELATION OF CREDIT MEN TO BUSINESS METHODS.

By M. Martin Kallman.

NO man is in a position to give so much help, inspiration and practical assistance to the retail merchant of to-day as the credit man of the wholesale house. The experience of most credit men is that "loose methods" are generally at the bottom of failure on the part of the smaller merchants promptly to meet their bills. Andrew Carnegie declares that every legitimate business can, by right management, be made to succeed. That is only another way of saying that success is a question of business methods rather than of so-called "circumstances" outside the possible influence and control of the individual in question.

To put it differently, most successful merchants are prone to be unsystematic, to lapse into slipshod methods in either their merchandising or their accounting department—perhaps in both. Is there a single instance of a merchant who has a black mark and a bad record whose business has been consistently conducted in the lines of a good, modern business system?

When it comes to hard facts you will find that the merchant who runs his business sharply on the lines of modern up-to-date system does not fail; he succeeds. Why? Because he knows precisely where he stands, how much business he is doing to-day, how much he is reasonably sure of doing to-morrow; because little leakages are stopped; because small economies are effected; because short cuts are taken; because every possible advantage is made the most of and every opportunity developed by the automatic action of a system.

There are a good many definitions of system and method; but system means common-sense made automatic. It means order of the active, aggressive sort—a positive force that "keeps things moving" and that takes care of everything in season, just as nature does.

As to whether the average retail merchant is in need of this kind of commodity, credit men are the best judges. The smaller the merchant, the more apparent is his lack of anything approaching a business system. No house can grow to the proportions of a wholesale business without having some semblance of a modern business system, but many a retail establishment has not even a "friendly resemblance" to a real business method.

In contending that lack of a good business system is the ear mark of a failure in merchandizing, do not assume that there is anything supernatural about any of the first-class business methods that will charm away disaster or win success irrespective of brains, energy and honesty.

Nothing of any account succeeds without these. Nor do they come with card-catalogue outfits or with any brand of filing cases.

But thousands of merchants have had brains, energy and honesty and have gone down in defeat simply because they did not have good business systems, or, to put it a little differently; because they did not have as good and as modern methods as their competitors. They could not stand the little foxes of leakages that were constantly spoiling the vines; they were perpetually trying to do at a disadvantage what their competitors—through the aid of good business system—accomplished at advantage; they did awkwardly what others did easily and they had to spend in knee-and-elbow exercise the time that good system gave their progressive competitor for thinking.

A HELPFUL CARD.

The Pullman car shops at Wilmington, Delaware, have in use a workingman's record system which is adaptable elsewhere.

A card is used for each employe; this contains his name, number, department in which employed, daily, weekly and monthly record, reasons for being absent or discharged; in fact, a complete report of a man's business history from beginning to end.

This is of value to the foreman or office manager who can determine at a glance whether a man is prompt for a considerable period, if entitled to promotion or to an increase in salary.



Oh! Dear me, Messenger, here you are again. Will I ever get these bills made out? Here it is the 20th of the month and I have a draft to meet to-morrow, and my bills are not all rendered yet.

Yes, Mr. Jones, but why don't you get the "Briggs Ledger System"—the same as your neighbor Smith uses, I never have to wait for his bills.

'PHONES MAIN 130 and 135.

Business Men

Stop and consider the number of hours you waste every month in making out your bills, and the number of dollars you lose by not having your bills made out. Those who use the

Briggs Ledger System

post every day from the sales book directly to the **ITEMIZED BILLS,** having them **ALWAYS** ready to render, leaving a **COPY** of all the items in the journal sheet and ledger stub on the side with pages and number of the sales book showing original charge.

The Briggs Ledger System is the only System manufactured for the retail trade in the world that consists of a ledger, journal, index, itemized bills, and merchandise account under one perpetual binding.

WRITE FOR CATALOGUE.



You see, Messenger! I use the "Briggs Ledger System," and my bills are always made out, and you know I render over 350 accounts the 30th of every month

Yes, Sir! But you could not have them ready and do as your neighbor groceryman Jones does, for he uses the old system of book-keeping, and I never can get his bills to render before the 20th of the next month.

The BRIGGS LEDGER SYSTEM CO, Limited, 75 York St., TORONTO

J M G Son & Co

New Fall Lines

J M G Son & Co

Now in stock awaiting your esteemed order.
You will find our

Styles Right. Prices Right. Values Right.

For stylish - looking goods we have aimed high, in order to secure the most popular lines, embracing the smartest weaves, latest combination in colorings—also a large aggregation of novelties that will add a world of interest to buyers, and should induce them to widen their selection from every department.

Regarding prices, would say that if we were to act with the present market impulse the advance would be general. But our buyers having placed large orders before the advance, nipped high prices for Fall in the **bud.** Thus, we will be enabled to maintain old prices in the majority of lines.

If constant searching for reliable, fast selling lines account for anything, our departments should be made up of surpassing values. We are always ready to recognize the best efforts of the Textile Artisan, for the makers are few who can produce any article too well for our customers.

Popular Priced Goods are a recognized factor in every well appointed retail; they are the **motor** in their various departments and should be well assorted at all times. We make mention of a few lines that can be sold at the old and well-known prices, viz:

Wool Underwear
To retail 50c., 75c., $1.00
Fleeced, 25, 35c.

Men's Cashmere Hose
To retail 20, 25, 35 and 50c

Boys' Corduroy Rib Hosiery, to retail 15, 20, 25, 35 and 50c.

Women's Cashmere Gloves,
To retail 15, 20, 25, 35 and 50c.

Neckwear.
Bright with newness and designed with taste, special lines put up, one tie in a nice box, very suggestive of the holiday trade that's ahead of you.

It's our privilege to suggest, and it's yours to accept. Let us send you a sample dozen of our **$2.25** Men's Cashmere Hose, sample dozen Women's, sample dozen Women's Cashmere Gloves. These are worthy lines and worth comparison.

Flannels.
To command the best trade fortify your flannel section by securing the most reliable and staple lines.

Smallware Department
offers a large field to the buyers of notions; an entire floor devoted to Nicknacks and Staple Smallwares. The Xmas showing of Holiday Goods will eclipse all previous seasons.

DRESS GOODS.
Some of the very choicest things are now in stock for Exhibition selling. If you are interested drop a line for clippings.

BLACK SILKS.
Special line of Coating Peau-de-soie now in STOCK.

John M. Garland, Son & Co.,

WHOLESALE DRY GOODS
OTTAWA, CAN.

N. B.—No charge for Baling Cases or Crates.



MMM

No. 458. One of our new Fall Models, Lined throughout, to retail at $7.00 to $10.00, according to quality of cloth.

The Merchants' Mantle Manufacturing Co.

LIMITED

LADIES' READY-TO-WEAR

Coats, Costumes, Skirts and Capes,

36 Wellington Street East and
1, 3, 5, Leader Lane

TORONTO, CAN.

By H.M. Majesty's Royal Letters Patent
PATENT No. 5295
"The Premier" ART PROOFING

Ladies' and Misses' Garments Bear this Label.

HIGHEST GRADE

BRITISH-MAKE

FOR LADIES, GENTS, MISSES AND BOYS.

(Guaranteed)

"PREMIER" WATERPROOFS and SHOWERPROOFS

The "Premier" Waterproofs are the absolute Guaranteed Garments in the Dominion of Canada, thoroughly waterproof and will not harden

BEWARE OF IMITATIONS

STANDARD OF THE WORLD.

Established 1873.

(Guaranteed)

Head Works:
MANCHESTER, ENG.
Branch Works, Showrooms and Offices:
MONTREAL and WINNIPEG.

The PREMIER WATERPROOF GUARANTEED TO RESIST ALL CLIMATES

Gentlemen's and Boys' Coats Bear this Label.

CLOAKS, COSTUMES AND SKIRTS

THE Canadian coat, suit and skirt makers, and manufacturers of ready to wear garments generally, have every reason to be well satisfied on the whole with the conditions of the trade to day. The large volume of placing orders means that things will work more smoothly and that there will be less waiting for repeats than last season. Higher prices perhaps will rule, as not only are materials and trimmings dearer, but wages also are on the rise, and help in some departments is very hard to find. All these items count, but luckily the country is in such a prosperous condition that the increased cost has little or no retarding influence on business, and manufacturers generally are not looking for large orders. The state of affairs was well reflected in the instructions given by one large firm to its travellers, namely, to cover the ground and if they took only orders from a firm for one or two garments only, the firm would be better pleased than if a dozen or more were ordered. They wanted to sell something to all their customers, but not large lots.

THE MERCHANTS' MANTLE MANUFACTURING CO.

THE growing importance of the Northwest to the eastern manufacturer is shown by the increasing number of houses that are sending representatives to, or establishing branches at, Winnipeg. Among the latest to send a representative there is The Merchants' Mantle Manufacturing Co., Limited, Wellington street east, Toronto, who have been doing a steadily increasing business in Ontario. Believing that a fair proportion of the ever-growing cloak business of Canada's Great West could be obtained by them they have enlarged their manufacturing capacity, and one of their experienced Ontario representatives is now in Winnipeg and will look after the firm's interests throughout the whole West.

The Merchants' Mantle Manufacturing Co. do not believe in forcing the season. They do not attempt to predict what is to be the fashion, but wait until they know, and claim that by delaying until ideas are more settled, their lines are right up to date in every respect, and that the retailer can buy with a confidence he could not feel earlier in the season.

"By showing our sample lines so late we may lose some of the early trade," remarked the managing director, "but we make up for the loss of these orders before the season ends, as, having just what is known to be the style, the merchant dealing with us finds selling easy, and knows that left-overs will be few and far between in his stock, as styles were well defined when we submitted our sample lines in coats, suits and skirts for his approval."

Besides the assurance this firm has that styles are right, they are equally sure as to the good value, good workmanship and finish of each individual garment they turn out. This firm also keeps in touch with the foreign fashion centres, and all new ideas in garments that are practical and sensible, and are not in the nature of a fad, are embodied in their lines. The plain tailored effects so prominent this season make it necessary that the greatest possible attention must be paid to the cut and tailoring of a garment, as faulty lines cannot now be hidden under elaborate trimmings, etc; this attention the firm are well qualified to give, as they have always made this style of garment their special study.

THE READY-MADE TRADE.

WHILE chatting with an authority on the Canadian ready made trade, the latter expressed the opinion that while the average Canadian retailer was somewhat slow in taking hold of new styles, he had vastly improved in this respect in the last few years, and many styles developed now as quickly in Canada as the other side of the line.

"Why, when I go to New York," he said, "I don't want to count the rows of stitchings, but it is the general lines I want, and then I give the elaboration suited for the home trade. New York is to Canada just what Paris or Berlin and Vienna are to New York—a hunting ground for new ideas. That we are not behind the United States and that we can originate styles here is shown by this skirt," he said, pointing to a skirt shown in a catalogue. "Now, this skirt, a season after we had made it one of our leaders, was run successfully as one of its best selling styles by a large Chicago manufacturing house."

CANADIAN STYLES IN COATS.

WHILE, for the general trade, black smooth and rough cloths, and black and white tweed effects in mannish cloths, and the ripple cloths—zibelines, etc., in loose or box-backed coats, are considered the correct style, and the Pompadour coat is what is taking with the trade in a more expensive coat, there is a growing feeling for lighter colored cloths in modes and castor shades. The special novelty, however, is the greenish fawn covert cloth, made up in the three lengths of the corset coat. There is yet a newer variety of the corset coat, which is a decidedly novel and striking innovation, and that is the loose-backed corset coat. It has all the seams and strappings of the tight coat, but is made with the loose back, drawn in with double tabs, and is a decidedly novel and striking coat. The general trade will soon have the opportunity to see what this coat is like, as it is to be illustrated by a United States firm, although the coat originated with a Canadian designer.

COUNTRY MERCHANTS AND THEIR STOCK OF CLOAKS.

EDITOR "Dry Goods Revie" — You had an article in your last number signed "C A C." While I agree with him when he says the smaller country merchant's keenest competitor in the cloak and suit trade is the splendidly equipped and well conducted mail order departments in the large retail stores in the big cities, I do not quite agree with him about the manner in which this competition should be met.

He says we should carry fewer lines of styles and a complete range of sizes in each line, and that we frequently have a larger number of styles in stock than is carried in a large city store department. I think both of these state-

Imperial

MANUFACTURERS OF

Costumes, Cloaks, Capes, Childre and

Fall 1903

We beg to call the attention of the Trade throughout Canada to our new Fall lines of

Ladies' and Misses' Costume Jackets and Separate Skirts for Fall 1903.

We can truthfully say that never before has there been such a **STYLISH** and **UP-TO-DATE ASSORTMENT** shown by any manufacturer in Canada. We guarantee our goods to give entire satisfaction as to Fit, Workmanship, Style and Durability.

The latest styles are now assured and we have them.

We specially ask buyers when in Montreal to call and inspect our line of

Ladies' Fall Jackets.

We have them in all the latest Styles and Shades and at prices to suit every class of trade.

IMPERIAL CLOAK CO.,

Cloak Co.

n's Reefers, Blouses, Dress Skirts Underskirts

DIRECT FROM PARIS—

We supply the Wholesale Trade only. Ask your jobber for our goods.

We are now showing latest styles in all lines.

We invite Wholesale Buyers to call and inspect our samples. Any dealer can see a splendid lot of "jobs" worth inspection.

Don't buy before seeing our Goods.

Quotations by mail and samples sent when required.

We have recently secured the services of an **eminent** designer direct from Paris, who is thoroughly acquainted with the latest styles and is embodying them in all our goods.

We have doubled our factory capacity and equipped it with all the latest machines required to produce **High-Class** work. We guarantee prompt delivery of all orders intrusted to us.

Office, Factory and Showrooms:
1920, 1922, 1924 Notre Dame St., **Montreal**

ments are a little wide. No man who has even a bowing acquaintance with the ready-made trade would ever buy a 34-in. in one style and a 36-in. in another, but I, personally, would just as soon do so as confine myself to all sizes in two or three lines.

As everyone knows, 36 is the best selling size, then, in decreasing ratio, 34 and 38. Thirty-two, 40 and 42 are the outside sizes, and in all but my lowest-priced lines, I make the manufacturing house carry them for me. I know the manufacturer does not like to receive an order for one coat or suit, as it is more trouble to him, but by working my department in this way I can carry a larger assortment of styles, and I find it is because she can get a better choice in style, and not because she cannot get her size from the local store, that a woman patronizes the mail-order departments. One thing I watch carefully, and that is that my prices are right and that it is not an extra



Autumn Street Suit of Fancy Cloth.

rate of profit on my garments that induces my customers to try the city stores. Like them I cut down all unnecessary expenses, charge for alterations and sell as cheaply as I can.

If I have a customer who wants one of the sizes I do not have in stock, I can get it for her as soon as she could have it from the city store, and I can show exactly the style and trimmings and cloth, besides guaranteeing a fit. I find that I seldom miss a sale, and then at the end of the season what garments I have on hand are in the saleable sizes and are easier to dispose of than either 32, 40 or 42 would be.

I find that by working my business in this manner I can clean up my stock better. And, though this may entail more trouble to the manufacturer, finding it easier to get rid of my stock, I am in a better position to buy liberally for the next season. Certainly the country retailer must cater to the generality of his trade, and not give undue thought to the "crank" customer, but, "C.A.C." must not underrate the influence of the "crank" with a tongue in a small community. Besides, a special measure order often fetches the "crank," and the special order often makes the sale where there are two or more to be fitted in a family and one of them is so out of proportion that no stock garment could possibly fit her. I know that many manufacturers frown on the special, but it saves many a sale to the small storekeeper.

COUNTRY RETAILER.

FASHIONS IN COAT SLEEVES.

SLEEVE styles seem to have been lost sight of in the absorbing discussion about the shape and length of the Fall coat. The generally accepted sleeve seems the one with the pouch at the wrist and gathered into a rather important cuff, but the "leg 'o mutton" sleeve with the pouch at the elbow has many friends, and occupies a place in all lines. The loose sleeve is by no means out, and from Paris and London come rumors of a wind guard in the sleeves to make them suitable for cold weather wear.

STYLES IN PARIS AND BERLIN.

THROUGH the courtesy of the designer of a large manufacturing house, "The Review" was permitted to make a copy of a letter written by a member of a New York firm who had recently made a tour of the Paris and Berlin markets. The letter read:

"Berlin is showing nothing but the loose Monte Carlo coat, 26 to 28 inches long. This length, however, would not be suitable to the Canadian trade for climatic reasons, and 28 to 30 inches would be nearer the mark. These coats are either with or without cape, and are either collarless, or have a very modest turn-down collar."

The cuts shown in our London letter for July are good illustrations of the style to which he refers.

"In Paris," he continues, "both the loose-backed and the Pompadour coat are shown in lengths varying from 27 to 36 inches, mostly without collars, but a few with the small turn-down ones. The Pompadour is the style for the high-priced garment, and the loose back is the model used for the cheaper lines. Paris is showing three-piece suits, like those New York houses are making in two pieces—that is, the Paris houses are making coat, skirt, and peplum separate, and New York makers are attaching the peplum to the coat, or, in some few instances, to the skirt. The three-piece style would seem to have the advantage, as it is interchangable, and the peplum, skirt and coat can all be worn together as a long-skirted suit, or, the peplum can be dropped and the suit will show the blouse, coat and skirt; or, again, the peplum can be worn as an overskirt with the skirt as a separate garment.

"The New York manufacturers are showing jackets 28, 30 and 36 inches long, with the tight back, and are making the Pompadour effect in 32, 34 and 36 inches. But, for the general trade, they are making collarless box coats, either with or without cape, and for the medium, the straight back, the loose back and the ripple back will be about right. In high-priced garments New York is working on 34 and 36-in. coats with the ripple back, and is also showing the same garment 40 and 42 inches long, while the Pompadour coat is considered correct for high-class novelties."



Canadian Buyers

are asked to look in at our showrooms when in London and see our samples. Patterns shown are sure to be the latest and most popular, and our lines include full ranges of medium-priced

English Tailor-made Ladies' Coats, Costumes, Childs' AND Maids' Coats

ALSO MACINTOSHES, SKIRTS, BLOUSES, FURS, ETC.

OLD CHANGE BUILDINGS. OLD CHANGE, E.C., LONDON, JUST OUT OF ST. PAUL'S CHURCHYARD

Fall 1903

Our Travellers are showing Best Values in

Dress Goods Novelties, Dress Friezes,
Dress Tweeds, Blouse Flannels,
Opera Flannels, Plain Flannels,
Meltons, Beavers, Overcoatings,
Etoffes, Serges, Vicunas,
Italians, Mantlings,
Beaverettes.

P. GARNEAU, FILS & CIE., QUEBEC
WHOLESALE DRY GOODS.

In Stock

A general assortment of Staple and Fancy Dry Goods for immediate requirements.

Scotch Tweeds, Suitings, Coatings, Silks,
Hosiery, Gents' Funishings, Laces, Smallwares,
Linens, Cottons, Shirts and Pants, Top Shirts,
Blankets, Fingerings, Carpets, Oil Cloths, Linoleums.

LATE IN SHOWING STYLES.

NOT for a long time has the trade had such an indefinite idea of what is what in Fall coats. The suit question is pretty definitely answered; but it is not such an important factor in the Fall trade in Canada as the coat and separate skirt. The Canadian manufacturers thought that they were about right in the styles shown, but naturally preferred to be silent until the authorities had spoken. Paris and Berlin have been watching each other. Berlin manufacturers are delaying their season more and more in their endeavor to get an inkling of what Paris is showing. The French designers, on the other hand, are holding back, as they know how valuable are their ideas, both to the Germans and to their customers, and this holding back is very natural when we consider that the foreigners use their ideas and reap the harvest from them, while the Parisian only gets the profit on the models he sells. The Americans are the best customers of the French designers, and the latter do not wish their fashion ideas to reach these shores through German channels.

ALTERATIONS AND GRADING.

IF there is a real necessity for an alteration in a coat, suit or skirt, the retailer should be prepared to make it; and no ready-made department is going to prosper properly that has not some satisfactory arrangements for making necessary alterations, but—and it is very important—he should charge for every alteration made. All the large city stores follow this policy, and what they find profitable in this case the smaller man in the country store will find also to his benefit. In some departments 10 per cent. is added to the cost of all garments, to pay for alterations, and those who want them get them free of charge. This way of running the department is open to more than one objection. In the first place it is not fair to make the woman of good figure, who gives little trouble, pay for the one that is troublesome to fit, and to tax her for the other woman's alterations. Then, if alterations are charged for, it makes the "crank" think twice before she asks for unnecessary ones, as the payment for them comes out of her own pocket, and not out of the merchant's. Then, last, but not least, in these days of keen competition, this extra 10 per cent. to the cost of all garments in a department is a serious and unnecessary handicap. The large houses who do a mail-order business claim that it is because they eliminate all possible items of cost that they are able to build up such a large trade. Then why load your department with such an item as free alterations? The cost and trouble is very real to you, and you should be paid for it. The store that supplies coats or suits by mail will not do them for nothing, and it is poor policy on your part to do so.

Women watch prices very closely now-a-days, and the extra 10 per cent. may be just what turns a good customer away. It may give the impression that your prices are higher than your competitors, and customers often argue that if your prices are high in one department, the same rule will prevail all through your store.

In some of the stores that handle very high-priced goods there is no charge for alterations after a certain figure is reached, but in no case is an alteration made on a suit that has been reduced in price without a charge being made.

The grading of a manufacturer's patterns has a material effect on alterations, if it is done carefully, and in all reliable manufacturing houses great attention is paid to this point, as they know that good grading will reduce wonderfully the number of alterations to be made when their garments reach the trade.

The manufacturer selects the best living model he can procure—36 inches being the generally accepted standard size. The corset chosen is the most up-to-date one, and all the little accessories that help to make up the figure on fashionable lines are carefully considered. Fashion decrees some more or less important alterations in the lines of the stylish figure each season, and these are all studied. The patterns are all cut for this figure, and now comes one of the most important factors in successful garment manufacturing—that is, careful and accurate grading of patterns.

In these days of close competition, it is just as necessary to have the 42-in. size as perfectly proportioned in all its details as it is the 36-in. Other things being equal, it is the manufacturer whose garments retail with the least amount of alteration that can hope to see his goods in demand, and a strong, healthy growth in business. Grading is but the increasing or decreasing of sizes in a proportionate manner, so that patterns will fit the greatest number of figures with the least amount of alteration. The higher class the cloak house and the more carefully is the grading done, the more accurately and intelligently is it handled.

A good grader is not content with increasing or decreasing the bust, waist or hip size and adding a little or taking away a little from the back and shoulder. That is not grading. It is true all designers do not make their changes in quite the same way, but it is equally true that two sets of sizes made from the same 36 must be practically the same in result when checked up. This is a vital matter with a manufacturing house, and it is by no means too much to say that the largest part of a manufacturing house's success is built up by the accurate grading of patterns.

"SPECIAL ORDERS" AND ACCURATE MEASUREMENTS.

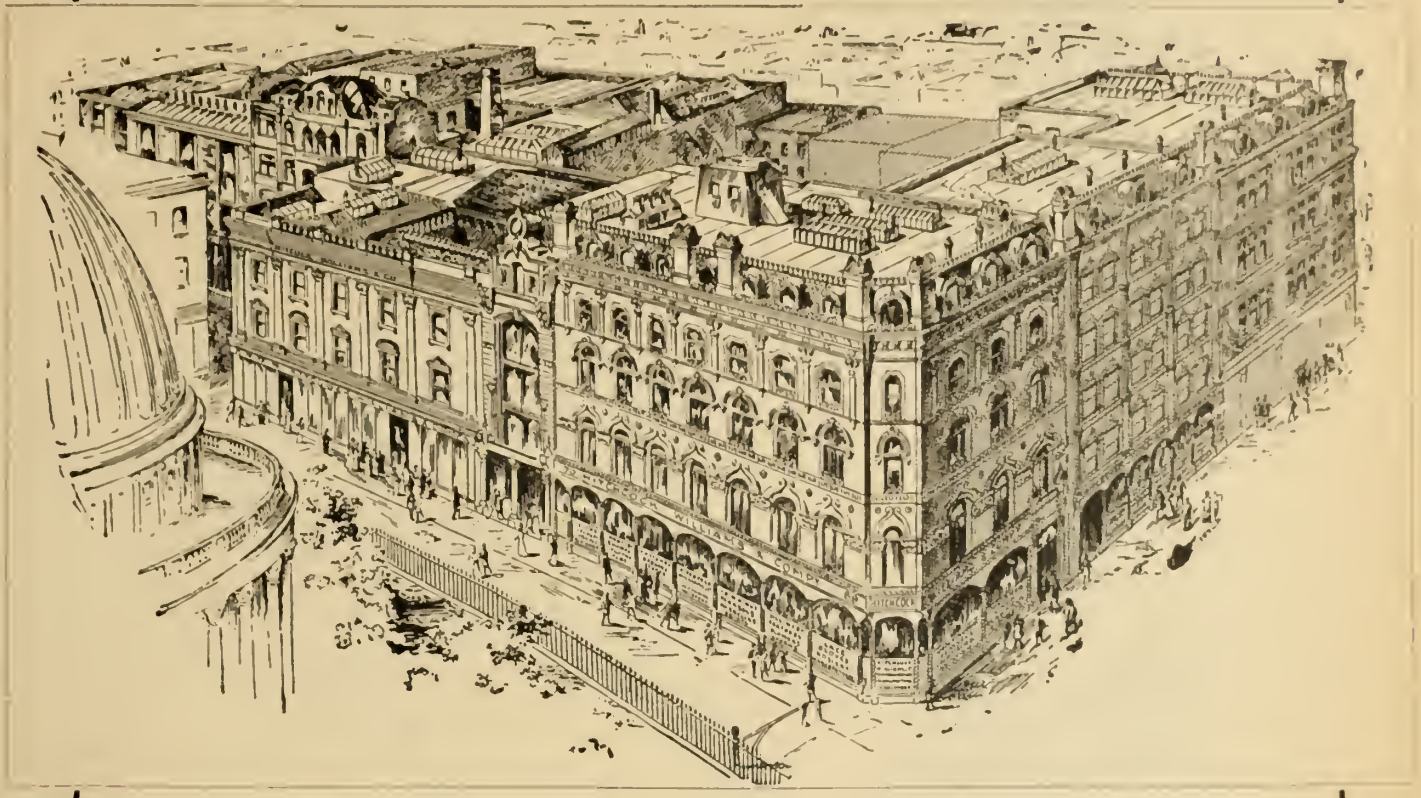
THE "special order" has hitherto been a special bugbear to both retailer and manufacturer, some manufacturers even going so far as to make an extra charge for a "special." But it is one of the developments of modern retailing, and as such will have to be met, and the progressive manufacturer, always alert, will find the means of overcoming the difficulties attendant on filling the "special order." That "specials" are increasing in number no one acquainted with the trade can doubt, and also that they are a great boon to the retailer. It is equally certain that it saves to the trade a great volume of business that otherwise would flow in other channels.

That the retailer can send in a "special" is an inestimable advantage to him, amply proved, as when a garment from stock would have destroyed all lines and styles and have reflected discreditably on his department, or when he has a figure to fit beyond the range of ordinary sizes, the "special" steps in and solves the problem. Then often a little alteration in the trimmings will sell a suit. And here again the "special" saves the day.

Manufacturers should remember that anything that makes for efficiency and extends the retailers' end of the business, is also a help to themselves and holds the trade of the country in their own hands. The very fact that the retailer who buys his cloaks, suits, etc., of a Canadian firm is in a position to send in "specials" and the one that buys imported goods is not, ought to be an argument in favor of the home-made garments.

The "special" order would be easier to handle if the measures sent in were more accurately taken. Not every employe in a cloak department is capable of taking a

Hitchcock, Williams & Co.



SIR G. WILLIAMS
F. G. WILLIAMS
H. WILLIAMS
A. T. WILLIAMS

WAREHOUSES:

69, 70, 71, 72, 73, 74 St. Paul's Churchyard
43, 44, 45, 46, 49, 50 Paternoster Row.
1, 2, 5, 6, 7, 8, London House Yard.

Manufactories, Warwick Lane and Paternoster Buildings.

ESTABLISHED NEARLY 70 YEARS.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application.

Our Mr. Cliffe visits Canada twice a year, He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

proper measurement, and those who can do so are certainly more valuable to their employers, and their services are more in demand.

Heads of departments should be careful to see that only those who are competent be allowed to take measurements,



No. 1.

for how can a garment ever be expected to fit, if the measurements are not properly taken? The difference an inch makes in a man's nose points a proverb, and an inch in the wrong place in a woman's garment is almost as noticeable.

It is annoying, to say the least, to get instructions to make a long waisted garment when all the measurements point to directly the opposite style of figure. Often when measures arrive they are so indefinite that no clue is given to the kind of figure to be fitted; and no cutter, however skilful, can possibly satisfactorily fill an order from them.

The manufacturer, in justice to himself, should insist on proper measures, and also on proper information accompanying the order. Besides taking special care in measuring, remarks about any peculiarities of figure that occur should be noted, as these form a valuable guide to the cutter.

It should be clearly stated whether the figure is stooping or erect, round-shouldered or extra round-shouldered; if a high stomach, or prominent hips, and whether one hip is larger than the other. Indeed any noticeable peculiarity should be noted and described. Even when all these precautions are taken, and every measure is correct, and all possible particulars given, it is by no means impossible that when the coat or suit is tried on some further alteration will have to be made, not one of any moment, but still an alteration—and as one manufacturer maintains with a very reasonable show of truth on his side, this will always be the case, as it is a hard proposition to run up against to fit an out-of-proportion figure from description and without an opportunity to try the garment on.

LOOSE VS. TIGHT-FITTING COATS.

THE trade is a little more settled now as to what will be the coat styles for the coming Fall, and though the loose coat is universally shown, and a great volume of business will be done in loose-backed and box styles, a more fitted garment is gradually working its way to the front. This seems to be a decided concession to American taste, as it was loose short effects and Etons that the Parisian designers first exploited. Then as a compromise with American ideas they introduced the three-piece suit in Louis XIV. or Pompadour style, and the tendency towards this style is shown by the modified fullness and less pronounced dip at the waist line.

Each season brings its crop of rumors of changes, many of which never amount to more than a rumor. Last year after Fall samples were shown to the trade the cry was, Will the Monte Carlo be the coat for Fall or not? And this cry made merchants put off stocking their goods, until eventually they had considerable difficulty in getting their orders filled in time to make their Fall show. This rumor, however, came to nothing, and the heavy trading of the season was done in the Monte Carlo coat.

Of course caution in business is to be commended, but it must be, as it were, a bold caution.



A suit and cloak buyer must study his trade papers and every source of information he can get at. To be successful, he must know the tendencies of fashion as well as he knows the tastes, inclinations, and depth of pocket of the customers that he draws to his store. Then he knows

how much of staples and how much of novelties to buy. Some women dislike anything that is very new and have to go through a course of education in a style before they will wear it; others are not satisfied unless all they buy is in the very latest style to be got, and if they cannot



No. 3.

obtain this at home, will send to the mail order houses for it.

The buyer's problem is to hold the balance between both classes.

A great part of the season's trade is sure to be done in garments that are not extreme in style. The average woman wants a skirt or coat on lines that she knows, though she wants an element of novelty introduced. Fashion nowadays is rather a matter of evolution than striking changes, and there will have to be pioneer work done before there will be any such radical change made as the introduction of a tight-fitting coat.

Build a coat on certain lines, let the shoulders droop, and let there be some cape effect, or some modification of that style; make it without a collar, or with such a modest one that it almost apologises for its presence, with large sleeves that pouch either at the elbow or waist; make it easy and comfortable to wear, and if it is pretty, and stylish looking, you will have a garment that will be a good seller.

The loose coat is the ideal one for the general trade, and both manufacturer and retailer will be loth to part from it, as it is much the easiest style in which to do business. If it fits the shoulder, and the sleeve is the right length, there can be no other alteration to be made.

The perfectly tight fitting coat, to be a success, has to be made for the woman it is intended for, and various devices will have to be resorted to to make a trade success of a more or less tight fitting garment.

Some manufacturers are cutting the backs of different lengths, but this adds a pretty heavy percentage to the cost of the garment. It is altogether likely that later on more closely fitting novelties will be shown, but from sales already made, the bulk of the season's trade must be done along the lines already laid down.

THE HABIT-BACK SKIRT.

REFERRING to the habit back skirt The Dry Goods Economist says: "The habit back, so far as fashion and the buyer are concerned, is a thing of the past. The manufacturer is loth to give it up, whether it be in the instep length or the trained skirt. Why? Undoubtedly because having made so many he has learned how to cut it with the least possible material.

"It is a great skirt, the women all want it, the buyers all want it, in every section of the country that is the chorus sung by some manufacturers. The buyer's song is a different one, on an entirely different key but of that later.

"The manufacturers not only hesitate, but dislike to introduce the fuller skirt. They say the women are not ready for a change, that the buyers don't want it, that the buyers won't pay the increased cost of the skirt, caused by the necessary use of more material.



No. 4.

"There lies the secret! Manufacturers are prejudiced against the fuller skirt which Paris has been showing since last January, because it takes more material, and they must exercise more ingenuity in getting out the new models, and learning how to scant them with discretion."

Shield 

Brand

WAISTS

WE HAVE THE LARGEST SILK WAIST PLANT IN CANADA IN FULL OPERATION . . . . . .

BECAUSE

We make **ONE GRADE ONLY**, and that the best. Our Waists, Skirts, Jackets and Kimonas are worn by the up-to-date ladies all over Canada. A postal card will bring our representative with our complete range.

The New York Silk Waist Mfg. Co.

40 St. Antoine Street, :: :: MONTREAL.

"Salem" Waists

Newest styles in Silks,

Flannels Heavy Cottons

Testings, etc., well found in

our Fall Samples

Makers of Salem Shirts. Salem Company Limited Montreal

SILK WAISTS AND COATS

A FEATURE in the new waist colors for Fall that is fast taking on great importance is the undoubted feeling for light pinks in silk waists. The demand for this shade has been growing of late with unusual rapidity, and in the opinion of a silk waist manufacturer who is known as one of the best judges of the Canadian trade in this country the use of pink will be more widespread than it has been for the past ten years. In the new waists shown for the Fall and Winter trade, buyers should give attention to their purchases of pinks. Another color that is spoken well of for Fall is a delicate shade of biscuit brown, a little lighter than what has hitherto been shown. It is an attractive color when used in the new silk waists, and will without a doubt be one of the most satisfactory sellers. White, of course, is very good; indeed a visit among the manufacturers shows if anything a larger proportion of it than ever. The unusual popularity of white is attributed to the large number of white mercerized cotton waists which are now being worn as well as shown for Fall. If these are good for Fall, the manufacturer concludes that for a more expensive garment the white silk will be good also. Sky blue will still be popular, and many are the handsome effects made up in this shade in the new Fall and Winter styles.

There is to be no falling off in the heavy cluny laces which were so well liked for Spring and Summer, apparently, for on the new garments there are a good number of designs in which this is a prominent factor. Among the new things are some attractive black taffeta coats, and the designs in cluny laces on them are indeed beautiful. In medallion trimmed waists some handsome silk embroidered medallions are shown, prominent among them being the grape patterns of last season. Other fruit designs such as pears and cherries are also shown and are in good favor for Fall. Acorn patterns in these embroideries are used extensively.

The tailored waist will be with us again in the coming season, and a number of designs with yoke fronts are shown by the best manufacturers. A beautiful Russian zibeline waist is being shown by a leading manufacturer, made up with camel's hair dots in a number of colors and color combinations. The most effective of these are sky grounds with white dots, biscuit with white, and cardinal with white. This line is made to retail at $4.00 each, and should take the fancy of the nicest dressers.

Peau-de-soie at present is stated by manufacturers to be more popular than ever before, and many and beautiful are the waists made up in this silk. And not only is the variety in peau-de-soie waists great, but skirts and jackets in the same material are very popular. Of course, taffeta is good, as usual. This is recognized as a staple silk, particularly for waists. Others may show some advantages over it from one or two points of view, but not many silks combine all the merits as does taffeta, and nothing yet discovered in the silk line can quite take its place as a material for medium-priced waists. Flannels will also be good, though it is expected that the mercerized cottons will have an effect on the sale of flannels; at least, the two should be kept in stock side by side.

Most of the leading Canadian retailers have been buying heavily and in large quantities of taffeta blouses to retail at $5, though they take care that their stocks include several styles which can be retailed at from $7.50 to $12. The latter price seems to be about the limit in waists.

The sleeve shown by manufacturers that seems to be accorded the greatest measure of popularity for Fall is one very similar to the bishop sleeve used last season, it is, however, somewhat fuller in the waist. The elbow puff shown by many American manufacturers is also seen in Canada, but to what extent it is selling it is not possible to say.

Large buttons are still popular. Pearls probably lead, though gold buttons come in for a great part of the trade. Crochet buttons are also very good. Braids are extensively used on silk coats and skirts. They are considered very good value at present.

The separate skirt is expected to be a strong factor this Fall with the retail trade, as the shirt-waist suit will sell but little, if any, during that season, it being strictly a Summer garment. Peau de soie jackets with loose front and back are meeting with the approval of the trade. Most buyers seem to prefer those which can be retailed from $9.00 to $12.00. Some handsome black taffeta jackets are shown to the trade, which are selling now very well. The inverted pleat is seen in the back, and the garment is closed in front with silk ornaments, which are also used to adorn the cuffs. For Fall these garments are lined with black satin with an interlining of heavy Canton flannel.



No. 5.

The silk frock coats for Fall fit well into the waist. Taffeta and peau de soie seem to be the silks most used in their construction. The new cape, falling slightly over the shoulders, is shown on nearly all the new skirted coats as well as on the box jackets. Several new collars, a little different from those shown last season, appear on these coats, both of the plain and turn-down varieties. One handsome coat shows the cape elongated in front into two large tabs, with ornaments at the ends. In others, the cape effect is produced by epaulets, though this does not add to the appearance of the garment to the same extent as where there is really a cape.

THE SEPARATE SKIRT FOR FALL.

THE shirtwaist suit and the feeling in some quarters for the costume has had its effect on the separate skirt sale in the better lines, but it remains a steady favorite with the general and medium trade. A little rivalry has generally a good effect on an article, and perhaps to this disputing of

its supremacy we may trace the general excellence of the skirt lines put out by the manufacturers for Fall.

The regulation blues and blacks are still there in numbers, but there are also many fancy and attractive effects, and the use of so many novelties will make skirt lines more interesting this Winter.

Though the sikewalk length is to be the popular skirt, that does not mean that the trained skirt is to be wholly banished, and it will still be needful to have it among the other lines. Tweeds and mixed suitings are being brought out for practical and serviceable skirts.

About the habit back there seems to be some difference of opinion, some manufacturers contending that no other style takes so well, while others say : "Well, we make a habit back when ordered, but we certainly would not advise any of our customers to stock heavily the habit back skirt."

The newer skirts are in the gored models and are plainer both in trimming and in outline. Some of the newest skirts shown in the United States run extravagantly to gores, one having as many as 22. This is named the "corset" skirt, because of its resemblance to the corset coat. A skirt of this



No 6

description is too expensive to make for the general trade, but it shows which way the wind blows. In addition to the many gored styles are the pleated skirts with panels and yokes, which are still good style, and it is said that the flare flounce, so regretfully relinquished by most women, has again a place in skirt lines. The skirt with the long coated suits are necessarily severely plain, but amongst the many lines shown are some with a fair share of trimming.

A DRY GOODS FIRM'S PROFITS.

THE report of The H. B. Claflin Co., dry goods merchants, New York, for the season ending June 30, 1903, issued a few days ago, shows that the net profits for the six months were $303,994.52, against $317,377.62 for the corresponding period in 1902, amounting to a decrease of $13,383.10. In open accounts a marked increase is shown, those for six months of 1903 amounting to $1,898,418, against $1,721,406 for the corresponding period last year, being an increase of $177,012. President John Claflin in his report says :

"Our percentage of profit during the past season was exceptionally small. Our sales of woollens for Autumn delivery are much larger than a year ago, and the outlook for general business is quite as favorable as then, although the high price of cotton temporarily curtails trade in the manufactures of that staple."

The following figures give the financial condition of the corporation on June 30, 1903, the proposed distribution of profits and comparisons with the same period last year :

	1903	1902
Net earnings	$303,994	$317,377
Six months' interest on 1st preferred stock	65,007	65,007
	$238,987	$252,370
Six months' interest on 2nd preferred stock	77,118	77,118
Balance common stock	$161,869	$175,252
Div. on common 4 per cent.	153,164	153,164
Surplus half year	$8,705	$22 088
Previous surplus	1,232,056	1,193,072
*Surplus reserve for common stock, June 30, 1903	$1,240,761	$1,215,160
Earned for common stock in half year	4.22 p. ct.	4.59 p. ct.

*After providing for interest on preferred stocks to June 30, and dividend on common stock payable July 15, 1903.

The net earnings given are the earnings after all taxes, salaries and expenses of every kind.

ASSETS.

	1903	1902
Cash	$1,662,415	$1,689,955
Cash dividends paid on account of Spring profits	171,332	171,332
Bills receivable	1,878,854	1,828,673
Open accounts	1,898,418	1,721,406
Merchandise	7,124,116	7,310,398
Store property	2,739,181	2,739,181
Stable	27,197	27,197
Horses, trucks, auto trucks, wagons, &c	22,022	14,622
Total	$15,523,537	$15,502,767

LIABILITIES.

	1903	1902
Capital	$9,000,000	$9,000,000
Open accounts	4,675,085	4,592,158
Foreign exchange and loan account	312,402	400,158
Surplus reserve Dec. 31, 1902	1,232,056	1,193,072
Net profits for half year	303,995	317,377
Total	$15,523,537	$15,502,767

First preferred stock	26,003 shares
Second preferred stock	25,706 "
Common stock	38,291 "
Total	90,000 "

Rate of dividends on common stock from—

Organization to October, 1892	8 p. c. p. annum
October, 1892, to July, 1893	9 " "
July, 1893, to April, 1899	6 " "
April, 1899, to July, 1903	8 " "

Total dividends to date, $7,259,230.69.

PREPARATIONS FOR THE FALL TRADE.

A. J. Alexandor, importer and manufacturer of furs, 504 St. Paul St., Montreal (formerly Rountenby & Alexandor), is making extensive preparations for the Fall campaign. Mr. Alexandor is thoroughly experienced in this line of trade, having served his apprenticeship with The International Fur Stores of London, Eng., furriers to Her Late Majesty Queen Victoria His stock includes some remarkably fine lines of Persian lamb coats, mink trimmed ; Alaska sable ; electric seal, German otter trimmings ; fur-lined coats ; minks, martens, etc. All are made of best quality with particular attention to style. He is offering them to the trade at exceptionally close prices. Samples sent free, express paid, upon application of intending customers. An advertisement in this issue gives full particulars.

The

American Silk Waist Co.

Montreal

VANCOUVER
Water St.

30 St. George St.

WINNIPEG
McIntyre Block.

MANUFACTURING

CLOTH

CLOAKS
MANTLES
SUITS
SKIRTS
WAISTS

THIS IS OUR TRADE MARK

"AMERICAN BRAND."

SILK

WAISTS
SUITS
COATS
DRESS SHIRTS
UNDERSKIRTS

Our silk garments are known to you.
Our cloth cloak and suit department is open to your criticisms.
All our travellers are now on the road, and it is to your advantage to look into our goods.
"American Brand" silk waists have made our reputation far and wide.
The cloak and suit department shall talk for itself.

"THE BEST THAT HAS EVER BEEN SHOWN."

THE CELEBRATED

P.D.

CORSETS

ARE THE RECOGNIZED STANDARD OF ALL

High-Class **Corsets**



They have undoubtedly the largest sale in all countries. This has been reached solely through the merit and high qualities of the goods.

KONIG & STUFFMANN

11 Victoria Square, MONTREAL

SOLE AGENTS FOR CANADA.

Returned August 1/03 see cut Book 10 page 141

SEE OUR FINISH?

Why has the Ladies' Summer Neckwear manufactured and sold this season by The Ontario Neckwear Co., Limited, never remained long in customers' hands?

Answer:—**Neatness of Finish** coupled with **Good Style.** These points are quickly seen and appreciated by the wearers when buying. You are conferring on yourself a lasting benefit by selling our goods, for you make a satisfied customer every time.

Please Remember that our travellers will be out in a few days with a complete line of **Neckwear** and **Belts** for Fall Trade.

You will find, as before, the best to be had in **Style** and **Finish,** and, as we have every facility for prompt delivery, you can confidently postpone placing your orders until you have seen these samples.

Don't Forget that we take the same pride in our men's Cravats, and have a magnificent range for Fall in these goods.

THE ONTARIO NECKWEAR CO., Limited,

Makers of "Sterling Brand" Neckwear for Men and Women.
Also Men's Fancy and Wash Vests.

N. E. Cor. Bay and Wellington Sts., TORONTO.

WHEN IN THE CITY WE TRUST YOU WILL COME AND SEE US.

ESTABLISHED 1826. INCORPORATED 1897.

ANDREW McLEAN CO.

460 Broome Street, - New York.



Trade Mark.

Manufacturers of

Mosquito Nettings and of Linings

in great variety under **The Victor** trade mark.

Victor { **Sheer Linings, Silk-Finished Linings, Crinoline Linings, Canvases, Buckrams, Checks, Etc.**

Special Canvases for Stock Collars and Cuffs.

Victor Foulard Linings { 10-yard pieces and on spools. } For Millinery Use.

MILLS: PASSAIC, N.J.

McMahen, Granger & Co.

Wholesale Dry Goods

LONDON, CANADA

Intimate to the trade that since the total destruction of their stock and premises by fire, they have moved into the larger and more commodious building, formerly occupied by Clark, Vandelinder & Co., 333 Richmond Street, next to The Hobbs Hardware Company,

And are desirous to impress the following three facts:

1st. That the old stock was entirely consumed.

2nd. That the present stock is entirely new and fresh.

3rd. That prices and styles are up-to-date and abreast of the times.

Special attention given to letter orders.

A card will bring a traveller promptly.

CORRESPONDENCE SOLICITED.

LADIES' NECKWEAR

LADIES' neckwear is becoming a very important branch of a drygoodsman's stock, and quite a profitable one as well. The manufacturing houses that cater for this trade have just about finished up what has been on the whole a most satisfactory season in Spring and Summer goods. Many of the firms have largely increased their staffs of employes, in some cases more than doubling them, and new firms have also taken up the business, and yet the unsatisfactory note has been that it has been almost impossible to get orders delivered in time. Manufacturers resorted to every device they could think of—cut out a number of their samples, and finally some firms took their travellers off the road in the attempt to catch up with their orders. This has had its effect on the preparations for the Fall trade, and it will be the end of the month before there will be anything like a representative showing of samples for the Fall trade.

* * *

Paradoxical as it may sound, the collarless fad has been a direct benefit to the neckwear trade, as many women did not take kindly to it, but compromised on some of the transparent styles of neck dressing that have been in such great demand whenever the weather was favorable to the wearing of the same. On cooler days little stocks of linen, basket cloth, madras, pique, etc., were almost universally worn, and there has been an immense business done in this class of neckwear from 25 cents up. The better lines have sold quite freely as well, for if a neckpiece was only pretty, stylish and becoming there seemed to be no hesitation about paying the price asked.

WASHABLE NECKWEAR FOR FALL.

THERE is quite a possibility of washable neckwear selling well this Fall, and all Fall lines include samples thereof. These are stocks in linen, cheviot, basket cloths, etc. Cotton waistings are selling so extensively that it is expected that washing stocks will also be good property. About the little embroidery and lace-stitched turnovers, and turnovers and cuffs to match—there is not the shadow of a doubt as to the place they will take for Fall. They are selling freely wherever shown and will be one of the strongest features in neckwear lines. The hot weather put a stop to their sale, as they are not very suitable for wear when the temperature begins to climb, as heat and perspiration soon causes them to lose their dainty freshness, but with the advent of the cooler Autumn days they will be very much in evidence.

Among the many novelties in turnovers are those which show an introduction of color. The floral part of the pattern is in pale pink, blue, ecru, etc., and the rest of the collar in white. Then there are the embroidered bands with a ribbon run through and pendant tabs in the form of leaf or flower, etc.

The turnovers and cuffs to match are expected to sell well this coming Fall, and there is an immense variety of patterns shown. In this class there is nothing smarter than the turnovers with fancy tabs in lace stitch seroll effects. It is truly wonderful to see the complicated patterns that are shown, and difficult to believe that it is machine work, as these little scrolls, while retaining the neatness, show none of the set formality that one associates with machine work.

In high-class lines drawn-work still holds supreme, and dainty turnover collars of sheer linen, with very fine and intricate designs, cannot fail to appeal to the most fastidious. The Japanese are entering the field in this kind of work and are producing some beautiful goods and at a reasonable price. In this class should be mentioned the shaped flat stock in embroidered and lace effects, mostly with the smart single tab, but also with the double tabs. These come in all grades, and in all prices to suit the depth of any lady's pocket, and are seen in the cheaper Swiss effects and also in the daintier St. Gall and Plauen goods. These promise to be among the most popular neck dressings, and in the better grades are quite expensive.

White and creamy white seem to be the leading shades, though ecru and linen shades are still shown; but from what has developed so far white, or just off white, seems to be the best style.

LACE COLLARS.

THE large lace collars such as were shown in the illustrations in our last number have quite caught the popular taste, and even now the supply is not equal to the demand. The stole is in evidence in most of those shown. Some are slashed at wide intervals and others are pointed at the front, back and on the shoulders. Besides those all of one lace many are inset with medallions of another lace, batiste, taffeta or mousseline. Many of these collars are sold as imported, but the neckwear manufacturers are working them up into novel and striking effects. They are lining them with silk, running them with ribbon and otherwise ornamenting them.

FALL STYLES.

AS in Spring, there is no decided novelty to chronicle in Fall neckwear; and it seems at present as though there would be no departure from the well-defined lines again this season. Those designers who have visited Paris and New York have brought nothing back that is startling or original; but though the element of novelty is wanting there is no end to the pretty and stylish models that are seen. This perhaps is an advantage to the trade, as there is not so much uncertainty as to "how it will take." New York says that the stock with the single pointed tab is beyond question the favorite style, and Canadian houses are showing some very smart effects after this model.

Embroidered effects in bright colors are being put out, and the trade is closely watching them to see what impression they make.

One of the notable features in the new stock is its slimness, and as all neck dressings must give this effect, linings and stiffenings are reduced to a minimum.

All the new stocks for Fall are thin. This is their distinguishing feature. They fit closely to the neck and are so cut that they accentuate the long lines. This is the effect sought after by stylish dressers, and it is well to keep this fact in mind when buying stocks. They must be thin and fit well in to the throat, or otherwise they will look thick and clumsy. This points to chiffon and mousseline-de-soie collars, though not to the use of foundations, but the stocks are of chiffon, etc., with colored bindings and incrustations of lace, and are kept from wrinkling by the perfect cut and small stays of featherbone. This class of collar seems to be one of the leading ideas for Fall.

Taffeta is, as usual, a leading fabric, and there is a pale silvery willow green in this silk that forms the foundation for some of the most attractive stocks shown. Besides this green the usual shades are seen—pale blue, turquoise, pink, nile, etc.

In high-class lines mauve is well shown, but this is always a fickle color with the general trade. Whatever the color or material that the stock is made of, lace, in medallion or in narrow galoons, forms a part of the trimming, and it is the finer St. Gall effects that are used, and in white more

Early Fall Styles



L 325
Fancy Moire Stock, in assorted colors, to retail at **25 cts.**



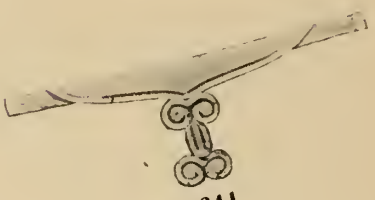
L 344
Taffeta Stock, with Medallion Trimming. A Trade-Winner, to retail at **50 cts.**



L 340
Hand-Work Turnovers.



L 343
A very showy Silk Novelty.



L 341
A New York Fad.



L 337
Fancy Silk Stock, with Mexican Drawn-Work Trimming.

The Ladies' Neckwear Department
Deserves a Prominent Position in **your** store.



L 339
White Silk Stock, with Colored Silk Binding and Heavy Lace Trimming.

Without an assortment from our Range your stock will be incomplete.

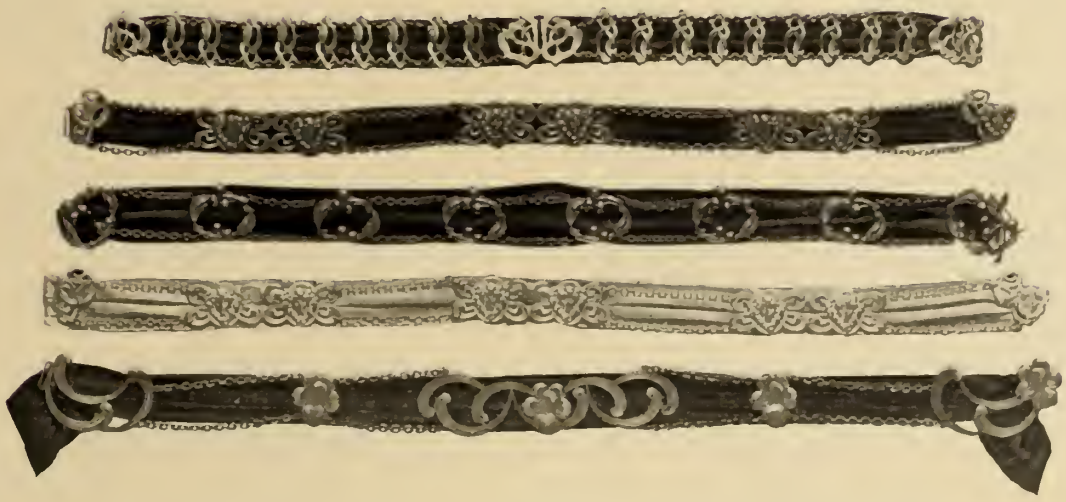
E. & S. Currie, Limited

58-60 Wellington St. West **TORONTO.**

Girdles

THE

Fall Fad



Our range of Belts contains several leaders to retail at 25 and 50c., as well as a full line of higher priced styles, including a handsome assortment of Girdles which are to be a feature this Fall.

Letter Orders Filled Promptly.

E. & S. Currie, Limited

58-60 Wellington Street West, **TORONTO.**

frequently than ecru or Paris shades. White, ivory and cream, it goes without saying, retain their place in the color scheme. There is a limited showing in scarlets and reds, but the trade is awaiting the verdict of the retailer before going in very strongly for these brighter tones. Faggotting and drawn work stitches in heavy silk are much used in ornamentation on silk stocks, and narrow velvet ribbons, with here and there a steel bead, form one of the prettiest of the new trimmings. There is quite a fad in the United States for severely plain, strictly tailored black taffeta stocks. They are made to appear very thin and soft, and there is a noticeable absence of stiffening in the collar part. Black and white effects are again freely shown. Bindings are considerably wider this season. In the 25-cent lines white and colored moirettes take the place of taffeta, and some pretty effects are shown in this material.

LARGE LACE COLLARS.

TOO much stress can hardly be laid on the present vogue of large lace collars, indeed some of them might be termed capes, as they reach over the shoulders and half way down the waist. These are handsome additions to any gown and there are many inquiries for them for the Fall season. They come in all kinds of lace, both heavy and fine, and in all sorts of combinations of lace and other materials. Many varieties in shape too are shown, and therefore they adapt themselves to all kinds of figures. Batiste and linen and all kinds of hand-worked stitches are introduced, and the collars are simple or elaborate according to the price paid for them. They may be of lovely hand-made lace, such as limerick, cluny, maltese, etc., or in batiste tucked, accordion pleated and lace incrusted. Some very striking effects are in the colored renaissance laces with embroidered chiffon insets. Teneriffe wheels form some very effective collars. The smaller collars have often stole ends.

These shoulder collars seem likely to have a long run and colored effects in laces and embroideries are in vogue on them. Silk ribbons of the necessary width for collars are ornamented with stones and pearls in a bizarre fashion. Stones of low value are, in some cases, mixed with those of greater merit until really the collar seems to belong rather to a jeweler's store than to a dry goods establishment. Ornaments to come just under the chin are shown in a variety of elegant styles. The ornamental ends are, in some cases, effectively finished off with fringes.

Black and white effects are good in collars. Printed designs of black lace on white muslin and applique patterns of white lace on black muslin will be trimmed with silky ruches of white, black or mixed black and white satin. Splendid ostrich collars with long, beautiful plumes round the back of the collar will be seen. Some of these will be retailed as high as $100.

Lace stoles are very popular in high-class trade, but for Fall they are worked up in combination with ruches or feathers, or, better still, they are appliqued onto a foundation of satin or some fancy material. Marabout stoles are showing in Paris, and are most popular in white and white shaded with black. There are many ostrich and marabout boas in the better trades, and they are either black or white, or the latest is to have them dyed to match the costume. They are all flat and like the fur stoles in shape. A noticeable boa was of white, downy marabout, the tips of which were dyed black, and this black tip was gradually shaded up into the white.

A BIG DRY GOODS DEPARTMENT STORE.

W. H. SCROGGIE will soon have one of the largest department stores in Montreal, and arrangements towards this end are now going forward. Mr. Scroggie has felt for some time that the accommodations afforded him in the present store are not adequate, and has decided to take in the old Queen's Theatre adjoining his store. This and the stores beneath it will be razed and a building erected which Mr. Scroggie promises will be one of the architectural features of the city. The work is now under way. The present store will be remodelled to suit the new four-storey structure.

This old Queen's Theatre was once Queen's Hall, the fashionable concert hall of Montreal in days gone by. Before that the block was owned by Sir Hugh Allan, who used it for business purposes. At one time on its site was one of the finest residential blocks of old Montreal. As the new store is to be one of the architectural beauties of the city, the site is likely to remain a landmark, as it has been in the past.

W. H. Scroggie's store is not an old one. Its present proprietor, who is comparatively a young man, started in business only a few years ago, but his remarkable aptitude for big enterprises had its result in a very rapid growth in the business. During the past two years his business has increased 300 per cent. A good deal of this is doubtless due to Mr. Scroggie's advertising. He uses all the Montreal dailies, and every day interesting, readable advertisements appear in his columns. The window's of Scroggie's are also a feature. An expert window-trimming staff is employed, who never fail to produce splendid effects, perhaps the most artistically trimmed in the city.

AN ADDRESS TO GARMENT MANUFACTURERS.

At the banquet held during the Chicago convention of the union-made garment manufacturers of America in July, R. C. Wilkins, Montreal, delivered an address by special invitation. This association is composed of the leading manufacturers of garments in the United States.

A NEW PARTNER.

Mr. O. Letourneau, for a number of years connected with Mr. A. McDougall, of A. McDougall & Co., wholesale woollens and tailors' trimmings, Montreal, has recently been admitted as a partner in the firm. Mr. Letourneau is still a very young man, and this mark of recognition on the part of his former employer is a well-deserved tribute to his business integrity and worth. Mr. Letourneau is to be congratulated upon his advancement.

A PROSPEROUS FIRM.

John Dickie & Co., general merchants of Pickering, are showing the marks of prosperity. Growing business has necessitated the enlargement of their premises. This was accompanied by extensive improvements, and now the firm can proudly point to one of the finest and best-equipped country stores to be found. The firm also intend to instal an acetylene gas plant in the immediate future. Mr. Dickie reports the crops good in his district and business prospects very promising.

A UNIQUE FIRE PROTECTION METHOD.

An ingenious device is used by Hodgson, Sumner & Co., Montreal, to protect their warehouse from fire from the outside. This consists of a curtain of water produced by a number of pipes so arranged that in case of there being fire in the vicinity of the building the water can be turned on, protecting the entire building. The idea is a good one, and is particularly useful in St. Paul street, where, owing to the narrowness of the street, there is much danger of a fire spreading from one building to another.

STEPHENSON'S



THE ALL-WAYS READY

Skirt and Waist Supporter

WITH ADJUSTER.

Sells at sight. No sewing required.

Retailed for 25c. complete.

Manufactured by

Brush & Co., Toronto

DRY GOODS NOVELTY.



THE

Ingersoll

American Watches.

RETAIL PRICES, $1.25 to $2.50

ARGUMENT.

We now offer a practical time piece for the Dry Goods Trade of Canada, and base our statement upon the following:

First—It is absolutely guaranteed to keep accurate time.

Second—It stands rough usage and does not get out of order easily, making it the only watch for dealers outside of the jewelery trade to handle, and also making it a practical one for sportsmen, boys and all men who give a watch hard usage.

Third—Its low price and high quality insure a tremendous sale, which we further augment by furnishing many handsome advertising devices for your store.

Fourth—Last but not least, these watches offer a handsome profit. Price cutters are not supplied.

Sold by several leading Dry Goods Jobbers of Canada. We will tell you who they are upon request.

Trial Offer—To any Dry Goods Merchant who will write to us upon his business letter head and inclose 75c. we will send a sample watch (duty not paid) and our catalogue, so that he can test its accuracy and durability.

INFORMATION ON REQUEST.

ROBT. H. INGERSOLL & BRO.

51-53 Maiden Lane, - - - NEW YORK, U.S.A.

THE

'PIRLE' Finish

Indispensable for the Open-Air Girl.

"LADY'S REALM" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will **remain unspotted** and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."



REGISTERED TRADE MARK

"Madge" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer.

"The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

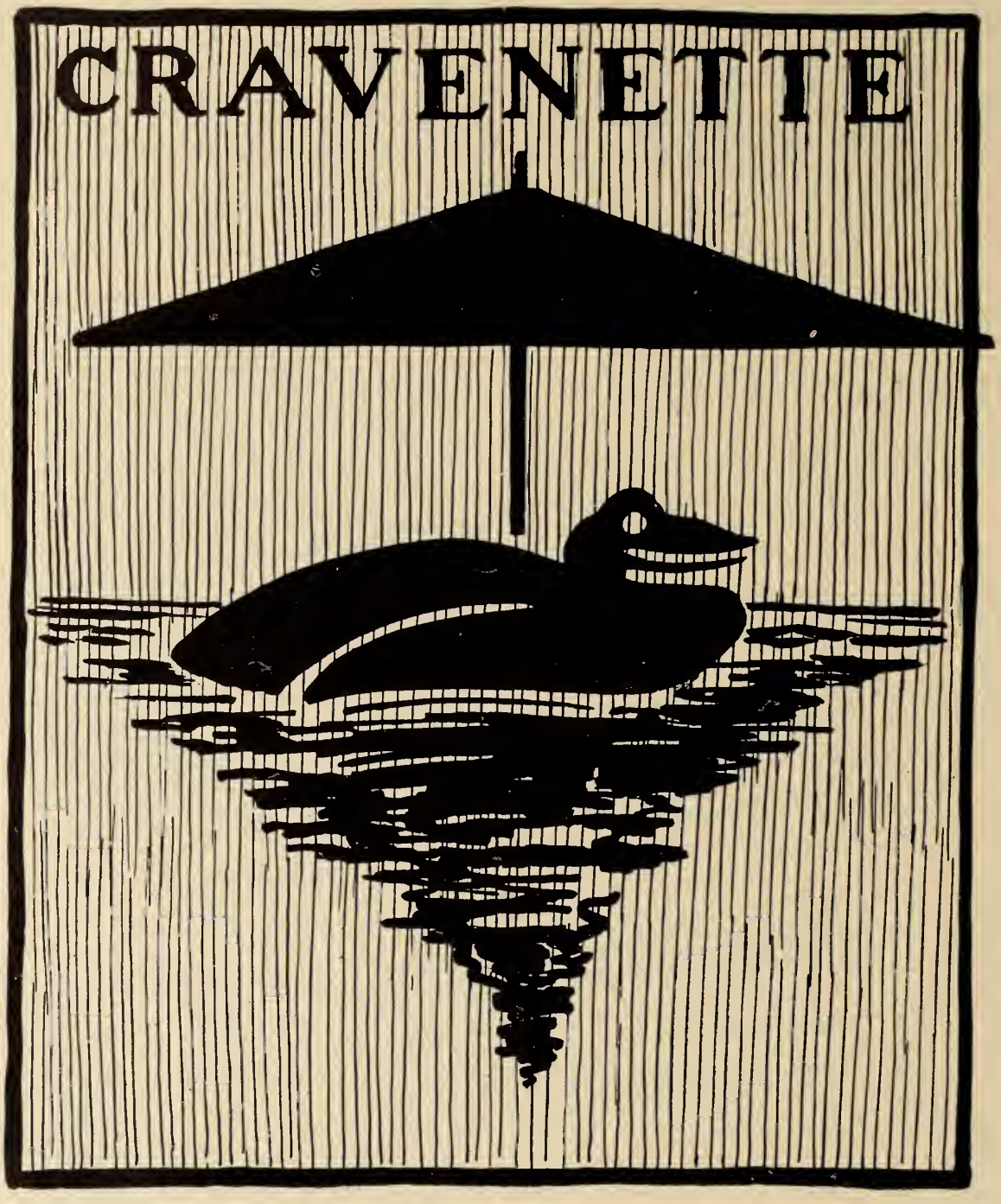
TO BE OBTAINED FROM THE LEADING IMPORTERS,

or full particulars from

E. RIPLEY & SON, Limited,

100c, Queen Victoria Street, LONDON, E.C., ENGLAND.

CRAVENETTE



For . . .

RAINCOATS

For LADIES and GENTLEMEN

All genuine Cravenette Cloths have this trade mark stamped on them.

PRIESTLEY'S CLOTH "Cravenette" RAIN PROOF

GREENSHIELDS LIMITED 1903

SOLE AGENTS

MONTREAL VANCOUVER

DRY GOODS REVIEW

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Other Countries, - - - - - - - - $3 a year.
Single Copies, - - - - - - - - - 20 cents.

Invariably in advance.

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Are based on $35 a page and will be furnished on application to Mr. A. B. Caswell or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

MONTREAL AND TORONTO, AUGUST, 1903.

A SATISFACTORY TRADE FEATURE.

IT is gratifying to observe the class of dry goods, garments and trimmings that are purchased in Montreal, Toronto and other Eastern Canadian cities by buyers from Western Canada. Nothing but the very finest goods will satisfy them, with a small sprinkling of the very cheapest lines for a class of customers that must be supplied but to whom the Western merchants do not cater.

It would not be surprising to find that in a new country, settled presumably by poor people, cheap goods, particularly in the matter of wearing apparel, would be most in demand. Money, however, is plentiful in the West among the poorer people, as compared with conditions in Eastern Canada. The American and English people too are accustomed to ask for the best quality of goods, and a great many of them are living in Manitoba, the Northwest Territories and British Columbia. But the native Western Canadians themselves are also purchasers of the best rather than the cheapest. This is not only in dry goods, but in groceries, hardware and other lines of merchandise. A heavy trade is thus carried on between Ontario, Quebec and Eastern wholesale houses and the merchants of "New Canada."

This should have a good effect on the trade in the older provinces. Canadian manufacturers and jobbers are encouraged to handle the high-class goods of all kinds, and can gradually cater to that trade in preference to the cheaper trade. Retail merchants, whose customers have been satisfied with any class of goods, so long as they are offered at a low price, can also raise the "tone" of their business to the level of the Western trade with much less effort when the home manufacturers are thus enabled to make a larger amount of the finer goods and jobbers can carry larger stocks of them.

• • •

Energy is the best of all business fertilizers

• • •

EFFECTIVE STRIKING.

STRIKE when the iron is hot. It is profitable. Do not strike in order to enforce arbitrary demands. It is unprofitable. The men who, as employers or employes, are successful are those who are energetic, honest and ready at all times to grasp opportunities when they come to them. Men of this kind are those who employ their minds—who think, who read.

Mere machines are not thinkers; they are operated by thinkers. That is the reason that in the factory, in the warehouse and in the store there is a scarcity of men who think. Not about their grievances. There are too many of these, employers as well as employes. But men who can develop ideas and put them into practical operation. These are the men who fertilize trade and cause it to bud and blossom and bring forth fruit.

Be energetic, honest, and strike when the iron is hot. If you are in a dull town the heavier you strike the more attention will the sparks attract.

• • •

Show competitors your heels—not your teeth.

• • •

THE CRUX OF MUNICIPAL REFORM.

IN interesting themselves in the movement for municipal reform the Canadian Manufacturers' Association have taken a wise course. Aside altogether from the public welfare which good municipal government entails, there are their own interests to protect.

Where inefficiency exists the manufacturing interests of the community must necessarily suffer, either directly or indirectly. Consequently, self-interest alone should be a sufficiently strong incentive to induce not only manufacturers, but business men in general, either organized or unorganized, to lend their active aid to the movement for better municipal government.

The government of a city, town or village is something more than the distribution of perquisites and public funds among the friends of aldermen and councillors, notwithstanding that the facts sometimes appear to successfully dispute this theory. The government of a municipality of any kind is really a business matter, and in its conduct should be characterized by the same executive ability that is peculiar to

the management of a factory, warehouse or store. Because this quality is more marked by its absence than by its presence, the principle is none the less true. We have not the desideratum, because the influence of the business men of the community, and particularly in the large cities, has no potent force. Secret society and party influences are the factors most potent. And one can no more breed business administrations from elements of this kind than one can make pumpkins from potatoes. Like begets like.

At the banquet of the Canadian Manufacturers' Association in Toronto the other night, Professor Goldwin Smith asserted that reform lay in the direction of separating the administrative and legislative branches of the municipal system of government. We are confident that the venerable professor struck the right key. The owners of large commercial enterprises appoint experts to the management o their several departments. This is what should be done in regard to municipal affairs, and this is what we shall eventually be compelled to do.

The system under which we work to-day in large cities like Montreal and Toronto is more adapted to the village system of self-government which obtained several centuries ago in Great Britain than to the conditions as they exist to-day. Consequently, our necessities and our system of municipal government have become as far separated as the poles. The result is the present inefficiency and maladministration. And now, when business men are required most in the administration of municipal affairs, they are the more difficult to obtain, simply because their business, demanding increasingly closer attention, does not permit them to give their time to the details of civic administration. As a result, our affairs have fallen into inefficient and, only too often, into evil hands.

When the duties of civic administration are delegated to experts, the chief obstacle to the participation of business men in legislative affairs of the municipality will be removed and the results will no doubt be soon apparent in the personnel of our civic bodies.

The members of the Canadian Manufacturers' Association have set themselves to the task of bringing these desired reforms about. They are to be commended, and it is to be hoped they will enlist the sympathetic and practical co-operation of business men, organized as well as unorganized, throughout the country.

* * *

It is business heterodoxy to doubt the efficacy of advertising.

* * *

THE BEST ADVERTISING TEACHERS.

THE REVIEW is frequently in receipt of inquiries from merchants asking for advice in regard to this or that school of advertising. The best school for advertising is experience. By watching and studying advertisements in all classes of newspapers and devising schemes and developing ideas of his own, any intelligent merchant can in time become fairly proficient in preparing copy for his advertisements.

Advertising schools in some instances may be of some help, but as a rule they are not to be recommended for supplying what experience only can attain. Successful advertising writing is something more than theory; it is a practical matter.

He who would be a successful advertisement writer should not only endeavor to be original, but should make a close study of good trade and general advertising journals. They are the best text books. They are the best teachers.

* * *

Business adversity is sometimes the result of antiquated perversity

* * *

THE BURDENSOME TRANSPORTATION PROBLEM.

ONE can scarcely lay too much stress upon the importance of the transportation problem. It certainly transcends all other problems that are to-day demanding attention in Canada. The manufacturer, the merchant, and the farmer are all concerned, and concerned vitally, in its solution.

The character of the customs tariff is of great import. But when compared with the question of freight rates it is of secondary importance.

In Canada to-day, we are suffering from both excessive and discriminating freight rates. Probably in no country are they as pronounced. It is true that this is a country of magnificent distances. But our own railways carry freight originating in the United States at lower rates than they charge the shippers in this country for much shorter distances.

For example, lower rates of freight for export are accepted on merchandise shipped west of the Detroit river than on that which originates east of that river. Then we have the assurance of shippers in the Great West that it is cheaper to consign goods to Australia and from there back again to certain points in Canada than to ship them direct to point of destination.

Business men in British Columbia declare that excessive freight charges are retarding the development of that province more than any other adverse influence. We have been assured by firms concerned that freight charges on certain lines of manufactured goods are from 15 to 20 per cent. higher to the sea port from points in Ontario than from points in the United States approximately the same distance. In regard to local freight rates the condition of affairs is even worse.

Rates from points in the United States to points in Canada frequently discriminate against the Canadian manufacturer to such an extent as to more than wipe out the protection which the customs tariff accords. It will thus be seen that both in the home and on the foreign market the Canadian manufacturer is placed at a disadvantage as compared with his confrere in the United States on account of discriminating and excessive freight rates of our own railways.

We have the power in our own hands to remedy any defects there may be in the customs tariff, for the Government is the expression of the will of the people, and when it refuses to conform to public opinion it can be overthrown, but with excessive and discriminating freight rates, we seem practically unable to do anything, in spite of the fact that up to June, 1902, we had aided the railways of this country to the extent of $233,000,000.

We are hoping much from the railway commission for which the business men of this country have for many years been patiently waiting. It is to be hoped that our waiting has not been in vain. If the commission, when it comes into existence, is weak, it must be strengthened by further legislation. The inequalities under which shippers of various kinds labor in Canada must be removed no matter how many amendments are required to make the Act efficient.

The railway problem must be solved. Self preservation demands it.

Trade-Demoralizing Job Lots of Dry Goods.

THE Customs Department has for some time been wrestling with a phase of the import trade which cannot be but interesting to the dry goods trade of this country. It is in regard to the importation of sacrificed job lots from the United States.

The home manufacturers of waists, corsets, and some other lines of dry goods and of window blinds and boots and shoes have been much perturbed because of the extraordinary low prices at which imported goods in those lines have been bought by the department stores in Montreal and Toronto.

The attention of the Customs Department having been drawn to the matter, an investigation was made. As a result of this investigation it was found that there were manufacturers and wholesalers in New York, and other United States cities, who made a practice of selling job lots of various lines of dry goods for export at extraordinary low prices. For example, a line of goods would be sold on the home market at a certain price until a certain day. This price ensured a big profit. At the expiration of the stipulated period, a new line would be placed on the market to take its place. Then the old line would be marked down to a certain figure for the export trade.

Frequently this figure would be 50 to 75 per cent. below the original selling price. Many of these job lots would be bought by the representatives of Montreal and Toronto department stores. Not infrequently the purchasers of these goods have been able to retail them at figures actually below the cost of the raw material employed in their make-up. THE REVIEW, for example, knows of one instance where a certain large department store bought window blinds at $1.45 a dozen, fixtures, tassels and everything complete.

It is estimated that could they have been brought in as raw material instead of in a finished state the Customs Department would have received a larger amount of revenue than it actually did. This gives one a good idea of the low prices at which the goods were bought and also shows the unequal kind of competition that the manufacturers, wholesalers and retailers in Canada have sometimes to contend against in regard to foreign goods.

On discovering these facts the Customs Department immediately set about providing a remedy. To add on the usual 10 per cent. which is customary in order to appraise the goods at the market value obtaining in the country from which the goods are imported, would obviously have been but a drop in the bucket. Finally, however, instructions were given to the appraisers to value all such goods for duty at their intrinsic value. If, for example, the job line happened to be silk waists, the valuation for duty would be based on the market value of the raw material, trimmings and labor employed in their manufacture.

Naturally, there have been a good many protests against this method of valuation. In some instances, importers have paid under protest and demanded a merchants' appraisement as provided for in the Customs Act.

As its name implies, the merchants' appraisement is made by two merchants who are conversant with the particular line of goods affected, with an arbitrator appointed by the Minister of Customs. We learn from an official source that in every instance the award has gone against the importers and in favor of the Department. Most business men, we think, will be pleased to know it has.

It will no doubt be gratifying to the trade to know that the Customs Department has taken the matter up with so much energy and with so much success. The quantity of job lots of dry goods which has of late been imported into the country at such extraordinary low prices must have been to the injury of the retail as well as of the manufacturing and wholesale trades. The retailer, therefore, is concerned in the efforts which are being made to curtail a description of competition which was beyond his power to meet.

It is not so much a matter of protection as of justice. No one would try to protect the home manufacturer from fair competition. Fair competition is invigorating: it prevents lethargy, and causes the development of newer and better ideas for doing business. But the competition such as we have described is destructive, and by no stretch of imagination can it be termed anything else. To allow its continuance would simply be as unbusinesslike as it would be absurd. Then, besides injuring our own industries we are accessories after the fact in aiding and abetting the manufacturers in the United States who use Canada as a dumping ground for their job lots to unnaturally maintain prices in the home market of the former at the expense of the manufacturer of similar lines of goods in Canada.

* * *

Those who are following in the wake of competitors will have to wake up if they are ever to win success.

* * *

CANADIAN FUNDS ABROAD.

THE last official monthly report in regard to the chartered banks of the Dominion shows that in call and short loans and in current loans an aggregate of $60,000,000 of Canadian money was invested abroad.

To know that the Canadian banks are wealthy enough to lend their funds to such an extent to foreign countries for commercial and speculative purposes, is no doubt in a sense gratifying, but when these loans are made at the expense of the home money market the gratification is scarcely as complete. The cheaper money is, the better it is for the commercial interests of the country.

When funds are sent out of the country it naturally tends to harden rates in the home market. In Maine, we understand from an American source, a tax is imposed on money which the banks may send outside the state boundaries. One may sometimes question the advisability of such a drastic measure, but there are times when one wonders if a somewhat similar measure would not be perhaps a good thing for the commercial interests of the country.

The banks are public custodians of private funds and when the attractions of foreign markets induce them to be liberal in their investments there the imposition of a small tax for the public good would perhaps not be amiss.

Three Good Things.

KLEINERT'S	HOOKON	FOSTER
DRESS	HOSE	ABDOMINAL
SHIELDS	SUPPORTERS	HOSE
		SUPPORTERS

I. B. Kleinert Rubber Co.

24=26=28 Front St. West, —TORONTO.

NOTICE TO THE TRADE

Due to the delay of the newest creations and **fashions** of the **European and New York** market in Tailor-made Skirts suitable for **Ladies, Misses and Children,** we are compelled to delay the announcement of the newest designs for this issue.

We bring these herewith to your kind attention that we will

have some openers in Skirts in the September number of THE DRY GOODS REVIEW which, no doubt, will be of great interest to our patrons. All Tailor-made Skirts are suitable for **classes** and **masses.** Prices to suit. Our improved facilities in our new building will enable us to execute orders promptly. Correspondence solicited.

New York Skirt Mfg. Co.

8 Lemoine Street - MONTREAL.

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Long Stoles much in Vogue - A Pretty Embroidery Dress for Girls — Features in Tennis and Country Wear Suits A Louis XVI Mantle—Styles in Hats

THE Paris "season" has lasted much longer than usual this year; many people waited in town to accompany M. Loubet to London, but the weather has also had very much to do with it. Since the "Grand Prix," Summer has suddenly come upon us and one has been very glad to take advantage of the fine afternoons to attend the races at Auteuil and Longchamps. Thus the dressmakers, instead of having their usual "fin de saison" sales, have been kept busy creating new models.

• • •

What strikes one most is the number of long stoles that are being worn. Mousseline de soie plisse is the ground



No. 1—Stole, Trimmed Roses.

work of most, but silk, feathers, lace and chenille are all used. A pretty model is made of heart-shaped lace motifs, each motif being surrounded with a double frill of spotted muslin. Another is lined with liberty silk and made of three bands of entredeux cluny lace, having five centimetres between each, interlaced with bands of mousseline de soie plisse. These scarfs are not worn close to the neck, but just across the shoulders, sometimes being wide enough to reach almost to the elbow, or again thrown over one shoulder, the other side being allowed to hang carelessly across the arm. The model No. 1 shows a stole worn with



No. 2—Girl's Dress of Embroidery and Mousseline.

an evening dress. The groundwork is white taffetas, with a deep fringe of white silk, and the trimming is mousseline gathered, and wreaths of small pink roses.



No. 3—Manteau en Louisine Gris Argent.

A description of a good stole effect A costume of white muslin with black feather spots, having two bands of pale blue ribbon, tightly gathered round the skirt. A

very wide scarf in silk of the same shade is draped across the shoulders, gathered into a buckle at the waist from where the two ends fall free, being finished off with a deep fringe of black feathers and chenille. The simple bodice is gathered into the waist; the collar and three large



No. 4—Tight-Fitting Tailor-Made.

motifs in the front are of guipure, and the short elbow sleeves are finished with two plain muslin frills, which is all of the sleeve that is seen below the stole. With this was worn a large black straw hat, drooping front and back, the crown being surrounded with a wreath of pale blue ostrich tips.

* * *

No. 2 illustration is a girl's dress of embroidery and mousseline, the latter being gathered into narrow bands. A bunch of pink roses at bust, from which fall two long streamers of silk ribbon. The hat, which is made of white embroidery and simply trimmed with a wreath composed of pink roses and ribbon, and with a bunch of the roses under the left brim, won first prize at a children's fair in the Bois de Bologne last week. Roses have been much used by dressmakers as well as milliners. A dress of soft liberty silk in the palest shade of pink looked very smart, trimmed with three frills of white lace at intervals round the skirt above three bands of pink roses.

For tennis and country wear, white pique holds its own. The short round skirts are formed of tucks and pleats which fall free at the bottom, sometimes taken from the waist belt, but more often from a waist basque. For tennis, the great chic is to have the racquet case made of the same material as the dress, with the owner's initials embroidered on.

* * *

The mantle, forme Louis XVI. (model 3), is in a silver grey louisine, trimmed with "ruches" of taffetas; a sort of hood is round the shoulders formed of gathers and "ruches." The flowing sleeve is shored over a puff and cuff of guipure. For the coming season tight-fitting jackets will take the place of the sac that has been so popular lately. Here is a new model in habit cloth, mid fawn color, trimmed with bands of the same cloth and nouveau-art buttons. The plain collar and double cravatte are of coarse lace. Most beautiful and extravagant embroiderings are being put on the market for trimming coats and cloaks. Cloth embroidered with many colored silks and sequins and chenille balls will again be used.

* * *

I have not left myself much room to write of hats, but I hope next month to give some Autumn models. The trimming is still, and seems likely to remain, as flat as possible, with the exception of feathers, which, as in the model, are used in bunches. A large picture hat is very smartly and simply trimmed with a bunch of five in the



No. 5—A Picture Hat.

front and a black velvet ribbon band. For the country, a large hat with a scarf of some colored silk to match the costume, bordered with a fringe, is simply draped round the crown, knotted at the back with the ends falling on the coiffeur.

Paris, July 12, 1903.

That Fast Black Hosiery

Hermsdorf Dyed, of course,

Is the kind to pin your faith to when the mercury sizzles and the stocking-wearing world is loudest in demanding "a Black that won't run."

Here it is. You can always prove it by the signature of

Louis Hermsdorf
Dyer

CHEMNITZ, SAXONY.



AMERICAN BUREAU OF LOUIS HERMSDORF,
200 Greene Street, New York City.

Selling Office of HERMSDORF BLACK MERCERIZED YARNS:
JOSEPH J. DE LONG, Wool Exchange Bldg., New York City.

TOYS

DOLLS NOVELTIES

Our New Catalogue

almost ready. It illustrates and describes the largest and most up-to-date Toy Department in Canada.

Our Travellers

are all on the road with Fall and Holiday Samples.

Nerlich & Co.

146-148 Front Street West,

(OPPOSITE UNION STATION)

TORONTO.

FANCY GOODS

THE months of June and July are the slowest months of all the year in the wholesale houses, and with the exception of the trade in souvenirs, it is the same in the retail store. The slowness in the supply house is merely in orders, however, as it may be called the busiest time if the work done is considered. Until the last two weeks of July most of the travellers are in, and busy night and day on the preparation of samples for the Fall business. To the travellers who carry sixteen or eighteen trunks the task is enormous, and yet a great part of the labor and worry consists in the selection of the samples to be carried from a stock of thousands of new or old lines.

• • •

The preparation of the catalogue is a task of no less proportions, and takes months to complete. Here, too, a careful selection must be made, so that the new and most catchy articles are shown. By means of the catalogue many trunks are saved the traveller, as, by means of illustrations, almost as much is sold as from the sample. This year, at least, one firm is adopting a plan that does away with the necessity of carrying such a line as handsleds, by illustrating each sled in colors. The size of the toy stock this year is one of the most difficult branches to handle in both catalogue and sample trunk, and only a small idea of the immense variety can be gained from either.

• • •

Many of the travellers are now on the road and the orders coming in show that merchants expect no diminution in the demand. There is nothing particularly startling in the business being done, except that better lines are in demand, but there is no decline from last year. The evidences of that are sufficient to please any merchant and wholesaler, and as good a trade as last year will be considered a successful season.

* * *

In toys the variety is numberless and the cheapness of several lines, combined with their attractiveness, should make this a banner year. From the cheap five-cent animal on wheels, which comes in a complete ark collection, to the more elaborate mechanical whale which swims around and spouts out water, and the chauffeur who zig-zags around and blows a horn, there is a choice that will please any child. Of mechanical toys there is no end. Gymnasts, automobiles, merry-go-rounds, dancers, mice, horsemen, fiddlers, etc., all do their act with a turn of the key. Some of the newest things are, a man at a piano who plays when wound up, a windmill that turns and is climbed by a man who climbs down again with a bag of grain, Santos Dumont and his flying machine, a clown walking on his hands, a boy on stilts and another swinging clubs, and hundreds of others that will delight thousands of children during the happy Christmas season. And the wonder of it all is that they are so cheap.

• • •

Celluloid has been worked up into so many different forms and articles that a list of fancy goods made from it would include almost everything in the line. The old time workboxes, glove and handkerchief boxes are still ready sellers, but combined with these, there now come the most beautiful baskets woven of celluloid strips, elaborate photo frames, pictures and colored sketches framed in celluloid, pin and trinket trays made of the thicker pieces and celluloid finished in imitation of any other material.

• • •

A very attractive and saleable line of goods made up in celluloid is the imitation stag horn novelties such as toilet cases, manicure sets and boxes for collars and cuffs, and gloves and handkerchiefs. The staghorn toilet articles, brushes, mirrors, etc., have been quite popular, and the new boxes are an almost perfect imitation and will no doubt sell freely.

• • •

The craze for automobiling and the interest which every child evinces in a horseless carriage is taken advantage of in the production of numberless auto toys. These carriages come in as many styles as the genuine article and are as eccentric in their conduct. Some run zig-zag, some straight ahead, some in a circle; in some the chauffeur blows a horn, in others he pulls the lever, in others his arms turn with the steering wheel as it zig-zags. A few have a party on board, but most contain only the driver. One comes trailing down a long curved track, and all are good imitations.

• • •

A new game that is shown is called "pit-pat," to imitate the sound of the balls as they strike the table. It is a combination of ping-pong and handball and consists of a table at the end of which is a board fixed up like a handball board. The game is played with ping-pong rackets and balls, and the rules of handball govern. Other games will appear as the Fall approaches, and already favor is being shown the styles that are on the lines of billiards and pool.

• • •

In leather goods there has appeared a small purse for use in hand bags. This purse varies from about the size of a half dollar to three inches square and in price from 60 cents a



Hand Bag Purse.

dozen to $1.40. It comes in all colors of leather and in imitations of all the more expensive materials. Some have small flowers pressed in silver and others are embossed with floral designs.

• • •

A new hand-bag called "The Chainless" has appeared on the market. As the name indicates, it is chainless, but possesses a very good substitute in a stiff metal handle which presents exactly the appearance of a chain. It has already been proven that the public will demand it. On this bag, as well as on the older ones, a novel clasp takes the form of cuff buttons. Another clasp is two camels lying down, the heads forming the snap.

• • •

While some are busy with the preparation of the travellers' samples some others have been spending months on the catalogue. This is an apparently never-ending task, and this year, with the new lines, its size has increased. To obviate the handling of too many and too large samples, the catalogues will contain illustrations of many things done in colors. For instance, one firm has a section devoted to the illustration fo sleds with the tops in all their colors. The same method is adopted in the case of certain lines of crockery.

HYMAN A. ABRAHAMS & SONS, ENGLAND.

MESSRS. Hyman A. Abrahams & Sons, 65 and 66 Houndsditch, Bishopsgate, E. C., London, England, have got some splendid selling lines to offer to the Canadian trade, chief amongst which are writing-cases, despatch cases lovely solid leather dressing cases, blotting cases, etc. It would take a column of this paper to enumerate all their departments, many more of which will be seen in their ad., but we would like to draw attention to some remarkable values they are offering in English hair brushes, clothes brushes, up-to-date assortments of solid oak ink-stands, and many novelties in the way of smokers' cabinets, stationery racks, cabinets, etc. We would advise all buyers who may be on the other side of the water to be sure and call over to see H. A. Abrahams & Sons' show. We have seen an attractive catalogue of theirs, and advise Canadians to stock some of their English-made goods. It will pay all round.

VEST POCKET PUNCHING BAG.

A toy that is much more than a toy—a necessity for the home gymnasium that has limitless possibilities for fun—such is the dual charm that is the basis of the great popularity of the new punching-bag, the Agnota. It delights the children, at the same time developing their muscles. It strengthens the delicate boys and girls, while providing them with the most fascinating sport. Interest in it grows with proficiency, and the greater the speed attained, the greater the benefit derived. There is no small boy who will not want one, and no boy or girl of any age who will not be physically stronger for using one.

It is a very simple device—just a bag of very light but strong rubber, which may be inflated to any reasonable size—nine inches giving the best results. To this bag is attached a strong rubber cord, adjustable as to length, with finger loops of braided tape at the end. It is this adjustable cord which makes it possible to increase the speed, and it is this increasing speed which makes the sport so fascinating and so valuable physically.

Whether intended as a toy or as an exerciser, one of the Agnota vest pocket punching bag's strongest bids for popular favor is its compactness. The entire outfit weighs less than two ounces and can be carried in the pocket.

It is a necessity to every home gymnasium, and a valuable addition to every play-room. The price is twenty-five cents at retail, and the merchants are making attractive window displays of this new entertainer and active seller.

THE BROWN BROS., LIMITED, TORONTO.

WE have heard of "horseless carriages" and "chainless bicycles," but the latest is the "chainless wrist bag." As everyone knows, the wrist bag idea has always been a bag with a chain, and the more chain the better the bag, but now a new idea is put on the market; a wrist bag without a chain, but instead a shaped metal handle made of the same material as the frame and of the same finish twisted to represent rope, or of some other fancy design. The general effect is very pleasing and is very commendable to The Brown Bros., Limited, who are always on the lookout for new ideas. Another line being shown by this firm is a fitted wrist bag of the regular chain and frame pattern and being fitted with a small mirror and vinegarette and purse all to match frame and bag.



This firm has still another line of wrist bag fitted with a small coin purse with small case made of leather to match the bag.

All of these lines are of their latest output but are only a small portion of the immense variety of good things shown by The Brown Bros., Limited. This firm makes a point of keeping abreast of the times, and as a consequence they may be depended upon to have anything that is in any way recent to the Canadian market.

TRADING STAMPS IN DEPARTMENT STORES.

THE invasion of trading stamps into the big New York department stores which have recently adopted them is probably a more important matter than the majority of people have yet realized. If the use of this method of distributing premiums should become as universal in New York as in Buffalo and other cities west thereof, the local trade situation would become serious.

In Buffalo, for instance, not only do the retail dealers of all classes have to give stamps with all purchases, but one of the local papers prints a stamp on the ear of every copy issued, and has thereby acquired a tangible circulation.

In addition to trading stamps, the coupons and certificates of the United Cigar Stores have been copied by nearly all of the larger and independent dealers, and the warfare is fierce.

Two facts would impress the interested observer during the past Winter and Spring. One is the diminishing interest in trading stamps as he progressed eastward from the lakes and the other is the numerous combinations of dealers in small towns in several states whereby they have overcome the necessity of using trading stamps at all.

It is estimated that the use of trading stamps involves a cost to the merchant of about 4 per cent. on his entire gross business, although it is highly probable that the big merchant obtains a perceptible reduction.

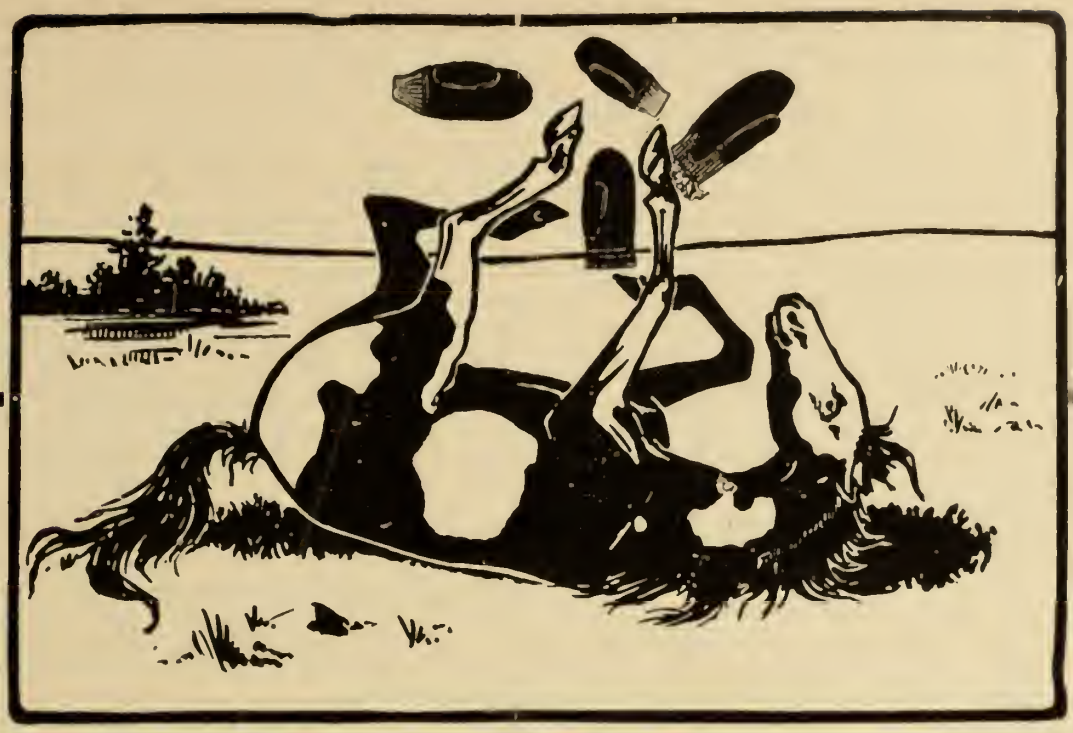
This, however, is a positive addition to his other advertising expenditures and is a literal tax on his business. It must also be remembered that in the heat of competition a double quantity of stamps is frequently offered, and sometimes more.

This makes it practically certain that the four per cent. basis is not too high, as the stamp people find it to their manifest interest to stimulate competition to the highest degree possible. Thus, the merchant often finds that he is greatly exceeding the expected cost of the service but it is too late to withdraw.

The stamp scheme has been in vogue in East New York, Greenpoint and some of the other outlying districts of Brooklyn for several years, but it was not until the Siegel-Cooper Co. took it up, to be followed by other department stores in both boroughs, that it commenced to assume serious proportions.

I was in a town of about 15,000 population, up the State when the first Siegel-Cooper announcement appeared, and showed it to a very progressive local merchant, asking his opinion of the departure. He gave it freely but I will not publish it here—I only hope his judgment was not correct.

Some department stores have taken the "bull by the horns" and announced that they give no stamps, but give cash premiums in reduced prices. This sounds logical to the business man, but will it be as big an inducement to the average shopping woman as the parlor lamp which she "gets for nothing"?—Printers' Ink.



There is no Juggling With Facts Like These.

"Pinto" Shell Cordovan leather is the toughest-wearing, best-selling mitt and glove leather in the world.

Made from the hide of the Western Bronco, tanned and dressed by our own exclusively controlled process.

No oil, no mineral, just vegetable. Cold proof, boil proof, crack proof, scorch proof—soft, pliant, dry.

Thousands of dozens of pairs on order for Fall, and still coming.

Hudson Bay Knitting Co.

Warehouse in WINNIPEG.

At their new factory MONTREAL.

WHITE GOODS

NEW lines of samples in ladies' underwear for the Spring season of 1904 are now in course of production, and soon travellers will be on the road again. The general prosperity has had its effect on the whitewear trade, and it certainly is a growing one in Canada. The past season has been very satisfactory to both manufacturer and retailer as a whole, but like all other branches of the making-up trade, though wages are considerably higher, help is very difficult to obtain. The American practice of dumping surplus stock of washing waists and whitewear is considerably complained about, and although conditions would not seem to warrant it, some extreme price cutting in the home trade is being resorted to, but taking the season's business as a whole, the whitewear trade, both from manufacturers' and retailers' points of view, has been very satisfactory.

* * *

While a certain class will always favor hand-made lingerie, in spite of, or perhaps because of, its price, they are of no moment to the general run of trade, except as far as the styles used in the make-up of the hand-made garments affect those ready-made, but that an increasing number of well-to-do people are buying the machine-made goods is proved by the larger quantities of fine lawn, batiste, handkerchief linen, nainsook and dimities that are now made use of. Embroideries and laces of equal fineness are used for trimmings, and effects similar to those on hand-made models are obtained at a materially lessened price. For the general run of trade, too, there is a demand for finer and better materials, and the cheap goods made of heavy cottons and with cheap trimmings are by no means so prominent in the trade as they were a few seasons back. Good times are responsible for this change in a measure, but the growing popularity of the ready-made garment with a class that once made their own, as well as the educating of the popular trade in the policy of buying better goods, has also had its effect.

* * *

A complaint has been made to THE REVIEW that the whitewear manufacturers are extremely slow in adapting their patterns to the prevailing styles in outer garments. That season after season, though trimmings are right up to date, the cut of the skirts, corset covers, etc., never varies. Whether dress skirts are worn tight or flared, or there is an extreme dip and fullness at the waist, or a modified style of both, the corset cover is just on the same old lines. One manufacturer met this by saying that as his firm have to make samples so far ahead they could not know what styles in outer garments were going to be, but as the cloak, skirt and suit makers are now beginning to study Spring styles, the whitewear people are not so much before them.

* * *

High-class garments in underwear have for some time been shown with darts, and tucks taking the place of gathers, and so cut that all possible fullness was eliminated; but how many samples of drawers and skirts designed for the general trade have shown this feature? There is a much modified dip at the waist and very little fullness in the pouch in front now, but how many of the new models in corset covers will follow these lines?

* * *

In the lingerie blouses shown this Summer one cannot help being struck with this feature: So many elaborate and pretty styles were seen with a tight old fashioned sleeve that was totally out of keeping with the rest of the waist. Some few makers showed the correct large sleeve, and certainly did a big business with it. Just how many sales were lost, and how much price-cutting on expensive waists this unfashionable sleeve was responsible for can never be known, but it is surprising that when our manufacturers are so enterprising in other ways and the goods made by them have so many excellencies they should overlook this important point.

* * *

The chemise gown is again to the fore for Fall, and many charming variations will be in high favor. Many new models have a watteau back and a flounce at the foot. In high-class lines what is known as the neglige or wrapper gown is being shown. These gowns are made in fine materials, elaborately trimmed, and are full and flowing. In cheaper grades, the chemise gown with the half-sleeve is expected to be a good seller.

Empire gowns with hanging and puffed sleeves are shown, and there are many high-necked gowns shown as well. Many yoke effects in embroideries and in tucked and lace-trimmed styles are also good.

* * *

It may be news to some that there is a better demand for chemises, but that is the case. Combination effects, such as chemise and drawers, corset cover and skirt, are still well looked for. Many of these are made of finer material and depend for their smartness on the sheerness of the goods rather than upon trimming elaboration. A narrow beading and edge with a ribbon run through forms quite a favorite decoration on these garments.

* * *

The popularity of the long hip corset has created a demand for drawers that fit snugly around the hips and waist, and those of the latest cut are darted in front and far around the sides. A new style for stout figures in the United States has a wide band that fastens around the edge of the corset. Lace-trimmed ruffles and combinations of lace and embroidery are used for trimming.

* * *

White washing skirts are taking the place of silk ones in the better grades. The newer styles are sharply gored, or if they have a band they are well adapted for the style of figure they are intended for. Many of the new skirts shown have a deep ruffle finished with a flounce or flounces of embroidery, lace-edged, and lace and embroidered motifs and incrustations are all to be used. As many as five rows of narrow valenciennes lace are sewed together for a frill and used to trim the bottoms of skirts, etc.

* * *

Judging from the lovely and novel designs and patterns in embroideries, we ought to expect some extremely effective styles in ladies' underwear. Embroidery manufacturers have surpassed themselves this year, and the novelties they have put on the market should have quite a marked effect on all whitewear garments. Besides embroideries, cluny and maltese lace are well used both in the real and imitation lines. The blind embroideries, though yet shown, are rather out of it except in some of the newer patterns.

In the United States mention is made of the use of footing for trimming underwear, and it is said that lavish use is made of this style of lace. Drawn work is also spoken of as a trimming on some lines. The bands, motifs and medallions in imitation of Mexican drawn work are also most favorably spoken of.

* * *

Women's pyjamas are the last word in underwear lines in the United States, and it is said that the demand for them is steadily growing. The cheapest are made of chambray, but more expensive ones are made of fancy flannels, China silk and flannelettes. The coats are the same as those worn by men, and the trousers are made in bloomer style, and with an elastic at the waist. These pyjamas are retailing in New York for 95 cents and up, according to material, and are severely masculine in cut.

More Than Profit
to be gained by selling

PERRY'S
FASHION
UNDERWEAR.

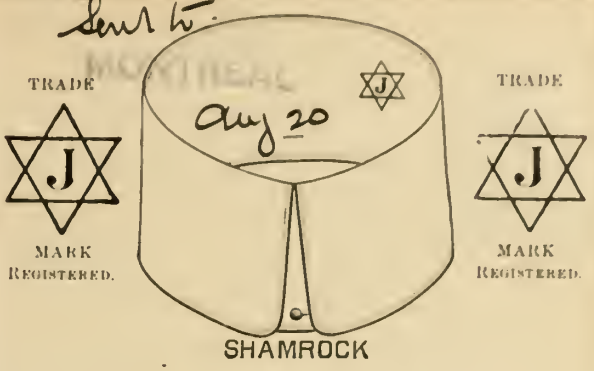
It wins for your department a good name—a reputation of supplying an article which may be depended upon—and the profit is good, too.

We sell through the wholesale, and we want you to bear in mind "Perry's, of Hamilton," when looking over samples.

ASK TO SEE "PERRY'S"

The G. B. Perry Knitting Co.

Park Street N., HAMILTON.



FOR THE COMING FALL WE ARE PREPARED TO SHOW YOU ALL THE LEADING STYLES IN COLLARS

Stock Complete

IN EVERY HEIGHT.

RUBBER COLLARS A SPECIALTY

THE CANADIAN UNDERWEAR CO.

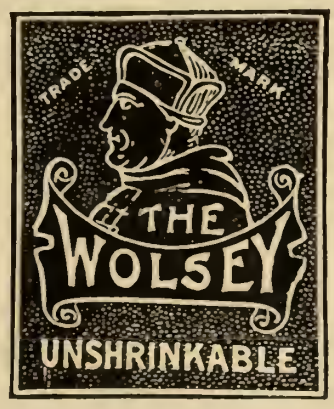
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MONTREAL.

"WOLSEY"

The Best Unshrinkable Underwear In the World

FOR MEN, WOMEN AND CHILDREN.



BEST IN EVERY WAY

Make, Fit, Style and Price.

Every garment bears this trade Mark, without which none are genuine.

Every Single Garment Guaranteed Positively Unshrinkable.

May be had from Leading Wholesale Houses.

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S. Lennard & Sons

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Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

28 Wellington St. West, TORONTO, ONT.



RAW FURS, BEESWAX and GINSENG.

CONSIGNMENTS SOLICITED.

A large stock of dressed skins always on hand. **Persian Lamb, Grey Lamb, Minks,** a specialty.

HIRAM JOHNSON

494 St Paul Street, · MONTREAL

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a Special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager,

Dry Goods Review,

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SOME SNAPS IN FURS

FOR EARLY BUYERS:

Persian Lamb Coats, Mink trimmed, short fancy shapes, each **$105.00**

Alaska Sable, very fashionable this year, in a splendid selection.

Electric Seal Coats, German Otter trimming, each **$20.00**

Fur-Lined Coats, Chinese Mink lined, German Otter collar and lapels. **$22.00**

Minks, Martens, Persian Lambs, etc., splendid stock to choose from.

Samples sent free, express paid to **probable** customers, on application.

Write for full particulars.

A. J. ALEXANDOR,

504 St. Paul St., MONTREAL



THE FUR SEASON

is with us once again. Good times will cause an increased demand for this class of goods.

YOU KNOW US. We have the best and fullest lines of everything in **furs, cloth caps, robes, etc.**

OUR TRAVELLERS WILL WAIT ON YOU in September for sorting orders, or write us direct. Write for our new illustrated catalogue and price list.

JAMES CORISTINE & CO.

Coristine Bldg. MONTREAL

FURS

FURRIERS are all making extensive early showings of furs, and the advance business so far, particularly in high-class furs, has been most satisfactory. Americans touring in Canada are good customers to our furriers, as they find that furs can be bought here to better advantage than in the United States. The sharp increase in the price of almost all furs seems to have no effect on the volume of trade so far. This is perhaps because Dame Fashion is particularly favoring furs, and a fur neckpiece is almost a necessity with the present style of dress. Furs will be the height of elegance this coming Winter and the new styles are both picturesque and becoming.

NOVELTIES IN FURS.

NOVELTY is a leading characteristic, not only in the make-up, but also in the furs themselves, this season, and many furs are being used that have never been exploited before, or it is so long since they were in use that they are quite a novelty to the majority of the trade. Leopard fur, with its beautiful spots, is the most noticeable amongst these new furs, and is so striking that it makes its presence felt. Very handsome are the sets of stole and muff of this fur. Jackets are made from it, but are not quite the success the smaller pieces are. The fact is that this fur is rather overpowering in large masses.

Moleskin is among the new candidates for popularity, and promises to occupy pretty much the same position in the world of fashion that grey squirrel has taken in the last two seasons. This fur is blue-grey, short-haired and glossy in appearance and soft to the touch. The skins are small, about half as large as a man's hand; so it will easily be seen that the cost of making up will add greatly to the price of a moleskin garment, and both on account of the novelty as well as the labor required in sewing these small skins together, coats of this fur will be expensive. For this reason muffs, cravats, stoles, etc., will be the forms in which moleskin will be most seen. The color of the fur is a fashionable one, and as this is a skin that, on account of its short hairs and pliability, should be suitable for millinery use, we shall probably see it on stylish hats before the season is over. Few furs attain an extensive vogue without an imitation being put on the market, and this has already been done in the case of moleskin. The imitation is the skin of the common rat. The rat skin is clipped and dyed so that it is like moleskin in color, but it is impossible to give it the same glossy sheen and softness peculiar to the latter. However, the imitation is likely to take well, only furriers prudently suppress all mention of the source of the fur to their customers.

Baby seal, undyed, is another striking fur that is only seen so far in neckpieces. A large stole that showed the cape effect so fashionable now had a muff to complete the set. By the way, this stole had a new feature that should take well in this climate. It had a straight, narrow neckband of the fur. This fur is just the color of a soft, downy, yellow chicken.

Undyed lynx is another fur that has come to the front this season. We have been familiar with the dyed blue lynx, but this year the undyed fur is the smartest.

Russian pony coats are again shown both in the long and in the short pleated varieties.

Among the less expensive furs monkey comes as a novelty. This fur has been worn before, but that is so many years ago that it comes before the trade as a new fur. Some smart coats are made from this fur, and in Paris they are trimming it with ermine.

It would seem as though beaver was coming back into fashionable use, and some lovely coats are now showing in this soft rich fur. Beaver does not lend itself well to the combination styles that are the vogue at the present time, but looks best when it is self-trimmed. The handsome passementerie ornaments now in use look remarkably well on this fur When beaver is good, nutria it safe to be worn, and in the small furs there are some pieces showing.

In the striped furs kolinska is being used both as a trimming and in the stoles and neckwear lines.

As the price of the furs we have long been accustomed to are now so high, and fur is so much worn, it is a matter of necessity that new furs that will sell at a more moderate rate should be introduced. Not only are these furs used in the natural, but many others are dyed and worked up in imitation of the better known furs; the working up of these furs is a rapidly growing branch of the trade.

PASSEMENTERIES AND LACES ON FURS.

AS the season opens up and styles become more developed, the use of handsome passementerie ornaments, cords, frogs, etc., is seen to be more and more extensive on all fur garments, particularly on capes, cravats, stoles, etc. Furs are trimmed with silk and jet drop ornaments, fringes of silk and chenille, jewelled buttons, and buckles, ribbon belts and back buckles, as well as lace incrustations and flounces.

As almost all of the new neckpieces are flat, having the fur only on the outer side, considerable thought is given to the linings. Rich brocades and striped pompadour satins are used. Some of the stoles that broaden out into a cape over the shoulders have the cape piece of point-de-venise, renaissance, Irish point, or other heavy laces lined with black or some dark, rich satin and a broad band of fur on each edge. The stole ends are also of the fur. These are handsome, the rich lace, satin and fur having a pleasing effect.

CRAVATS.

THE cravat, though not so much shown at present as the larger pieces, bids fair to become one of the smartest styles that has been introduced for some seasons past. It is made with a stock collar and tab ends that knot over on left side or in front. Some cravats have a bow and ends. Ermine, squirrel, moleskin, or any short-haired furs can be used for these cravats. A pretty ermine one had a straight, round collar with two straight tabs, six inches long, and white silk cord ornaments a little longer. A squirrel cravat had insets of ermine stars on the tabs and jet ornaments.

THE MOLESKIN.

THE moleskin, which now reaches the fur trade, is that of the German Maulwurf (snoot-digger) which is found plentifully in all parts of Germany and other northern countries. Its skin has been used since time immemorial, and moleskin vests and caps were extensively made by the kurschnerlads in the reign of Louis IX of France. The mole is an insectivorous mammal (Talpa Europea) distinguished by its cylindrical body, almost spherical at the rump and coming to a point at the snoot. Little of any neck or what may be taken to represent the junction of head to body can be defined, and the only breaks in the appearance of the cylinder are the hand-shaped front feet and the short hind legs, which, with the snoot, are of a flesh color. The fur which covers the entire body closely and densely does not permit either eyes or ears to show. Although its subterraneous life does not require the mole to see, and to outward appearances, it possesses no eye, that organ is nevertheless developed and not alone capable of being used, but aids its possessor above ground almost as perfectly as in the case with animals which do not burrow.—Cloaks and Furs.

DRESS GOODS

FEATURES OF THE TRADE

THE wholesale trade is now busy shipping Fall goods that were bought early in the season. Travellers are now on the road with complete lines of Fall samples, and orders are still coming in freely. The crop reports from all centres are most encouraging, and these reports are having a stimulating effect upon the dry goods trade. The cool weather in the early part of the season somewhat interfered with repeat orders for Summer goods, but this has been made up for by the heavy sorting orders that have been received since the weather changed, and July has been a very busy month in the dry goods houses. Wholesale houses are now closing out Summer goods and preparing to swing over exclusively into the Fall trade.

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In the retail trade clearing sales on all Summer lines are now being held, and special efforts are being made to get rid of muslins and other wash lines. Of course, the few lines that are staple are not being sold at cut rates, but extreme patterns and odd designs are marked down to prices that make a ready sale.

FALL LINES.

REPORTS of what is selling for Fall are considerably colored by the stocks that the wholesale houses are carrying. The house that has a strong line of zibelines report that they are undoubtedly the most wanted goods for Fall; while another house that has gone in for other effects are equally certain about the position of their goods. The fact is that all fancies are selling well for Fall. They are all united in one respect, and that is the position of the Scotch homespuns and tweeds in the season's dress goods showing. In two-toned grounds, in brown and in dark green, or blue illuminated with bright nubs of mohair in contrasting colors, they are as smart as they can be. On mixture grounds in these tweeds, appear indefinite over-checks in unobtrusive two-toned nub effects, and these cloths form a stylish link between the rough-weave novelties on the one hand and the smooth surface cloths on the other.

The varieties of effects in zibelines are seemingly endless, and though some of them should be classed as doubtful and handled with caution, others are so attractive that their popularity is in no shadow of doubt. The dark shades with white hairs in blues, browns, greens and black are expected to sell well. Mohairs, both plain weaves and fancies, are favorably reported on, and retailers are ordering freely the staple colors in black, navy, mid navy and cream.

As a class between plain and fancy materials are the sheared zibelines and the nub effects in piece-dyed goods. Though fancies are the leading feature of the trade this season, there is a steady volume doing in plain weaves. Broadcloths were never more popular, and cheviots are not far behind, though the sale of friezes is not expected to be so great this season as in the past. There is a strong feeling for smooth-surfaced goods; and satin cloths, soliels and similar fabrics are expected to make their appearance some time not so far in the future.

VELVETS.

THERE seems to be a deal of confidence in the position of velveteen in this market. Towards the end of the Winter season and in the early Spring last year velveteen, or, as the French call it, "English velvet," was well worn, not only for waists, but also for the whole costume, and it is generally known that any style that comes out strongly late in one season is pretty sure to be a leader the season after, and the trade is talking velveteens strongly for this Fall. There have been great improvements in this fabric of late years. There is not the trouble with the pile rubbing off, and many firms of dyers guarantee that their dye is fast. Velveteen makes both a handsome and useful suit, and is particularly well adapted for children's wear. In Paris they are now showing walking suits of white corded velvet trimmed with white and gold.

An attempt is being made to have the surtax rulings altered re velveteens. It seems that the cloth is made in Manchester and Oldham and then sent in the grey to be dyed in Germany, and importers here are trying to obtain some concession because of the English origin of the cloth.

Blues, navys, browns and greens are the popular colors, and there is quite a strong feeling for grey—that is, in gunmetal, platinum, silver, etc. Metal prints are again showing for the Fall season.

CANADIAN SILK-WORM INDUSTRY.

THE culture of the silk-worm and the manufacture of spun silk may shortly be a new industry in the vicinity of Montreal, to be established by Mr. Andrew Villani. Already a start has been made, some thousands of silk-worms' eggs imported from Italy now being hatched, and Mr. Villani looks forward with no small degree of confidence to the results of his enterprise.

Chinese and Japanese worms will be employed, as well as those from the Pyrenees, and hybrids of all kinds. Chinese-Japanese hybrids yield the white silk. A light yellow comes from the Japanese-European hybrids, and deep yellow from the Pyrenees varieties.

In this connection it may be mentioned that the silk producers of Lyons, France, are now making experiments

with a view to obtaining silks already colored in the desired shade from the silk worm. Mulberry leaves were treated with neutral red of antidotalaine, with methylene blue, and with picric acid, which is sometimes used as a yellow dye. The worms ate the leaves so colored and began themselves to take on the same color in their bodies. Red and blue silks were thus obtained, and from the worms which had eaten the leaves treated with picric acid white and orange colored silks were obtained.

SILKS.

TAFFETAS are undoubtedly in the lead for Fall, and few fancy weaves are selling. The broche designs are those most in favor. But the vogue of light wool blouse materials and the cotton waistings is having a material effect on the trade in fancy silks. Crepe de chene, louisines, and other soft weaves, are good for waists, and colored taffetas are in use for the drop skirts under the veilings, etc., but this outlet is not so large in the medium trade, as it is the practice to make the skirt of one of the numerous mercerized cotton linings and only the flounces of the silk.

MONTREAL DRESS GOODS TRADE.

THE travellers for most of the wholesale houses are now on their holidays, and orders have in consequence dropped off greatly for Fall goods, but there is still a fair business doing on repeat orders for Summer stocks. The Summer dress goods trade has been remarkably good, and not a wholesale house but can report a percentage of business considerably over last year. In more than one house the dress goods department has done the best season's trade in its history.

* * *

Repeat orders, as we have said, are fairly good still, and what with filling the retailers' requirements for these as well as for Fall orders, the wholesale staffs are kept hard at work. In some cases it has been necessary to work over time, and the usual closing up at five o'clock throughout the Summer months has had now and then to be discontinued. While repeats are coming in for almost all classes of the fashionable Summer dress materials, there is rather more demand for poplins, voiles, ediennes, crepes de Chine and fancy waistings, than for other goods.

* * *

It is apparent by the demand that the various snow flake effects in costumes will lead all else. These have sold very well, at any rate, and all patterns from the fine specks to the largest white splashes have been taken equally well. Shot tweeds have been moving out freely, and, of course, zibelines are in good demand, some very rough effects having been among the best sellers. Scotch plaids in zibelines have come up to expectations in point of sales, though this is a class of dress goods always more or less limited in demand. Hopsack suitings with some houses have been received with much favor, selling rather better than was expected of them in some quarters. Venetians, meltons, camel's hair effects and knop cloths, all are receiving their fair share of attention at the hands of the trade. Velvets and velveteens have done well. The metal printed velvets have grown considerably into favor since last season, and increases in sales are reported by all houses. One firm sold 50 per cent more of these metal prints this year than last

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The very strong position of all woollen goods is wisely taken advantage of by the great majority of Canadian retailers. Most wholesale houses have lines which they offer at lower prices than they could possibly give on repeat orders in their woollen goods, and these are being heavily drawn upon by the trade. French woollens and cashmeres are very firm, and there are no indications of lower prices for some time. The agents of the French houses have been here during the past couple of weeks, and they report cashmeres 25 per cent higher in price, and strong at that. Manufacturers who have their stocks are very fortunate indeed, for those who must purchase at present prices will be troubled to make a profit on their goods.

* * *

Silks are also firm in price, though some jobbers have been lucky enough to have made some good contracts. Taffetas, as usual, sell well, and in other colored silks, louisines and China silks are among the leaders. There has been a good demand for peau de soie, duchesse and tamaline silk. Black moires also have done well. The demand for lustres in white, black and cream has been one of the features of the season. A very large quantity of these goods has been sold, and repeat orders on them are heavy.

* * *

While not much is known about the Spring dress goods, a good deal can be surmised from the trend of fashion and from foreign reports. A Montreal firm imported heavily of mauve silks, as a shade that would take a leading place among Fall colors. While they have not been disappointed in the sales of it for Fall, there seems to be the impression that it will be in Spring, 1904, when mauve will reach its height of popularity. Whites are expected to lead in Spring, with navy blues and fawns following closely. Jobbers also think well of reine, a dark cerise shade, and jacqueminot. Pongee and linen shades, while they are expected to be in favor again in the United States, are looked upon doubtfully by some Canadian importers. There is bound to be a sale for them, however, among certain classes, who, as a dress goods buyer says, always follow a year behind the fashion. Some mention is made of green in various shades, but, as yet, no great attention has been given to this color here.

* * *

One of the Spring silks shows a small black and white pattern, forming a grey effect, which is very attractive. Crepes, voiles, and other light materials, will again be worn in preference to the mannish modes of a few seasons ago. White lustres are also expected to be good. On the new voiles some very small speck patterns are shown, an innovation which is likely to be favorably received. Other materials also show these minute patterns, while in some there are checks as large as ¾ x 1 in. Chiffons are looked upon as likely to be favorites among the light Spring dress materials, and there is some feeling for organdies.



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Zibelines
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All our Fall Friezes were bought before the heavy advances in wool and our prices to-day

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TORONTO.

DRESS ACCESSORIES

LACES.

IN the fancy dry goods houses business for the present season is pretty well over, and all thoughts and preparations are for the coming Fall. Many buyers are still abroad, and until their return we shall get no complete report on Fall novelties. The coming season promises to be a splendid one for lace, and all kinds will sell. Of course all kinds will not be equally fashionable, but many kinds will go just because they are lace—and lace is the vogue. All the trade knows how buyers from this side of the water throng the June races in Paris, seeking there the latest ideas which are modified or developed into designs intended for the rest of the world.

Laces and trimmings were lavishly used on all dressy gowns seen at these functions, and then the epochs we are now taking our dress ideas from are remarkable for the wealth of laces and trimmings used. Buyers are very enthusiastic about woollen yak laces for Fall. These are in maltese and torchon patterns, and frequently have a little silk introduced to emphasize the pattern. These laces are particularly favored in black, and they are also shown in colors. In a few staple colors, as navy, etc., they might be stocked, but the safer, though, perhaps, more troublesome plan, would be to do as the many New York houses have done, that is to send a piece of the material with the lace and have it dyed to match. This would mean that all goods could be matched, and there would be no danger of a left over stock of colored laces when the fashion comes to an end. In these laces, as in all others, it is the bands that are wanted. There is a demand for the edgings, but bands are the fashionable trimming. Besides these colored laces and laces dyed the color of the gown, there are the laces embroidered in colors, and, newer still, the hand-painted laces. A new woollen lace, called "Shetland," is shown. This is raised and has the appearance of large embroidered dots. A New York paper, speaking of these woollen laces, says: "Everything from the tailor made suit up to the most elaborate ball gown will be trimmed with them." Silk laces are also extensively shown for Fall, both in black and white. Besides the genuine silk, hand made lace of wood silk, or vegetable fibre, is much shown, and promises exceedingly well. It is more brilliant in effect than silk and does not crush. Milliners are making use of this silk lace, and it is talked of as a trimming for the lighter shades of cloth coats. In Paris they are wearing big lace collars in bold and striking designs in this silk. These collars are very beautiful, as they look like a tracery in old ivory, and it will be something of a surprise if they do not take as well here as they have done in Europe.

Though some little doubt is expressed about the continued use of cluny and the heavy, coarse, hand made laces in New York, this does not seem to be reflected here, and the retail stores that have any of this lace on hand are doing no price cutting on it, not even on a remnant length. From Paris comes the news that these laces, in threads which resemble the size of jute or hemp are in favor.

Nottingham is putting out some very creditable cotton imitations of the linen clunys and torchons. In the very low grades they are not so good, but in a better quality, they are a very sightly lace, and it looks as though a large business would be done in this particular variety.

For the general trade plauens will again be strong. The manufacturers in Plauen are adepts in meeting the wants of the trade, and considerable quantities of their new style laces are showing. In the first rush after cluny, Irish crochet and point de Venise have been somewhat neglected, but are now again coming to the front, and in the Fall showings some very beautiful patterns are in evidence—some of them clever reproductions of the finest old hand made specimens.

Nottingham imitations of Paraguay bands and motifs are likely to be a feature this Fall in the lace trade.

From present talk it is the straight bands that are to be favored, though the waved patterns have still their followers. There are some exquisite designs and patterns this season, quite outclassing those of any previous year. In addition to the wide and narrow motifs, side bands and detachable medallions, there are drops or pendants of lace for finishing the ends of stoles, or for use in trimming other accessories. These are in what is known as point marquise, which is a combination of clear ecru and white, in white and in Paris color. There is also an extensive showing of pelerenes, collars and capes, both with and without the stole ends, in point de Venise and in black silk laces. Some of these collars, etc., have insets of other laces, or of embroidered batiste or taffeta.

BELTS.

MANUFACTURERS are showing a choice selection of Fall belts. While the present style of dress continues in vogue a belt of some kind or another is a necessity and there is quite an assortment of faloric belts to fill the want.

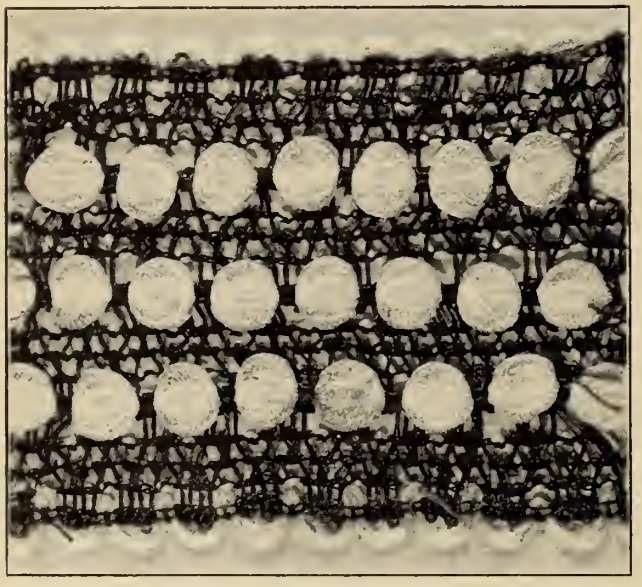
Foremost in most lines are the girdles. In expensive goods these are shown in shaded silver, in lovely floral designs—in poppies, shamrocks, daisies, etc., connected with chains. These expensive goods are well copied in oxidized and French grey metal effects. The usual filling for these belts is a bias band of black silk or satin, as it lends itself better and fits better than a ribbon would do. Other belts have the half girdle effect, the large buckle at the back being connected with smaller ones by pendant chains. Indeed chains are very prominent on most belts this season. The belt is an exception that has not got a buckle at the back, and these buckles are long and curve to fit the waist when they are worn.

There is always a call for a line of belts with black trimmings, and this season this want has been amply met, and some very nice samples in this style are showing. Black satin and taffeta as usual are the regular sellers, but it is anticipated that white taffeta belts will be asked for as a result of the vogue of white in all waist materials.

Dull or antique gilt buckles and trimmings are showing to go with these white belts. All the new belts are narrower, and the tabs, so long in favor, are absent in the new lines.

TRIMMINGS.

IN trimmings, though as yet it is only by indications that we can judge—and Fall lines are by no means complete—it is an undoubted fact that a great season is before us. Tailor-made gowns are returning to simpler lines, and trimmings are not so much used on them; but this restraint is amply made up for by the lavish use of trimmings on the dressier gowns—and every woman must now have the two styles of gown. Among the leading lines are the black silk chiffon embroideries in many elaborate patterns. Fancy braids in varying widths in black, black and white, and white in wood silk are very prominent, and the highest novelties yet shown are in this material. It is more lustrous and not so easily crushed as the genuine silk, but the price is about the same. There are braids shown that are like a row of large daisies that are good, and the zig-zag designs are also popular, and another good pattern we illustrate. It is in black and white, but is equally effective in all white or all black. These are only a few of the effects in which this popular



Fall Trimming in Black and White of Wood Silk.

trimming comes. Separable galoons in lace braids and embroidered chiffon, and colored silk guipure with chiffon insets embroidered with silk dots are shown.

All kinds of cords and pendant ornaments will be strong, and fringes in many varieties and styles are shown. A great deal is expected of fringe trimming, not only in black and white, but in colors, and particularly in grey. All sample lines sent home by buyers in Europe are strong in this colored fringe.

Jet trimmings hold their own, and some of the handsomest separate ornaments, pendants and waist garnitures are in jet bead and paillette work. It is said that very large flitters and nail heads will be a feature.

There is a decided tendency in the new samples to heavier effects in all classes of trimmings. In these heavy effects are garnitures and stole collars in a blending of soft colors with insertings of embroidered chiffon. All kinds of fancy crochet ornaments are said to be good for the coming Fall season.

VEILINGS.

THE confidence expressed by the trade in the chiffon veil was not misplaced, and each day sees a steady advance in the number worn. Brown, perhaps, is the leading color, but blues are not much behind in popularity. Black chiffon veils are not much seen, as they are too funereal looking, but it is generally a colored veil that is worn with a black hat. Pink and mauve are among the novelties. The new chiffon veils are of thinner and lighter texture than those that have been previously worn, and they drape the hat, falling a little below the ears, and just touching the shoulders. The old-fashioned dotted veilings are said to be coming back into use. On many Fall veilings the large chenille dot is seen, and closer together than we have had them lately. Dotted tuxedos are also talked of, and the black and white effects are still popular. The most popular veil for wear with a dressy toilette is of large square meshes in white with a filmy design in the centre and a small chenille dot at each intersection. It is an immensely becoming veil, but not by any means a cheap one.

RIBBONS.

ANOTHER good season is predicted for ribbons, and again the plain varieties will be those most used. Plain taffeta, satin taffeta, mousseline taffeta and double-faced taffetas will all be largely used in the coming season. A very good season is looked for and importers are of the opinion that the better qualities will be taken in larger quantities than ever.

The Spring and Summer have seen a large trade in ribbons, but the present style of wearing a fancy stock collar has cut into the ribbon trade somewhat, and dresdens, warp prints, and other ribbons, designed for neckwear, have been rather slow of sale. That the many cheap and attractive styles in ladies' neckwear have had a decided influence on ribbon sales there can be no doubt, and that neck-pieces will again be strong for Fall is well established; but, notwithstanding this, there will be a great outlet for ribbons. Velvet ribbons are very good again for the coming season, both with the satin back, and with the plain for trimming purposes. The narrow widths are most employed for this purpose.

The foreign manufacturers have put out an unusually large number of novel and artistic effects in fancy ribbons for this Fall. Panne ribbons and plush ribbons will, perhaps, be the most in use. Ombres are again amongst the leading Fall ribbons. The newest are very attractive, shading as they do from dark to light in the same color. Some of these ombres have a plain back of a contrasting color. Exquisite effects in chene ribbons are shown and they are likely to take extremely well. These ribbons have a narrow satin edge in a contrasting color.

Apple blossoms, Autumn leaves and fruit effects in panne on a plain satin ground are other lines of novelties. A large single strawberry on a black satin ground was a very noticeable design in this kind of ribbon. The silk for ribbons is, however, the latest Paris novelty. There are leopard and zebra centres with a wide satin border in all the fashionable shades; then, in this class also, are the ribbons with a panne centre and borders of ermine or miniver.

A novel idea that ought to be a seller is a heart-shaped spool of perfumed ribbon for threading into ladies' and children's underwear.

IMITATION SILK FROM WOOD.

THE American Consul at Stettin, Germany, has a report on wood silk, that considering the present vogue for trimmings and laces made of that material, will, no doubt, be interesting to our readers. He says: "I have seen samples of imitation silk for weaving purposes manufactured from wood. The process is an English patent, granted to C. H. Stearn, 17 Victoria street, Westminster, London. The rights have been sold for the United States, Germany and France. The German plant at Sydowsane, about five miles from Stettin, is at present turning out about 50 lb. a day of skein silk, but this can be increased to a daily output of 2,000 lb. Wood silk is in great demand and the price has jumped from $3.89 to $6.81 per lb.

"The sample shown me was very soft and of a cream color. How this new artificial article compares with the genuine I am unable to say, as it is impossible to get samples or information as to the processes of manufacturing, except that no particular kind of wood is required, and that the pulp undergoes a chemical process, and is pressed through a very fine tube by hydraulic pressure, forming a strand so fine that it is hardly perceptible to the naked eye, 18 of which go to make up a thread."

LACE ON PARIS DRESSES.

THE Summer races in and around Paris are great places for seeing the very latest modes that that gay city can produce, and all buyers from this side of the ocean make a point of attending them, and taking notes of the dresses that are seen there. One of these, who attended the Auteuil races, writes as follows: "A lovely pearl grey mousseline embroidered with large bunches of grass in pearls and steel. The corsage was pure Ruben and trimmed with lovely lace. A lovely creamy satin was covered with most elaborate embroidery, Louis XV. style, and with undulating flounces of Alencon. A white crepe de chene hat; a pleated corsage incrusted with applications of lace. The hat was black lace trimmed with roses de France, and on the white sunshade was a garland of roses and lace. A black mousseline de soie had festoons of fine jet head fringe on the front of the skirt, and lower down were diamond shaped motifs of open embroidery, simulating lilies in black velvet, the stamen represented by fringes of the jet, and all the foliage outlined in jet as well."

PARIS SAYS LACE COLLARS.

"LACES and lace effects are still the fashion in Paris; practically nothing else is shown there," said Mr. L. Stuffman, of Konig & Stuffman, who has recently returned from Europe, where he purchased a large assortment of Fall trimmings. "Ladies' collars in every variety, with and without the stole effects, are to be largely worn, and will still be leaders in Fall fashions. In fact, lace collars will probably be the strongest feature of the coming season. Every woman will wear one, as there is almost no limit to the range of prices, high and low."

Konig & Stuffman have doubled their manufacturing capacity this year, and are now using five storeys of their building on Victoria Square. The extra space will be devoted to the manufacture of Swiss embroideries. The business of the firm, as well as that of their New York associates, Messrs. Muser Bros., has increased proportionately. Both firms are progressing rapidly, and as fast as the demand warrants it they increase their manufacturing capacity to meet it.

TRADE-CATCHING METHODS.

By J. ANGUS MACDONALD.

THE progressive retailer nowadays does some thinking as to how he can add to the effectiveness of his printed advertising. Frequently his thoughts find concrete expression in the form of advertising schemes that start towns and neighborhoods talking.

Occasional advertising schemes are good business bringers. Some of them are foolish.

Here are a few ideas put in operation by enterprising retailers in leading lines of business:

Ed. Xiam, Houston, Texas, put in operation an advertising idea that doubtless proved beneficial to the school children of his town, and incidentally to his own business. He supplied cards to all children who applied for them. These cards were signed by the children and distributed among their friends. The child whose name appeared on a card was credited with two per cent. on all sales made to the persons holding that card. Special prizes were also given to the three children whose cards showed the largest total sales.

The store proprietor shrewd enough to have the school children working for him has a wonderful force working for the success of his establishment. Another instance of where the children were made to take an interest in a store:

In Campbell's store, Pittsburg, Pa., there was an exhibition "of the crowns of the rulers of the world." To pupils of any of the schools or business colleges of Allegheny County two prizes of $10 each were offered for (1) the best essay describing the crown exhibit; (2) the best essay giving the most interesting account of the crowns.

Openings and anniversaries are good occasions to do little business stunts to make more solid a business with its shopping contingent.

On the opening week of Langbein's Milliaery Palace, Chicago, every patron was presented with a 16-in. crystal vase as a souvenir. The Continental, Oshkosh, Wis., celebrated its eleventh anniversary recently by having a band in attendance for two days, and by giving away 3,000 souvenirs.

When President Roosevelt visited Butte, Mon., all the railroads in Montana made a one-rate, round-trip fare to that city. The Symonds Dry Goods Company advertised to refund the entire price of tickets to all visitors who bought goods at their store to the amount placed against their towns in the ad. The amounts ranged from $4 to $35, according to the distance of the town specified from Butte. The names of 56 towns were listed. When the President visited the State of Washington the half of a round-trip ticket from any point within 50 miles was refunded by Storn, Fisher & Lane, of Tacoma, Seattle and Everett, to any person from the outlying country purchasing not less than $10 worth of merchandise in any of their stores.—Retail Advertising.

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Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK.

A NEW firm of hat jobbers in New York recently celebrated their first birthday in a way that will tend to bind their customers more closely to them, and to advertise themselves among merchants they are seeking as customers. The fete was a dinner given to about 100 guests, mostly hat buyers, and the arrangements were as striking as they were novel. Each guest was provided with aprons stamped with the firm's trade mark, instead of napkins, with blue fez caps and papier mache noses. A silver mug at the side of the plate was to be retained as a souvenir. No knives, forks or spoons were provided, but instead scores of waiters did all the necessary cutting, and fingers did the rest. After speeches and a vaudeville performance, the cards of the guests were taken up in a hat and to the owner of the card drawn was given a loving-cup.

A Hat Firm's Dinner

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AN exchange tells the story of a young man who was so firmly attached to a certain make of collar, that he could wear no other, and yet that make having gone out of style was out of stock. Unable to afford more than a half-dozen at a time, he at last hit upon a plan that has been tried often before, but for different reasons. He called on his furnisher and expressed his wants, but was told the collars were out of stock. At noon he telephoned, without giving his name, asking if they had in stock this brand of collar. At night and three or four times the next day he did the same, until a special meeting of the furnishing firm members decided that there was a run on that make of collar. In three days six dozen rested on the shelves of Smith & Jones, and the young man cooly walked in, purchased his half dozen and left the store, with the firm waiting expectantly for a dozen orders over the telephone.

An Unprofitable Customer

* * *

IN New York, men's furnishers are making a specialty of gentlemen's maids. A man enters a store to purchase a tie, but in three cases out of five he is unable to tie it neatly. A female clerk quickly shows him all about it, and the man departs firmly believing he knows it all. In the morning it is a safe wager that he will return, to discover what he had forgotten about it, and again the clerk shows him. These clerks are paid a good salary and mostly earn it, for the average man usually requires about four lessons before he thoroughly grasps the idea. In fact, it is said, many of them never try to ascertain the workings of the tie, but wear some old tie down, and have the clerk tie their new one on before going out. One thing is gained in this style of pleasing customers, and that is that the careless doubling up and shoving into the pocket that such a tie receives, soon wears it out.

Gentlemen's Maids

* * *

THERE has been a strike in Chicago among the laundrymen, and some mean minded man has suggested that therein exists another proof that men's furnishers and the laundries are working hand in hand. His deductions are made from the results of the strike, which has been beneficial only to the furnisher. When a man cannot get his soiled collar laundered, of course he must buy a new one, and thousands of men have been compelled to maintain their supply of clean linen by purchasing a new stock when the old is unfit for wear. The same small minded man may have been influenced in his opinion by the fact that recently a furnisher in Chicago issued a guarantee with his collars, provided they are laundered by any one of the ten laundries named on an accompanying list.

Strikes and Furnishers

* * *

THE Westminster Gazette tells of the travels of a hat which blew off a tourist's head from a train in Sweden last year. Of the man himself, nothing further is known, but the felt hat has become famous all over the north of Europe. An employe of the line picked up the hat where it lay, and, being an honest man, he tried high and low to find its owner. Finally, all local efforts failing, he ticketed it and sent it to the next station, to be claimed by the owner. No such person appeared, and the hat was sent on from station to station, an additional ticket being stuck on each time it set out. Thus it has run through the whole of Sweden and Norway, has been at Upsala and Trondhjem, at Christiania and Goteborg and Malmo, has been sent on to Zealand and Finland, and is now being sent through the north of Germany, covered with labels inside and out. And if it is no longer a fit headgear, it is at all events a remarkable monument of Northern honesty and perseverance.

A Travelling Hat

* * *

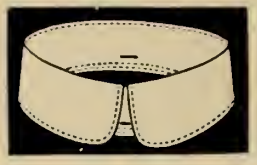
IN the hopes that some readers may be interested in the styles in South Africa, it may be said that reports give broad-brimmed, soft drab hats as the most popular among the white people, with caps of tweed and cheviot a close second. Of the natives, nothing is said, but it is to be supposed that the cotton or grass loin-cloth is the favorite style of trouser, coat, vest, shirt, shoes and stockings; collar and tie, and hat. Quite a large business must be done in these, but a native men's furnisher would have to trust to brambles and fights to create a demand for a new cloth, as Fashion is as yet not rendered fickle by civilization.

South African Styles

ALWAYS AT THE TOP.

TRADE W. G. & R. MARK





Do you know that the trade mark *W. G. & R.* on a shirt, collar or cuff means satisfaction guaranteed or your money back?

Think it over. It's worth while.

When you send a shirt to the laundry you should be able to recognize it when it comes back. Ours come back right.

Think it over. It's worth while.

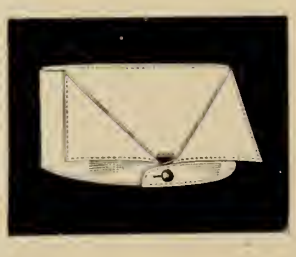
When you sell a customer shirts, collars or cuffs, you want to recognize him again. This brand gives you that chance. It brings him back.

Think this all over. It's worth while.

THE WILLIAMS, GREENE & ROME CO.,
of BERLIN, Limited.

Manufacturers of Fine Shirts, Collars and Cuffs.





SHIRTS AND COLLARS

THE Merchant's Record, Chicago, tells of a novel advertisement at Washington Park on Derby Day. The great grand stand was packed with thousands of people waiting for the first race. Just before the horses were led out, a telegraph messenger boy appeared and crowded his way through the throng, waving a telegram above his head. The boy was small, but his voice was large. "Murray! Murray!" he shouted; "Telegram for Tom Murray!" Somebody was evidently getting a belated "tip" by wire, and everyone leaned forward to catch the name. The owner of the name was not found, and the boy walked along a little further, waving the dispatch and shouting as he went "Murray; Telegram for Tom Murray!" People craned their necks and twisted about in their seats to see who was about to receive the dispatch, but no claimant was in sight. Then the boy puffed out his chest for a mighty effort, and yelled in foghorn tones: "Tom Murray, he—makes—shirts!"

* * *

The New York styles for the Fall season appear to run to colors. Dark grounds and intricate striped patterns, in addition to printed and swiveled goods, will be shown. A new heavy-weight negligee will be the panama, some in widely spaced broad stripes, and others in the narrow lines. Madras will also figure and will have, in many cases, the new turn-back cuff. Many pleated shirts are shown and will sell all the year round.

* * *

Business in collars during the Summer has not been surprisingly heavy. There was a good first demand for hot-weather shapes, but repeats have not been large, nor with the commencement of August is it likely that they will be. Still, reports from most retail sources indicate a satisfactory business so far in the staple shapes, and with the demand for these there is every hope that the volume of business will total up to the usual amount. And though June and July have not been warm enough for the sale of the extreme Summer shapes in collars, there is no telling what August and September may bring forth.

* * *

Meanwhile, the old, old story is going the rounds again that in the "coming season" the fold collar is to be replaced by the straight standing and wing shapes. It has been noticed for some years that this change always is slated for the "coming season." But the happy change never comes with the season. Preparations are being made to supply a good demand for fold collars in the Autumn, and there is little likelihood that there will be any disappointment in sales. Except for a novelty collar now and then, there is practically no change in the fold shapes offered for Fall and Winter.

* * *

An English report tells us something new in the manner of wearing the fold collar. That is, to wear it with both bands inside the cravat. This gives the appearance of a double band standing collar (which it really is), and it is likely to be a fad of short duration.

* * *

Wing collars are likely to be more widely worn in Fall than they have been since their "resurrection." It took a long time to get these collars started, but during the past two or three seasons they have been noticeably increasing in sales. Large shapes in neckwear, too, will be good in Fall and with them the wing collar is always a favorite. Of course along with the wing collar, the standing collar will also be good for Fall.

* * *

A retailer of men's furnishings is now making displays of his Fall shirts. "I'm getting tired of showing my Summer negligés in this kind of weather," he says. So he makes a handsome window display of Fall goods, but they are not selling any better than the Summer lines. The retail trade bought well of Spring and Summer shirts, but in most parts of the country they have waited in vain for their customers to do likewise. Toward the end of June, when the hot weather made its appearance, there was an excellent trade in Summer shirts of the lightest, coolest kinds to be had. This continued up till about St. Swithin's day. That gentleman, however, changed things somewhat, brought in his own particular brand of weather, and the Summer shirts retired precipitately. St. Swithin now and then gets crusty with the trade and makes things very disagreeable, but we have to bear with him.

* * *

Naturally dealers are not very much pleased with sales of light garments, but the cheery ones are by no means discouraged. They count on pretty well clearing up their stocks with two or three weeks of hot weather, which we are very likely to have shortly, unless this Summer should turn out such a freak season as we had last year.

* * *

The wet weather has, of course, given another blow to the men's shirt waist, or coat shirt. This garment, or rather these garments, for there have been many variations in the cut and style of the novelty, has had a hard time from the start. Prejudice nearly killed it the first season, ridicule crippled it the second; last season it was practically frozen out, and now it appears that St. Swithin will down it. But in spite of all this manufacturers are still offering it to the trade, and are prepared to fill all orders. The garment deserved more approval than it received. As an outing garment, or for working in the office, it was very acceptable, but when Chollie and Gussie took to wearing it on the street without a coat, people mistook its uses, and it failed to obtain the favor it merited.

* * *

Meanwhile the travellers have been introducing the Fall shirts, and though there is naturally some tendency to hold off till later, when the bulk of the Summer goods can be disposed of, sharp buyers are making purchases now while the wholesale stocks offer the largest choice of goods. Thus business with the very best of the trade is satisfactory.

* * *

Striped patterns are again a strong feature for Fall, and along with the narrow stripes and delicate hair-line effects shown during the past season or two, broad stripes have come in again, particularly in the heavy weight Fall and Winter negligés. The narrow stripes, however, still

keep the lead. Not long ago it was expected that horizontal stripes would be introduced again with success; but though the introduction materialized, the success did not, and the manufacturers of these shirts had them left on their hands. The public have not become tired of the vertical stripes and small figured patterns yet, and until they do the cross stripes might as well be left in the background.

* * *

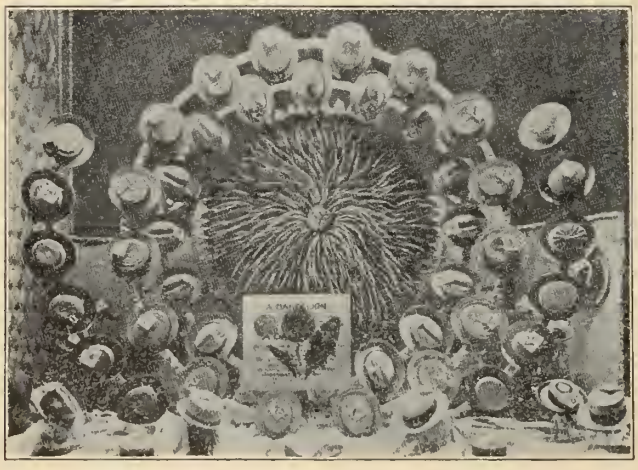
The neat figure designs are again good, and many varieties in the patterns are shown for Fall. The combination shirts, which originated in the United States, are also offered to the trade here for Fall and there is a possibility that they will become among the most popular. In these the bosom and cuffs are of one color and the rest of the garment of another. Sometimes different materials are used. Grey and blue are leading colors in these shirts. Some pink is shown, but with what success it is difficult to say. In the fancy stiff front shirts for Fall there is a variety of patterns and a good range of colors, among them being some very dark shades, which are well spoken of.

* * *

White shirts have sold as usual. A big dry goods department store makes a point of having two prices for the same line of goods in unlaundried white shirts. At one end of the counter are 75c. unlaundried shirts, at the other $1 unlaundried shirts. People who think that the 75c. line must be rather poor stuff and prefer to pay 25c. more and get a little better shirt, pay their money at the dollar end of the counter and get a shirt just as good as that at the 75c end—but no better. The man who knows human nature can always do business in a dry goods store.

HATS AND GLOVES.

A CAREFUL comparison of the sales of the split and sennit among the city retailers leaves one in doubt which has been shown the preference. In some some stores the split has been favored, in others, the sennit, and in a great many, the sales have been about even; in none has one been sold in much larger quantities than the other. Both are in style, and it all resolves itself, then, into a matter of personal preference. In the width of the brim, too, there is a choice of hats, which vary an inch and a half, but the fairly wide brim of three inches, seems to have taken best. All hatters agree in saying that no hat has ever been on the market that has met with such universal approval, or so well merited its popularity. There are many who consider that on this account it will be worn next year as much as this, and it certainly is difficult to see where it could be improved upon.



A Straw Window.

It would seem to be a proof of the falseness of the statements made by "The Dry Goods Review" last month, that panama hats have sold in larger numbers this Summer than ever before. In reality, however, there is no clash, as the opinion was given that less panamas were being worn by the well-dressed men, and its popularity was on the decline. The very fact that there has been such a large sale substantiates the opinion expressed, when it is thoroughly considered. Hatters say that sales have been phenomenal but profits nil. Panamas that last year brought $10 to $12, were this year sacrificed at $5, and a customer has been known to buy as many as eight at a time for himself and friends on account of this cheapness. In New York there are almost no panamas seen, and the trend of fashion has been thoroughly understood by our hatters, who have accordingly offered their stocks at or below cost, in order not to be caught when sales cease. One hatter has sold 400 panamas at $5 within a month, and four repeats have been sent in on the $10 and $15 lines. Another store has rapidly sold out several orders, but all are very careful to order in small quantities and sell at small profits. Hundreds of these hats have gone into the country, where few have heretofore been worn on account of their price, so that it is safe to say that fully three quarters have been disposed of in this way. Good advice to holders of panamas is, to get rid of them at small profits, unless the locality can be depended upon to be at least a year behind the times.

* * *

The part of the straw season has now arrived when prices are very much reduced. Straw hats are a very risky stock to carry over until the next season, as styles invariably change. For this reason hats that at the first of the season brought $2.50, are now shown for $1.50, and are not finding overmuch demand. June and the first week of July is practically the only profitable straw season for the retailer, and he who keeps prices high after that is running a risk of having old stock left on his hands, that next year cannot be given away. With the splits and sennits, however, although, of course, risky to hold, the price need not be lowered to an unprofitable basis, as they will, without doubt, find some demand next year. It is best, however, to dispose of this season's goods and be prepared for whatever next Summer demands.

* * *

A black and white sennit was seen which is now offered at $1 less than the early season's prices. The lateness of the season has much to do with this, but the poor success of this novelty has had much more effect. In many parts of the United States this hat has sold very well, but in Canada it has not been shown any favor. Some hatters predict a demand for it next year, but its oddness and warm, heavy appearance, make it a speculation to any buyer.

* * *

A partial estimate only can be formed of the new Fall styles in fedoras and derbies. As yet hatters are bothering themselves little about new shapes in the future lines on

WARNING

The Manufacturer of the well-known "PREMIER" brand of Ladies' and Gentlemen's Waterpoof Clothing desires to warn the trade in general that a large quantity of job goods have been thrown on the market by an English House, and buyers should be careful and insist on having garments bearing the "PREMIER" LABEL which ALWAYS CARRIES THE GUARANTEE OF PERFECT GOODS, THE BEST THAT CAN BE PRODUCED, AND WARRANTED NOT TO HARDEN.

Cheap Brands are Unsatisfactory and Dear at Any Price.



"AMERICAN" DRAWERS SUPPORTERS WITH CHAIN "HOLD"

EVERYBODY WEARS DRAWERS.
EVERYBODY SHOULD WEAR DRAWERS SUPPORTERS.
WE OFFER THE "AMERICAN" AS BETTER FILLING THE REQUIREMENTS THAN ANY NOW ON THE MARKET.





Sample Pair 10c Postpaid. EXACT SIZE IN "CUT."

"American" has a watch-chain "Hold" feature which is a big advantage especially in the summer when vests are not worn.

Attractively packed one dozen pairs on easel display card. Price 75 cents per dozen pairs.

Order from your jobber or ..... J. V. PILCHER MFG. CO.,
Shipped by express paid upon receipt of price. LOUISVILLE, KY.
For orders $5.00 and over deduct 6 per cent. discount. Makers and Patentees.

GLASSFORD BROS. & POLLOCK, Selling Agents for Canada.

It would be useless

to say that underwear **cannot** be made as good. Certain it is that no underwear is being offered which has the merits of

Plain Knit,
Elastic Ribbed,
Fleece Lined.
All sizes.



TIGER BRAND

Eiderdowns in a variety of Shades.

The Galt Knitting Co. Limited.

GALT, ONTARIO.

account of their anxiety to get rid of their Summer stocks and Spring felts. A glance over a few Fall lines, however, reveals a more staple shape in the derby than existed this Spring. The wide flat brim will not be seen, but a good curve appears, and the crown is of medium height and round top. There promise to be many wide-brimmed high-crowned fedoras, after the style of years ago. At least it may be said that in the Fall and Winter offerings there will be a more decided lack of conspicuousness than existed even during this Spring.

* * *

In silk hats there will be no radical change, unless it is the more gradual curve in the brim. In England the crown will have more of the bell shape, but nothing of that is noticeable here as yet, although the English hats have not yet been placed in stock.

* * *

The United States styles for Fall run much like ours in the derbies—the high rounding crown and well turned up brim. In fedoras a large trade for Fall is always done there in pearls of different shades, and this Fall promises to be no exception. Browns have not sold well, but their future is yet a little uncertain, and some predict a good sale for dark browns. Dunlap has brought out a pearl derby, which will be sure to go the way of all freak hats.

* * *

Gloves for the Fall will take on the rough harness-stitched style that was started this Spring. The street glove will be a loose, heavy appearing one in which all stitches and seams will be the most prominent part. This style somewhat modified had a very large demand this Spring, and its sales have encouraged the manufacturers and dealers to indulge in a still heavier glove. Of course this has nothing to do with the dress gloves in grey, which are of necessity neat and tight fitting. The button will be favored on all high-priced goods.

* * *

The hat display shown has a large dandelion in the centre made of yellow crepe paper upon a bowl-shaped frame. Behind the petals were a number of incandescent lights, which gave a very pretty appearance at night. The other framework is simple of construction and was made from box lumber.

UNDERWEAR AND HOSIERY.

AN event which every hosiery retailer had better be prepared for is the advance in prices that promises to take place soon. The advance in cotton which has taken place and the further anticipated advance in the cotton yarns will affect certain lines, while the firmness of wool prices and scarcity of yarns will raise the other lines. No serious increase has taken place in these goods for some time and yet the demands of organized labor have increased the cost of manufacturing so much that prices for the finished goods must go up.

* * *

During the past couple of Winters the popularity of fleece-lined underwear has been on the decline, for the reason that men who perspire aver that it will not absorb the moisture, and also because a very popular article must have its reaction. Still, there are many who have stuck to it and swear by it on account of its softness next the skin and its warmth. In the United States also there was a decline, but sales for this Winter have shown that it has come back decidedly into favor, and indications here point the same way. Prices are higher than before, and less, perhaps, of the cheap garment to retail at 50c., are being manufactured.

* * *

Natural wool goods, as usual, lead in the heavy garments and medium weights, but there is a good future for fleece-lined undersuits as well. There is some prejudice against the fleeced goods in some quarters, and it is often reported that sales are dropping off greatly, which is taken as an indication that it is going out. But, however this may be, it is not long before the demand springs up again, and for the coming season, fleece-lined undergarments hold a leading place.

* * *

Linen mesh must not be overlooked for Fall and Winter, that is, the real linen-mesh garments, not the cheap imitations that are now so numerous on the markets. While this class of underwear has its uses in Summer, its greatest value is thought by many who wear it the year round, to be recognized in Winter, being a protection against colds such as no other undergarment affords. It should form part of every well-ordered stock.

Another line of underwear that has been growing in favor is the elastic-seamed variety. This is prized for its close, comfortable fit, as well as its excellent wearing qualities. The drawers are made in lengths to the ankle and to the knee.

* * *

Unshrinkable underwear is offered in all kinds of fabrics, which is an indication of what people are asking for. A guaranteed unshrinkable article finds great favor in the eyes of a purchaser who has had an experience with the other kind. This is one feature of underclothing to be advertised "loudly," providing it can be done conscientiously.

* * *

The advance in the price of yarn will have its effect in the hosiery department. Already some imported lines are beginning to show the effects of it. The demand for the heavier woollen and cashmere hose for cold weather wear commences very well, and everything points to a satisfactory season.

* * *

The number of new designs in fancy hosiery continues to grow, and new effects appear regularly. While colored grounds are numerous, in blues, tans, deep reds, greys and other shades, the great predominence of black grounds continues. For the present trade a neat line with open-work stitching down the front in blue or red on black grounds is selling well. Among the newer things are some speck designs in blue and red which are also doing well at present. The grounds are black. The specks are scarcely larger than pin heads and cover the front of the hose from the top band to the ankle. These are embroidered in blue of various shades, and in bright red.

* * *

Imitations of the embroidered half-hose abound, and from the store window look very well. But it goes without saying, that after the first laundrying they present a woeful spectacle. These things should be sold with a warning to the customer.

* * *

With all the designs now in the market a strong preference is shown for those with plain top, heel and toe, usually in black, the leg and foot of the sock containing the design.

The Knit to-Fit Mfg. Co., makers of high class underwear, Montreal, have recently added 4,000 feet extra floor space to accommodate their increasing business and make room for a number of additional employes. They have added the manufacture of ladies' circular goods to their other line and already report brisk orders.

The Stilenfit Clothing Mfg. Co. is the name of a new manufactory which is situated at 801 Craig street, Montreal, and is manufacturing a line of high-class ready-to-wear clothing. J. W. Long, the head of the enterprise, was formerly employed with The Semi Ready Co., in Montreal. He is introducing many modern methods in the manufacture, personally designing all the goods turned out of their factory.

CRAVATDOM.

THE long narrow four-in-hand has maintained its strong hold on the favor of the neatest men this Summer. It is essentially a waistcoatless tie, and, in addition to its intrinsic neatness, is the only tie that conceals the centre band down the front of a shirt, which is never very neatly laundered, or wrinkles, or does not extend far enough down. The colors in this tie have been, as was often pointed out, very quiet in tone, but there appears to be at present a little stronger tendency to colors. The plain blacks or dark blues have been worn most.

* * *

Quite a few bows are seen on the streets and in the shops, but not in such great numbers as former years. This tie is fairly large with wide ends and somewhat loose centre. Quiet colors have reigned supreme in this as in the other kinds. For the Fall there will be no change in the evening dress tie; it will retain its old shape and size of about 1¾ inches wide, and the ends square.

Perhaps we will see in the Fall a greater popularity for the wide four-in-hand, but it would not be safe to lay in many, as their sales at any time will be limited on account of the difficulty of tying them and their huge bunchy appearance when tied. The backers of this tie in the United States have been rather disappointed in the way it has been treated. Although a dollar and more was the price asked, even the most exclusive men took to it only in a half-hearted way. In Canada we would have very little of it, and the result is that many furnishers have a good supply on hand, which they will no doubt push this Fall.

* * *

In the United States the square tie is to be the Fall cravat, although the 2-in. square end four-in-hand promises a successful season. Puffs and ascots will meet favor with the square tie and will take up a large space. In colors there is a return to the brighter shades of former years, and the patterns will be more in fine designs than in stripes, although the latter will sell well.

SMOKING JACKETS, BATH ROBES, ETC.

WITH the approach of the Fall season and the cold weather, a line that might profitably be given attention is smoking jackets. There is always a great variety of patterns in these, and they are goods that every furnisher can sell a few of at least. In the newest styles the padded satin collars, lapels and cuffs are still shown. Besides the usual check designs on these, some stripe effects have been introduced, which look very well when the colorings harmonize with the color of the coat. Otherwise they are unattractive. The coats are edged with cord. A single ornament holds the coat closed in front.

Among the new full-length dressing gowns, stripe patterns are good. The stripes are of medium widths and are separated at wide intervals. Besides the clasps in front, they are usually worn with the cord belt also.

* * *

Lounging robes in coarse-mesh cotton and madras have been brought out for Summer wear, but not with the anticipated success. Cheviots are also worn. Some bright shades are shown in these robes, but in blue, rose, buff and lilac they are liked best. There is, however, a growing demand for these garments, the heavier woollens, which are worn in Winter, being too warm for the Summer months.

GLOVES.

THE price of leather of almost all kinds will be high this year, due to the scarcity of good quality skins. While there is likely to be no change in the price of leather gloves as far as retail business is concerned, the dealer may have some difficulty in procuring full supplies of what he requires. The moral of which is: Buy early.

Light bark tan, oak particularly, is a popular shade in leather gloves for Summer. The stitching on the back is in red. A new grey-blue shade is offered for Fall, but as yet there has been no great demand for it. The ordinary greys, beside the tans, will be again good for the Autumn season.

* * *

A novelty in silk gloves has been brought out. It is a fine, silk net glove, buttoned with one pearl button. There is, of course, but a limited demand for it.

CURRENT STYLES IN NEW YORK.

Office of THE DRY GOODS REVIEW,
New York Life Building, July 25, 1903.

LAST Summer the life at a Summer hotel was too quiet even for those who took holidays for a rest; this Summer, however, the extreme heat has driven thousands from the city, who have been accustomed to enduring the agony of a July or August in New York. Every boat that leaves this city is crowded with excursionists, and this has continued since the first of the month. When the thermometer bubbles around 105 degrees, pecuniary considerations count little to the man who can get away.

BATHING SUITS

Everyone is seeking the water and great preparations are made in bathing suits. Since so many hotels are necessarily situated some distance from the water, a bath-robe has become a part of the Summer boarder's outfit, and several materials are seen on the sands. Pongee,



A Bath Robe.

towelling and cotton oxfords are excellent materials. The illustration shows a robe of cotton towelling in a dark blue color with a white stripe, and is made with collar, buttons, buttonholes and pockets, and presenting much the appearance of an overcoat is less neglige than the ordinary bathrobe.

The shirts and trunks are the same as usual. Two styles of shirts are worn the short sleeve and the sleeveless while the trunks reach just to the knee, and are kept up by a tape draw-string or belt. Plain suits are the choicest offerings.

NEW WAISTCOATS

The hot season has introduced a couple of new waistcoats that are the coolest we have yet seen. One, of a silk and pongee, is exceedingly light in weight, and of a color that will match almost any coat. In cut it is single breasted and has a collar which extends lower than is usual; the pockets have false flaps with fancy finish. Another vest is peculiar, more for its exceedingly long collar, which extends in the double breasted form to within two buttons from the bottom. In both these vests four pockets and a sharp corner at the bottom centre front appear.

SHOE STYLES.

With regard to the tan shoe there is some diversity of opinion. It is conceded that less of it is seen on the streets than ever before, but with the best dressed men it maintains a good position in favor, and in the low shoe, for country wear especially, has a smart appearance.

Some fear was felt earlier in the season that the style was running rapidly to pointed toes, but common sense has stepped in and fears are proven to have been groundless. It is true a few show extreme sharpness, but the best shoe appears to be the somewhat sharply rounded toe. With this goes a rather high heel and flat sole, which cannot be described as natty, but which is, nevertheless, the proper thing just now.

COLLARS AND TIES.

The double-band collar is worn almost entirely during this warm weather, and a prominent characteristic is the good sense displayed in the popularity accorded the low shapes. A few are wearing a wide open double-bander, almost like the old-fashioned turn-down.

In ties there is a return to some extent to the narrower four-in-hands, which tie more neatly and look cooler without a vest. Vests have been discarded largely, so that belts and ties have become more important considerations than most men are accustomed to. Very light materials are used in cravats, such as pongee and china silks, and some very handsome things are made of a silk and linen mixture. Ends are either pointed or square, and colors are in many cases brighter than heretofore.

Belts are of black or tan and are finished very roughly, more like a bit of harness than a gentleman's belt. The buckles are either brass, nickel-plated or leather covered, but the metal finishes, because they assist in the rough appearance, are worn the most.

THE OUTING SUIT.

Of course there is a possibility of a man wearing a different outing suit for every sport in which he engages, but, as a rule, flannels are the most suitable and are not incorrect. Many prefer the coat and trousers of different material, but the effect is too formal for a good outing dress. Duck or flannel trousers are worn with serge double-breasted coats, but outside of the ducks, the appearance is not very Summer like. Trousers are worn with a turn-up and are quite full and loose. Negligee shirts, plain or pleated, are always used, although many carefully avoid the pleated without a vest, and when the coat is left open, on account of its liability to crease and look untidy. A low, double-fold collar and narrow four-in-hand or wide-end bow are the stock articles of neckwear. A rough black belt and dark tan or russet shoes complete the Summer man's outfit, except that a sennit or split sailor or yachting cap crowns it all.

THE CELEBRATED



WOLF **BRAND**

Unshrinkable
PURE WOOL
Underwear,

The Very Best in Make, Style and Wear,

For Men, Women and Children.

Can be had from the Leading Wholesale Houses.

CEETEE
PURE WOOL.

Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new features in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

The C. Turnbull Co.,
of GALT, Limited.

GOULDING & CO.,
30 Wellington St. East,
TORONTO.

JOS. W. WEY,
7 Bastion Square,
VICTORIA, B.C.

Dr. Deimel Underwear
(LINEN-MESH)

It's a long name, but every bit of it counts.

Cut off the "Dr. Deimel" and you're cutting off the profit-end.

The other Linen-Meshes may try just as hard, but their names don't mean the same thing.

Look for the reassuring trade-mark on every piece of the genuine.

WRITE FOR BOOKLET AND TERMS.

ADDRESS:

The Deimel Linen-Mesh Co.

(ORIGINATORS OF "LINEN MESH").

2202 St. Catherine St., Montreal, Canada.

10-11-12 Bread St., London, E. C., Eng.



NOTE LABEL.

THE CARE OF CLOTHES.

THERE is a right and a wrong way of pressing trousers, and it is safe to say that not one in fifty knows the right way, and if that way is not used the mis-shape will be only accentuated and little freshness gained. The proper way is to first thoroughly brush the trousers, then turn them inside out. Take a wet cloth and placing it over the "bagged" part of the leg (without taking any account of the old crease), use a very hot iron, not running it over the cloth but rather simply placing it on until the cloth is almost dry, then placing it in another spot. Running the iron over is apt to draw the trouser out of shape.

When both "bags" are taken out, turn the trousers back, and, placing one leg in the proper creases, press with a hot iron and wet cloth, doing very little stroke work with the iron. The leg can then be stretched, or turned into the desired shape and pressed again. Care should be taken to observe the present fashion of running the crease down only to a couple of inches from the bottom both front and back. After being pressed, the trousers must be allowed to dry thoroughly before donning, as, if wet, they will soon become worse than before pressing.

TO CLEAN THE SUIT.

Immediately any part of the suit is taken off it should be thoroughly brushed, unless wet mud has stuck to it. In this case it should be allowed to dry and then scraped and brushed off. In brushing, if the dust is loose, a whisk is better than a brush, as it does not injure the cloth by over-pressure. For more stubborn cases, a brush will be found to be necessary, but at no time should more pressure be allowed than is necessary, as it spoils the nap of the cloth and pulls the material out of shape, in addition to wearing it out.

The brushing should be downward to keep the nap smooth and retain the perfect fit at the top of coat or trousers.

Velvet collars will be found very difficult to clean, whisks and brushes not only failing to clean them, but seriously affecting the wear. A silk handkerchief, a piece of undressed kid, or sometimes a soft hat brush will be found serviceable, but nothing is superior to the bare hand, which should be rubbed one way on the velvet until all the dust and hairs gather in a few places, or are removed to the cloth of the coat where they can then be brushed off.

When a suit has been wet, it should be dried on a hanger, and it is better to follow the drying with a pressing.

Lightweight coats should be carefully hung up and kept in shape, or they quickly acquire a droop that cannot be pressed out. The trousers are better laid flat in a drawer than hung up. When the coat gets out of shape a steel collar shape can be bought for a few cents that will prolong its life considerably. In fact it may be said that these shapes lengthen the duration of the new appearance of any coat and prevent the disagreeable droop or fold which comes near the buttons and buttonholes. The only disadvantages of them are, the tightness with which they hold the coat on a man who prefers a little opening in front, and the holes they are apt to wear just where the ends come. These holes, however, appear only after a lengthy use and, it may be said, never extend past the one thickness.

The man who cannot, or will not, do his own pressing, should have a couple of suits to wear alternately, the one to be worn while the other is being pressed, which should be done every week.

To pack a coat is an art which very few are acquainted with. The fold which ready-made clothing comes in is one of the best. The plan here is to simply double the coat inside out, push one arm-hole into the other, and naturally another fold comes. Another way, and the one usually adopted by tailors, is to lay the coat flat on its lining, double both sides over to the V in the collar and then double again inwards down the centre of the back. When the arms and pocket flaps are attended to, this plan is advisable. In any style of folding the principal point is to avoid bending the collar more than is necessary and to have the arms straight.

Overcoats should never be hung up, as their weight soon pulls them out of shape, and a fold appears down the back and a looseness in the collar. Neither can the hanger be said to be a success when used for overcoats, which, when treated in this way, develop a hang-in and droop in the centre of the front on account of the weight. The best plan to adopt is to turn the collar out, fold them once inside out, with the arms straight, and throw over some curved or flat object.

HATS.

Hats retain their shape best when kept in a hat box, whether a special one or the one in which the hat was originally. In these the pasteboard frame supports the hat close around the crown, and the weight cannot pull the brim out of shape. Never should a hat be placed on the brim as the weight of the crown soon presses it into a bad shape; neither should it be placed on the top of the crown, although this is preferable to the brim, as a soft spot and dinge will, in time, show. If a hat box cannot be used, it is best to use a peg. In brushing a hat, it should be remembered to always brush the same way so as to lay the nap, and a piece of felt or thick cloth will be found much more preferable than a brush, as it not only smooths the nap but removes the dust more surely.

Silk hats must be kept in boxes, crown down and never laid on their sides or brims. When set down momentarily they should be placed on the crown. A soft brush, a piece of plush and silk are the required cleaners, used in the order given. The opera hat should be stored without being folded.

In soft hats, the peg is the best thing to use when the hat is put away, and all creases should be taken out of the crown. A soft brush only can be used on this hat, as a piece of cloth will not reach all parts. As a matter of precaution, sweat bands should be used on all hats.

Straw hats depend upon their shape as to how they should be kept. Outside of that it is a very useful piece of information to know how to clean and stiffen them. Panamas can be cleaned with lemon juice, but the ordinary straw hat responds better to a rather weak solution of oxalic acid. This will be found good to restore much of the whiteness and remove all the dirt. The cloth must be simply dampened in the solution and rubbed on. If a satisfactory whiteness cannot be obtained in this way, the hat can be bleached by being hung in a barrel over a sulphur flame. To stiffen straw apply the white of an egg with a clean cloth, and the hat can then be pressed into shape and stiffness with a hot iron. A straw hat should be brushed the same as a felt, or rubbed off with a dry cloth, so that the dust and dirt will not stain it, if wet.

Oxford Tweeds

(Winners of Gold Medals everywhere)

We guarantee our goods to be

Strictly High-class Pure Wool Fabrics

They bring satisfaction to both dealer and wearer.

See our trade mark stamped every three yards on reverse side 6/4 goods.

FRANK W. NELLES
301 St. James St., Montreal, Representative P.Q.,

OXFORD MANUFACTURING CO., Limited
OXFORD, NOVA SCOTIA.

JOHN FISHER

SON & CO'Y,

WOOLLENS

— AND —

Tailors' Trimmings

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WAREHOUSES:
Victoria Square, Montreal,
and
Dalhousie Street, Quebec.

♦♦♦♦

SAMPLE ROOM: 160 Bay St., TORONTO.



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Cuts.

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None Better at any Price

It pays to sell STANFIELD'S

TRURO KNITTING MILLS CO.,

LIMITED

Truro, Nova Scotia

EFFECTIVE WINDOW CARDS.

SINCE the discovery by some progressive merchant that a window card sold a dollar's worth of goods that otherwise would have been missed, trade journals and merchants, cranks and philosophers, have debated and proven to their own satisfaction that price tickets are or are not an advisable part of the window trim.

In the face of proofs that hundreds of people are attracted by the price, who would never notice the mere display of the article; who buy because it is cheap, rather than from any gnawing necessity, there are still many who argue against the efficacy of a neatly-printed price-card.

The large departmental stores, whose whole existence almost depends upon the study they give to patron-getting schemes, without an exception make use of numerous price tickets in their windows, and in their business a surer and safer opinion of their value is obtainable than in any other business. It is safe to say that not one window in 50 in these stores is without its prices, and the fiftieth window will be found to have been used more as an advertisement of careful window arrangement than as a display to sell goods.

Of course, if a merchant's prices are so extremely high that he dare not put them in his display, he will perhaps make a sale or two by drawing innocent customers into the store. In the majority of cases, however, the one looking at the window will go across to the store where prices are shown, and avoid the embarrassment of asking prices, to see if he can afford to buy.

IN TENNIS, GOLF, WHEELING AND BOATING,
A FLANNEL SHIRT.

SOFT SHIRTS FOR SUMMER WEATHER.

TWENTY DEGREES COOLER IN THE SHADE
OF THIS HAT.

TENNIS WANTS FOR
TENNIS PEOPLE.

NEXT WEEK WILL BE WARM.
WEAR THIS AND BE COMFORTABLE.

FASHION CALLS FOR FLANNELS.

THESE BELTS ARE ROUGH,
BUT CORRECT AND SUMMERY.

THESE YACHTING CAPS ARE WORN EVERYWHERE—
YACHTING, WHEELING, GOLFING, WALKING.

THESE QUIET COLORS MAKE NOISE
ENOUGH TO ADVERTISE US.

A COLLAR WITH A LOW BAND;
THE COOLEST THING IN ALL THE LAND.

CORRECTLY
COLORED
CRAVATS.

WHEN FASHION DECREES IT,
YOU MUST OBEY.

WOULD YOU KNOW THIS WAS
WATERPROOF?

WHAT WE SAW
IN NEW YORK.

HINE PARKER & CO., Limited,

HOSIERY AND UNDERWEAR MANUFACTURERS

SPECIALISTS in all kinds of HOSIERY and SHIRTS

London, England.

Men's and Boys' Underwear
" Half-Hose
Boys' Knicker Hose
Cardigans, Sweaters and Jerseys
White and Colored Shirts and Tennis Shirts
Collars, Pyjamas, Bath Robes
Dressing Gowns, Smoking Jackets
White and Fancy Waistcoats
Women's and Children's Hosiery, Vests, Drawers and Combinations.

Look for our Spring Line.

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Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishings.

SPECIALISTS IN UNDERWEAR

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLLEN UNDERWEAR, FLEECE SLIPPERS, Etc

Genuine Cellular "AERTEX" LISLE MESH UNDERWEAR.

ORDERS FILLED FROM TORONTO.

Shirts, short sleeves, - -	$10.50	doz.
Shirts, long " - -	11.00	"
Pants, - - -	13.00	

Young & Rochester

Manufacturers,

LONDON, ENGLAND.

Full range for Fall—Dressing Gowns, Smoking Jackets, Travelling Rugs, Latest Neckwear, now being shown by our travellers.

White Pique Vests, for general wear, and for Dress in stock $15.00 doz.

Special line Best Oxford Pyjamas, regular $24 00 per doz., for . . $13.50 dozen

Tress & Co.

High-class LONDON Manufacturers

HATS and CAPS

LATEST IN SILK and FELT HATS.

THE "TRESS" CAP IS MARK OF HIGH CLASS TRADE.
CORRECT SHAPES FOR MOTORING AND TOURIST SPECIALTIES.





AS SEEN ON LONDON STREETS.

Office of "The Dry Goods Review,"
109 Fleet Street, E.C., London, July 22, 1903.

THE hunting season is perhaps the most important season of the year to the wealthy Englishman, and a good hunting coat or cap is always in demand. The Norfolk is the cut of garment used almost entirely for that purpose, and with cap to match, knickers and golf stockings, a hunter is not only fittingly, but also neatly, caparisoned.

THE HUNTING SUIT.

The Norfolk jacket buttons four and has a collar that closes quite tightly up to the neck. Two strappings appear in front and back, the belt is about two inches wide, and the pockets are patch affairs with button and



A Yachting Outfit.

button-hole. The knickers are like riding breeches, save that they have bands of cloth sewn on below the knee.

A cape made of cravenette tweed is often worn and is made to button close up to the neck if necessary, or to allow the top button to be opened, if the cape is to be worn open. A strap running from the nape of the neck around the front and down to the opposite side gives freedom of action. Two pattern caps are worn—the flaring top German style and the close-fitting smaller one.

THE YACHTING SUIT.

The illustration gives a good idea of the yachting suit which is seen so much. Blue is used principally. The coat is double breasted and buttons four on each side. The trousers are quite wide at the knee but fit in well around the shoe.

THE FROCK COAT.

The street coat on parade seems to be the double-breasted French coat in various shades, light grey, dark grey and black. Silk facings appear on all the lapels and there is an appearance of shortwaistedness in the man caused by the cut of the coat, which has a short waist and long skirts. The low roll, which I think I spoke of before, is a quite common sight now on almost all kinds of coats. Morning coats are worn more than ever and seem to have gained a strong hold on the affections of men.

The trousers, for the most part, are of cashmere worsted in a dull grey-blue color and often a stripe. In shape they are rather shapeless, so to speak. That is, they are almost straight cut up and down and across the bottom. The width at the knee is about 18 or 19 inches, and at the bottom 17.

THE SUMMER OVERCOAT.

The overcoat worn this season has oftentimes a decided check pattern in either Harris or Donegal tweeds, but only a few risk this striking material. In England where it rains almost more than not, a cloth that is waterproof is more than an advantage—it is a necessity. Consequently, the overcoats are rainproofed, but in such a way as to be not in the least apparent. The buttons come through instead of into a fly, and the lapel is fairly short and of moderate depth. Cuffs three inches in depth adorn the sleeves, with an open slit up the side and no buttons. The skirt is draped quite loosely and falls a couple of inches below the knee; the back too is full and seamless. A pocket covered with a flap about two and a half inches deep is worn on each hip.

HATS.

Silk hats seem to have dropped back somewhat to the flatter brim, although it is so short a time since the round brim was the correct thing, that very many have not changed even supposing the flat brim is more proper. In shape of crown, the height remains about the same, with a little more bell shape to the sides.

Panamas seem to be rapidly disappearing from the streets. The cause may be the many imitations that have appeared, or it may be the rough shapes in which they are worn, but there seems to be a unanimity in the opinions of the better dressed men, and panamas are suffering. Very many more caps are worn with us than with Canadians, and it usually happens that in case of doubt as to the proper or most becoming hat for undress occasions, a man falls back on the cap. These are made up to match the suit and on the average man look not at all out of place.

THE TAILOR AND CLOTHIER.

THE position of the white trousers is difficult to define. At the first of the warm weather a renewed vigor appeared to be given to the demand for them, but before it was fully developed the long siege of cold weather in June nipped the budding popularity and at present it is not very much in evidence. 'Tis true, quite a number are to be seen, but not sufficient to warrant the assertion that white trousers are popular. The delay of hot weather has made a man rather backward in donning purely Summer garments, and the result has been more light Scotch tweed and Summer cloths than white trousers and flannel suits.

* * *

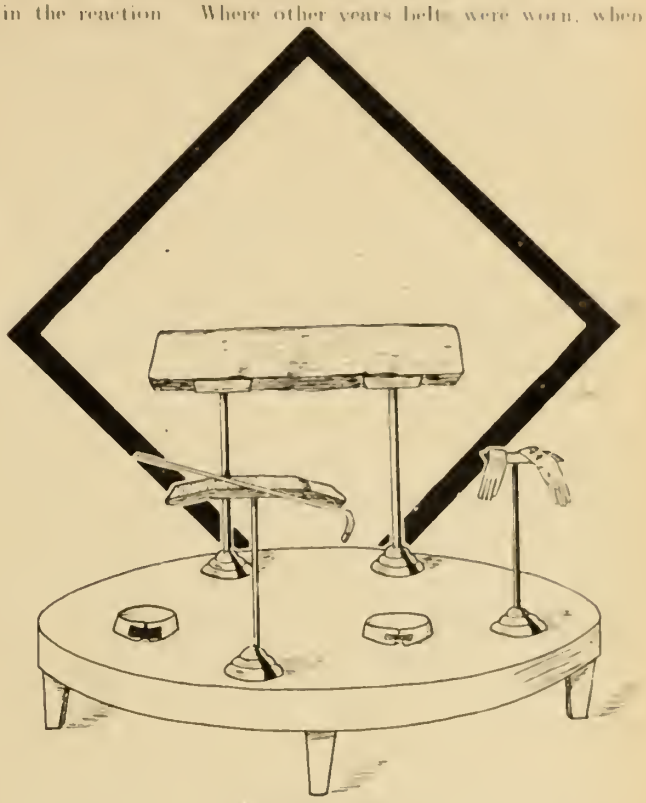
One of the noticeable features in the dress seen is the number who are wearing different material in trousers and coat. A light Scotch tweed is fairly cool and has the advantage of setting well and looking neat; with this is very often seen a flannel trousers or light Summer material. Such cloth in trousers hangs well enough, but in coats, is soon out of shape.

* * *

Trousers are noticeably large and in many cases turned up to a depth of two, or two and a quarter inches. Coats are large and full with a turn in at the waist. Shoulders are wide—as wide and square as can be made without padding, and in many a dip appears midway between the neck and shoulder.

* * *

White and fancy vests are with us this year as never before. Everybody is wearing them, and on this account a sudden and decided reaction will occur without warning. They have become so very common that fit is taking, with many, a secondary position, and this fact too will help in the reaction. Where other years belts were worn, when



A Window Trim.

the weather permitted, now it is white waistcoats if the thermometer is below 90 or above 30 degrees.

Your Customers Hang Trousers On 'Em!

TRADE BERLIN MARK. "We fear nae foe."

The BERLIN SUSPENDER.

Made IN ALL Grades.

Protect Home Industry!

The Berlin Suspender and Button Co.

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A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE

Makes all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of buttons.

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,

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THE GLOBE SUSPENDER COMPANY.

If You are in Want

OF

SUSPENDERS OF ANY STYLE, ARMBANDS,

SHOULDER BRACES, WATERPROOF, : : :

LEATHER AND WOOL-LINED JACKETS,

LADIES' AND GENT'S WATERPROOF COATS

You make no mistake in seeing our samples and prices before placing your Fall order.

Globe Suspender Co.,

Office in Montreal at 207 St. James St.

Rock Island, Que.

There are promised no radical changes in evening suits; in fact as yet no changes are in sight. Coats will be tight fitting at the waist and the trousers quite large and full. Various materials are in use, but unfinished worsted is in the greatest favor.

In the United States flannels seem to be the thing for general wear outside of the city. A new waistcoat has appeared, for use with the dinner jacket. It is made of a suede grey mercerized material, buttoned with three mother-of-pearl buttons, with a blind button at the bottom of the opening. The cut is single-breasted. Another new mercerized vest is bound with a braid like the material in the vest, or rather, of the principal color appearing in the cloth. The watch is worn in the outside upper pocket of the coat instead of in the trousers, and usually has a gunmetal chain fastened in the lapel button-hole.

FEATURES IN STAPLES.

THE tone of the linen market is very strong. Old Country firms, according to advices received by importers in Canada, are asking an advance of 10 per cent on prices quoted two months ago. Linen Scotch towellings are particularly firm, and it is a feature of the market that union goods are even firmer than those of pure linen. This union goods are even firmer than those of pure linen. This is, of course, due to the extraordinary advances which have taken place in the cotton market. "If it keeps up cotton goods will be higher than linen," remarked an importer to "The Review" a few days ago. "If the retailers are wise they will load themselves up." In consequence of the firm condition of the market importers are in somewhat of a quandary, scarcely knowing whether to place orders or not. As one of them said: "We are in a very difficult position."

* * *

Cotton handkerchiefs are naturally being affected by the high prices ruling on the cotton market. Importers are finding this out to their cost. One house has had to pay an advance of 15 per cent. over the figures of three months ago for 1,500 dozen, while for anything above that quantity the manufacturer would not take less than an advance of 25 per cent.

* * *

Business in woollens is exceedingly good with the wholesale trade; the only trouble is in getting delivery of goods. The wholesalers are much disturbed over this feature of the trade and in some instances were quite indignant. Their indignation is largely because, while they are unable to get the delivery of goods, some of the mills, so one wholesaler alleges, are not at all courteous toward their customers. "They are altogether too independent." remarked one well-known wholesaler, "and, in some instances, are almost insolent, when we make complaint of the non-delivery of goods. I know that the mills are working night and day, but I still think that they should treat us courteously instead of discourteously. The retailers are bothering us a great deal and we have to be courteous to them." The lines which are particularly scarce are blankets, flannels and underwear. Some of the Canadian mills have advanced their prices 10 per cent. for repeat orders of tweeds, while others will not accept repeat orders for the Fall. The manager of one mill told a friend recently that if he had sold his wool a few months ago instead of turning it into the manufactured article he would have been $1,000 better off than he is to-day. Based on the present prices of wool, the manufacturers claim that if they had to go into the market for their raw material to-day they would be losing 15 to 25 per cent., based on the present prices of the finished article.

Advices received here by the agents of British houses report that the prices on worsteds and fine tweeds continue very firm. If conditions remain as they are, they expect an advance of 10 per cent. Most of the woollens for the Spring of 1904 have been bought, but when it comes to the placing of repeat orders, higher prices are quite likely to be demanded.

* * *

Sleeve linings are very firm, and, according to cable quotations received a few days ago, lines that were sold by the wholesale trade at 15c. cannot be got at a figure which will enable them to sell at less than 18½c.

* * *

A representative of one of the domestic print mills, in conversation with a dealer a few days ago, made a forecast that No. "H," which last year sold at 5c., would not be obtainable at less than 5¾c. for next Spring, and that No. "2" would not sell at less than 8c., compared with 7½c. last year, and the heavy 3 "H," at 9c., compared with 8c. last year.

* * *

The Canadian manufacturers will not sell another piece of striped flannelettes. They claim that they are now so busy that they are unable to fill any more orders beyond what they have already accepted. "But," said a wholesale buyer, "I think the truth is that they do not want to sell any more at the old figures." Merchants, therefore, who are well covered for their flannelettes, are deemed to be lucky men. In consequence of this condition of affairs retailers are buying freely. Their purchases this season are largely in excess of other years. When the break took place in flannelettes, wholesale houses bought freely, and, to-day, they are selling, as one wholesaler declared, as cheaply as when cotton was half the price it is to-day.

* * *

The carpet market is naturally affected by the high prices which rule on the cotton market. The prices now being paid by the wholesalers are from 5 to 15 per cent. higher than a year ago. The advance is chiefly in the price of domestic carpets.

* * *

Wholesale houses all report good sales in their linen departments. There is a particularly steady demand for towellings and table linen. Fancy handkerchiefs for the Christmas trade are selling remarkably well, and shipments will begin this month. The head of the linen department in one house informed "The Review" that their sales in fancy handkerchiefs were much larger than up to the same time last year.

DRY GOODS TRADE IN THE GREAT WEST.

Winnipeg, July 27, 1903.

READERS of "The Dry Goods Review" in the East will think that the great, busy West is not very productive of news and this is, in a sense, true, so far as the dry goods trade is concerned. The West is too prosperous just now to have much news. The life of the dry goods jobber is largely confined to an earnest endeavor to get goods forward fast enough to meet the heavy demand. The congested conditions of freight for the last 18 months has made this no easy matter.

* * *

So far as the sale of goods is concerned, the majority of the commercial travellers who rounded up in Winnipeg for exhibition week, told the same tale. Trade was good, there was a steady sorting trade in both staple and fancy goods, and excellent placing orders for Spring. The cool weather of late May and early June has been made up by the intense heat of July, culminating, as it so often does, in exhibition week and this has been a help in clearing out Summer fabrics that rather dragged in the hands of local dealers. Retail men, as a rule, report Summer goods well cleaned up.

* * *

As stated in a former letter, there are not lacking signs that the Fall and Winter season of 1903 will be an especially gay one socially and, probably, never in the history of the dry goods trade were there such lovely fabrics and decorations for the adornment of the world feminine. The old Montreal house of Kyle, Cheesbrough & Co., have always been noted for stocking choice goods for this class of trade, and the Winnipeg branch is ably sustaining this well-earned reputation. The samples for this branch had not arrived when the letter for the Fall number was sent but to-day your correspondent had an opportunity of a look through some of the beautiful things that have just arrived. I think I mentioned before what well-lighted quarters the branch occupies here, and they are always so tastefully decorated that the dainty laces, trimmings, etc., show to the best advantage. In a stock from Kyle, Cheesbrough's, of course, the first thing to note is the laces and lace collars. Truly the laces are more beautiful than ever, and when everyone thought the very last novelty had been reached in collars, along comes this firm with a score of entirely new designs. There is one general effect that is notable in all these goods, and that is the square tab with pointed ends, very frequently finished with a drop ornament. This appears over and over again in the collars with bertha yokes and stole ends, the shoulder collars and in the stock collars, the front tabs being all long and pointed. In stole collars, some wonderfully pretty effects are produced in silk gimps, guipures, appliques and gauze combinations. A very dainty addition to a plain afternoon gown is a flat shaped collar to fit the shoulders, with tasselled ends and shaped belt of the same material. This arrangement was much affected by visitors to our exhibition from St. Paul and Minneapolis. There is also an endless array of etons and boleros, in fancy gauze, silk embroidery and guipure effects. Many of the boleros hardly reach below the line of the bust and is finished with a frill of the net heavily embroidered on little garments are extremely dressy. In fancy etons a wonderfully dainty thing shown is of white mechlin of brussels and profusely embroidered with tiny silver sequins and pearls, in a pattern of lilies and roses. The jacket has elbow sleeves, and the edge of the jacket and sleeves are finished with a frill of the net heavily embroidered on the edge. Worn over a gown of grey or white, no matter how plain, this would give a most Parisina finish to the toilet. The individual skirt ornaments in the same combinations of silver sequin and pearls are also carried. The single ornament and the Persian drops promise to hold their popularity through the Winter season, especially for evening gowns. This house is carrying, for the first time in the West, a fine line of semi ready evening and reception gowns that are really charming to see. An especially handsome evening gown is of exquisite rose pattern black lace with decorations of silk embroidered applique. The skirt is made, and the different portions of the waist and sleeves are blocked out, so as to permit of the embroidered design being applied. The gown is a gem. Other gowns carried are a cream voile with profuse trimming of fine oriental lace in dead white. A novelty in this costume is created by the stitching of tiny straps of fine cream venetian cloth at intervals across the bands of lace insertion. The effect is very chic. Another very pretty gown is of Paris voile with the skirt decorated with bands of knotted fringe in the same shade, headed by Irish hand wrought lace insertion in the same shade. There are also a number of very pretty costumes in black etamine with lace decorations. One of the charms of these gowns is that any woman at all skilful with her needle can complete one of them in a few hours, and will then have a toilet handsomer than she could purchase for twice the money if she had it made to order. The house is already finding these gowns a popular line, although they have only been stocked a few days. The house is, of course, carrying its full complement of fancy and staple dress goods, children's goods, and blouses, in both silk and fancy flannels.

* * *

A new industry for Winnipeg is that of Ryan & Goodlands, woollen manufacturers. This firm are making the brand of "Rapid City" yarns that long ago became famous in the West, but they are also taking up the manufacture of light, heavy and medium tweeds and homespuns, and have already made a decided success in what is known as the "Winnipeg" tweeds. The firm are confining themselves exclusively to Western wools, thus making the industry a purely Western one; and the citizens of Winnipeg have certainly reason to be proud of these goods. The work has been quietly pushed for months, but public attention was not called to it until the Winnipeg Industrial Exhibition, when the firm wisely went to the expense of erecting one of their looms in the main building, and, operated by machinery, they gave a practical demonstration of how the homespuns were made. The exhibit was one of the most popular in the building, and, whenever the machinery was in motion, it was impossible to pass it for the crowds.

Standard weight all-wool blankets are being made, and Mr. Macarthur, who for so many years managed the staple department of Stobart, Sons & Co., is agent for the Ryan-Goodlands mills.

* * *

Very great regret was felt among the trade in Winnipeg at the death of Mr. Gault. He was not well known personally in the West, but the house is a popular one, and Mr. Gault's business foresight in securing the site for the company's present splendid warehouse, commended him to all enterprising Western business men.

CANADA PERMANENT

MORTGAGE CORPORATION

HEAD OFFICE

TORONTO STREET—TORONTO

By an Act of the Parliament of Canada passed at the present session, the name of The Canada Permanent and Western Canada Mortgage Corporation has been changed to Canada Permanent Mortgage Corporation.

J. HERBERT MASON,
Managing Director.

The Bank of Toronto.

(Incorporated 1855.)

Head Office: - TORONTO, ONTARIO.

Paid-up Capital, $ 2,800,000.
Reserve Fund, $ 2,900,000.
Total Assets, $24,000,000.

The accounts of **Merchants** and **Manufacturers** are cordially invited.

BUSINESS ACCOUNTS opened on favorable terms.
SAVINGS ACCOUNTS for your spare money. Interest paid on these compounded twice a year.
DRAFTS SOLD for use anywhere in North America or Europe.
LETTERS OF CREDIT ISSUED Cash Credits for convenience of Travellers in Europe. Time Credits for Importers.

At any of our Offices you will receive courteous treatment and our best services.

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

Confederation Life

ASSOCIATION.

W. H. BEATTY, PRESIDENT.

W. C. MACDONALD, ACTUARY.

J. K. MACDONALD, MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE.

Paid-up Capital, - - $8,700,000
Rest, - - - - $3,000,000

HEAD OFFICE: TORONTO, CANADA.

HON. GEO. A. COX, President. **B. E. WALKER,** General-Manager.

The offices of this Bank number 105, distributed as follows:

LONDON, ENG., 60 Lombard St., E.C., S. Cameron Alexander, Manager.

NEW YORK, N.Y., 16 Exchange Place, Wm. Gray and H. B. Walker, Agents.

99 Branches throughout Canada, including the following:

MONTREAL, F. H. Mathewson, Manager.
HALIFAX, H. N. Wallace, Manager.
WINNIPEG, John Aird, Manager.
ST. JOHN, N.B., J. G. Taylor, Manager.
DAWSON, D. A. Cameron, Manager.
TORONTO, John C. Kemp, Manager.
VANCOUVER, Wm. Murray, Manager.
OTTAWA, Robert Gill, Manager.
VICTORIA, Geo. Gillespie, Manager.
HAMILTON, D. B. Dewar, Manager.

5 Branches in the United States, including the principal cities of the Pacific Coast:

SAN FRANCISCO, CAL., Arch. Kains, Manager.
SKAGWAY, ALASKA, H. M. Lay, Manager.
SEATTLE, WASHINGTON, G. V. Holt, Manager.
PORTLAND, OREGON, E. A. Wyld, Manager.

A General Banking Business Transacted.

Foreign Exchange Bought and Sold.

The distribution of its Canadian branches covering all the principal cities and towns throughout the Dominion, its own offices in England and the United States, and its correspondents in all parts of the world, enable The Canadian Bank of Commerce to offer unexcelled facilities to merchants, manufacturers and exporters for the transaction of their business.

SAVINGS
ACCOUNTS RECEIVED

DEBENTURES
ISSUED

3½%
ALLOWED
ON DAILY BALANCE

CENTRAL CANADA
Loan & Savings Co'y
26 KING ST. E., TORONTO.

4%
INTEREST PAID
A TRUSTEE INVESTMENT

THE PRUDENT BUSINESS MAN

will name as his executor a Trusts Corporation possessing a large Capital Stock, a Board of Directors of high standing and a trained staff of officers to ensure the efficient and economical administration of his affairs and comfort and happiness of his family.

THE TORONTO GENERAL TRUSTS CORPORATION,

59 YONGE STREET, TORONTO.

PAID UP CAPITAL - - $1,000,000.
RESERVE FUND - - - 290,000

Booklet on application.

FINANCE AND INSURANCE

MANY are hoping that the bottom has been reached in the decline of values in the stock market. But it is even more difficult to determine where the bottom is than to fathom the deepest part of the ocean. However, values have reached a basis that strengthens the position of those who believe that bed rock has been touched. It is held by some that the recent failures in New York have tended to clear the atmosphere. Identified with one of the insolvent firms was one of the most expert market manipulators and the biggest single operator in the Street. Presumably, therefore, a great deal of the recent selling has been for the account of this operator and of the house with which he was associated—for with them a line of 100,000 shares would be as nothing. Whether or not all the "lame ducks" are removed remains to be seen.

* * *

THE New York Times, in a recent article on the situation on Wall street, says that it is a matter of no great moment that a few plungers and stock gamblers who, in the course of the transactions by which great combinations were organized, came into the possession of large quantities of common stock in payment for properties already abundantly paid for by bonds or preferred stock, should be compelled to throw the common stuff upon the market for what it will fetch. But when this process goes on day after day, with no evidence that the bottom will ever be reached, and when stocks which are not mere "water," but represent solid value and demonstrated earning power, also go down with a run, and when the market is so shaken that the owner of securities who should be in need of money could not sell them save at a dreadful loss, there is manifestly some danger that disaster and failures may result. Financial disasters and failures, even when they occur through Wall street gambling, are not good things for the country. It is this aspect of the matter which makes the present proceedings in Wall street disquieting.

* * *

FIVE railroads in the United States have, so far as known, this year, borrowed money to the extent of $86,500,000 in the aggregate. These railroads are: Lake Shore, Pennsylvania, Rock Island, Burlington, and Union Pacific. At the beginning of the new year the president of the New York Central railway expressed the opinion that one reason why the railroads of the country, during the year then to come, should be able to continue to earn fixed charges and dividends and to lay by a penny or two for a rainy day, was that the capitalization of the roads had been brought down to rock bottom by the reorganizations which followed the period of depression through which the country had then only just passed. Commenting upon the action of the railways in borrowing the money, The New York Times says: "To-day, after bond issues have followed bond issues, stock increases have come upon stock increases, capitalizations have for the moment, apparently reached, if not passed, the maximum, which, in the opinion of many people, is conformable with a fairly healthy condition of the financial markets, and the railroads which a few years ago, on a rock bottom basis, saw no difficulties ahead, find it necessary to resort to the issue of notes in enormous quantities to finance either purchases of new lines, perhaps at still exaggerated valuations, or to make improvements which, in some cases, are probably imperative. In the private affairs of men it is not generally considered conduct worthy of approval if a man, already heavily in debt, assumes still greater liabilities for the sake of purchasing articles which he has been able to get along without, and there is no reason why different judgment should be rendered on corporations."

* * *

OLD age is not always accompanied by decrepitude, particularly in commercial and financial institutions. One proof of this is The Royal Exchange Assurance, a fire insurance company. It is in its 183rd year, but is still expanding its business and earning good profits. The increase in business last year was £61,293. Its last dividend, which was recently paid, was 11 per cent., while the total funds of the company increased from £1,853,173 to £1,921,182.

* * *

A PROMINENT stock and grain firm in New York a few days ago issued a bulletin in regard to the stock market. It so well coincides with our own views that we reprint an extract from it. "While we see nothing in the general situation at the moment to warrant turning over to the bull side with the expectation of any general improvement or the development of an outburst of any real bull speculation, we realize that prices have had a big decline, and liquidation has been very extensive, (particularly among the big interests and pools, who have been the worst sufferers by the break,) and that the technical speculative position of the market is so much better as a consequence of this extensive liquidation and the creation of a fresh large short interest, that a good rally may now occur at any time. In other words, the technical speculative position is such at the moment that the chances are we will now have more of a two-sided market and that it will prove a good trading one to those who are satisfied with scalping operations for moderate profits."

* * *

THE National banking system of the United States has been in existence 40 years. During that time 6,862 banks have been organized. Since the establishment of the system only 392 national banks have been placed in the hands of a receiver. This is 5.7 per cent. of the total number organized. Of the 392 banks that have been placed in the hands of receivers, a large number paid their depositors in full. The assets of the remainder average nearly 75 per cent. of their indebtedness. The chief need of the system at present is an extension of the banks' privilege of note-issue and some liberalization of the present provisions for the security of such issue. In other words, something more approximate to the Canadian banking system is needed.

THE London Statist is of opinion that as the United States grows in wealth, the present movement for buying up the National securities of every kind will gain strength. Thirty years ago or so a very large part of the Government debt of the United States was held in Europe. Now the amount of the debt so held is hardly worth talking of. Ten years ago the amount of industrial securities of all kinds held in Europe was enormous. Now it has been immensely reduced. In ten years more the remnant that will still be held by Europe will, in all probability, be quite trifling.

* * *

THE recent decline in the market value of securities has, in the opinion of many bankers, effected a change, for the time being at least, in the basis on which are figured the returns to be expected for investments in securities. Whether or not this change is to be a permanent one, no one is at present willing to predict, but the fact is that at the prices which are now current all classes of securities net a considerably higher interest return on the money invested than was supposed to be the standard of not more than six months ago. Based on the market as it was a couple of weeks ago, a New York paper estimates that securities considered as high-class investments, and selling on a basis of 3 to 4 per cent., are now selling on a basis of 4 to 5 per cent. While the best securities thus return about 1 per cent. more on the investment price than they did, the lower-priced stocks are bringing from 2 to 4 per cent. more in net returns. In this respect, however, there is a difference between the lower-priced industrials and the lower-priced railroads. Shares of the latter kind have not appreciated in investment return more than their high-priced and higher-class brethren. The lower-priced industrials, however, show marked changes, indicating very clearly the doubt of the public regarding their stability and their ability to keep up the dividend rate which they have been paying during the recent prosperous times.

LIFE INSURANCE ADVERTISING.

By A. B. K.

IT may be startling to the life assurance companies to be told that their advertising is bad, very, very bad. This assertion is made with a fairly complete acquaintance with the advertising of all the foremost American and Canadian companies, both stock and mutual. When one takes into consideration the generous appropriations that life insurance companies have made for advertising, and the liberal use of space in magazines and newspapers, one would naturally suppose that the advertising would be on the same scale in point of effectiveness. The record is, however, to the contrary. There has been in consequence a shrinkage in this class of advertising for some years, but we are glad to note signs of revival, and the newer advertising is of better quality, but still far from being out and out good.

Life insurance companies have been intent, it would seem, on making emphatic mere figures—a sort of rooster crowing contest. The important, but to most people eminently dull and meaningless, figures of the Government Blue Book reports, have formed the essential matter of most of the advertising. Rarely has there been an appeal to insure, based on the strong, humane pleas the local agent has found all powerful, or on the soundness of life insurance as an investment. To repeat, most companies in their advertising have sought insurers by the presentation of cold figures rather than on the warm, clean-cut, convincing arguments of the successful agent.

Most men believe in life assurance, thanks to the increasing educational campaign waged by the insurance companies, but it is a fact worthy to be pondered that rarely do men take out life insurance on their own initiative: they have to be urged to do the very thing their conscience and prudence argue they should do. There are several reasons why this is so, but among the strongest of them is that the only pressure from without brought to bear upon most men is the local agent whose canvasses are too frequently unwelcome, and against whom a species of antagonism is soon aroused. It will be found in the future that a good many policies, and large ones at that, will be written on less aggressive but none the less persistent and convincing means of red-blooded advertising and a follow-up system of personal letters. We have yet to meet the man who, according to our knowledge, ever received a personal letter from a life insurance company setting forth the prudence of taking out a policy and making a specific proposal, based on information supplied by the local agent. To what extent the head office can cooperate with the local agent is a subject for interesting discussion.

From personal knowledge we state that one of the foremost advertising writers on the continent, and that means the world, addressed a huge American company on this very subject of better advertising and his correspondence was not even acknowledged. With such obtuseness in high places, it is not to be wondered at that life insurance advertising is often bad, very, very bad.

TAX ON LIFE INSURANCE.

THE Georgia Legislature is reported to have a bill before it proposing to assess a tax on each policyholder having life insurance that has a cash surrender value. This bill contemplates obliging all companies placing policies within the State to make a report to the comptroller-general of all such policies it has out, together with their cash value. In advocating this measure Representative Bell, who is the head of the movement, is reported as saying:

"Life insurance policies having a cash surrender value constitute a valuable asset, yet they are not returned for taxation. They cannot be reached in bankruptcy proceedings, though their holders can realize on them after the proceedings in bankruptcy have been dismissed. I consider that they are just as much property as are cash, stocks or bonds, and therefore they should be returned for taxation."

FORTUNES THAT HAVE GONE.

LARGE interest after large interest has been compelled to let go part of its holdings (in the stock market) to protect the rest. There are signs that more than one large interest has had to let go everything. The small seller is cutting very little figure in the market. What is going on seems to be an elimination of the middle-class operator, leaving as the only sure survivors the dozen leading interests whose wealth, computed at $50,-

000,000 and upwards, seems comparatively secure. Money making has been comparatively easy for the past five years. The present process is one tending to extinguish a large proportion of those who have become millionaires out of almost nothing since the great business revival of 1897. It seems almost incredible that one man, unheard of five years ago, should be able to make $15,000,000 out of a single trade and should lose it all in general speculation within eighteen months. Yet such is believed to be the case. The times have gone hard with a Chicago millionaire crowd of recent creation who came East to teach New York how to do business. A large Pittsburg contingent, after struggling with the iron industry for many years, were made millionaires over night. They converted their money into paper, and the latter has been shrinking ever since. New York News Bureau.

INSURANCE AGAINST STRIKES.

A COMPANY has been formed in Louisville, Ky., to underwrite strike insurance risks. No employer who is unfair to his employes will be knowingly accepted as a subscriber and policy holder, nor will any such, if by any chance they do get in, be allowed to remain in after any unfair treatment of their employes shall become known to the attorney. The liability of subscribers as underwriters is carefully limited to a moderate amount. By the plan under which the business is conducted the expenses are strictly limited to a very moderate percentage of the premiums, so that by far the largest part of the fund derived from premiums will be available to pay losses. This class of insurance being entirely new, the result cannot be predicted with certainty, but it is considered highly probable that the funds derived from premiums will not only be sufficient to pay all expenses and losses, making it unnecessary to call upon subscribers for any part of their underwriting obligations, but that a considerable part of the premium fund will be left at the expiration of the policies, to be returned to the subscribers as profits.

The subscribers underwrite severally and jointly, so that no one of them can be held for the delinquency of any of the others. Only persons, firms or corporations in high credit standing for character and pecuniary responsibility will be accepted as subscribing underwriters.

THE VICTORIA MUTUAL.

A MEETING of the policy-holders of The Victoria Mutual Fire Insurance Co. was recently held at the head office, Hamilton. The losses of the company having of late been larger than usual, the wisdom of continuing the business was thoroughly discussed by the members present. The reprehensible conduct of an employe who had been spreading misleading reports as to the affairs of the company was strongly condemned, and a resolution embodying the opinion of the members in this respect was carried without a dissentient voice. After a full explanation of the condition of the company on the part of the directorate, the meeting unanimously agreed that the company should continue the business.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $1,000,000.00.
TOTAL ASSETS, $1,864,730.13.
LOSSES PAID SINCE ORGANIZATION, $22,527,817.57.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

GEO. A. COX, President. J. J. KENNY, Vice-President.
P. H. SIMS, Secretary.

INVESTMENT SECURITIES, GOVERNMENT, MUNICIPAL AND CORPORATION BONDS

Yielding from 3½ to 6½ per cent

Four per cent interest allowed on funds awaiting investment.

A. E. AMES & COMPANY

MEMBERS OF THE TORONTO STOCK EXCHANGE.

BANKERS

18 KING STREET EAST, TORONTO.

WESTERN ASSURANCE COMPANY. Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital	-	$2,000,000.00
Assets, over	- -	3,333,000.00
Annual Income	-	3,536,000.00

HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

— BONDS —

PROTECTION We protect you and also save the employee from being under obligation to anyone.

PROGRESS Because we always lead and never follow

PROSPERITY On account of fair dealings with its patrons, so as to secure a continuance of their business.

The above refers to THE DOMINION OF CANADA GUARANTEE AND ACCIDENT INSURANCE CO.

Bonds issued on persons holding positions of trust. For rates and full particulars, apply,

J. E. ROBERTS, General Manager,
Cor. King and Yonge Sts - TORONTO

Wholesale Millinery

Monday August 31st.

We beg to advise the Millinery trade of Canada that

Our Fall Opening Display

COMMENCES . . .

MONDAY, AUGUST 31st.

The **D. McCALL CO.,** Limited.

Debenham, Caldecott & Co.

FALL MILLINERY OPENING 1903

TUESDAY, SEPTEMBER 1st, and following days.

PATTERN HATS
All strictly imported, showing the latest ideas of the best makers in Paris, London and New York.

OSTRICH FEATHERS
As these will be very much in demand this season, we have secured full lines of Tips, ¾ Flats and Full Flats, which will be the best in quality and prices of any shown in the trade.

FANCY RIBBONS
Will be very popular. We show them in Ombres and Three-tone.

CHENILLE
A big item in Millinery Trimmings this season. Complete in Black and all shades.

MILLINERY PLUSHES
We will show a complete range in latest designs and colorings.

DEBENHAM, CALDECOTT & CO.,

70½ ST. JOSEPH ST., QUEBEC. 18 ST. HELEN ST., MONTREAL

The Canadian Millinery Review

Features of the Trade.

CANADIAN buyers on the European markets are about returning now, and in a short time their purchases will be placed before the trade. From what can be gathered from their advices to their firms it appears that colors will run strong on champagne shades, and there is a good feeling for orange reds, jacqueminots, grass and willow greens and mexique blues; while for deep blue and pinks there is also some demand.

* * *

Several tan shades will be worn; indeed, indications point to as great a popularity for tans and browns as the Summer trade gave to them. The tendency in the Fall colors, however, is toward more brilliant tones than these. Pale pink, and from that to salmon, are leading colors on the Fall color card, and a handsome geranium shade leads the whole on this card. A number of greens will be seen in the trimmings. They are of shades which will harmonize with several other colors, and should prove very acceptable. There is the usual number of slate and metal greys.

* * *

Birds and feathers will be seen in the trimmings in abundance. The birds run from medium to large sizes, and many colors are shown in them, including some beautiful effects in rose, mauve, burgundy and coquelicot. Among the feathers, of course, ostrich feathers keep their usual prominent place and are shown in various colors; a pale blue being very well liked for a light shade. Lyre shaped ostrich feathers are new. The larger part of the plume is curled the wrong way, the end being left as usual. Breasts, plumes and pompons of cock's feathers, are shown in abundance, and these feathers are often used in combination with other sorts.

* * *

The trend of the fashion for Fall can only be guessed at this date, as very little of a positive nature is known of it, or has been given out by returned buyers. Hat shapes, it is learned, though, are to be of a large character, and will be especially good in such colors as champagne, brown and navy. These are expected to be among the most favored in the hat colors, but black, as usual, will be the strongest. Camel's hair effects are good again, in the large shapes particularly.

* * *

Ribbons in duchesse effects, mousselines and black taffetas are in good favor for Fall, and all widths will be offered to the trade in those materials; and in velvets and velveteens, which are to be as widely used as ever. The advance in price of velvets and velveteens will not likely affect the retail trade on first orders, as Canadian jobbers managed to stock fair supplies at the old price. Repeats, however, will likely be filled at the higher price

MATERIALS.

VELVETS are soft and pliable, and shirred velvets are much used in the make up of Fall hats. Panne velvets, both plain and in soft toned checks, are showing; but plushes are expected to take the first place as a Fall trimming. Both in plain and in embossed and fancy weaves there are some beautiful goods. Very rough woollen effects in mottled shadings are going to be much used, and sequin and sequin and chenille trimmings are all popular. Astrachan and Persian lamb, both plain and jet embroidered, are much in evidence, and some wonderfully pretty turbans in white astrachan in military style and with black bush ospreys and jet trimmings are shown.

Short-haired furs, such as ermine, mink, sable and otter are used; and it is extremely probable that later on moleskin will be added to the list.

Shetland wool passementeries will be used with the plushes, or velvets, and real laces, such as rose point, duchesse, carrick-ma-cross, cluny, silk yak, and also the wool yak are all going to be used. It is altogether probable that this last named lace will be dyed to match the rest of the hat materials. Ambers are much in evidence in the velvets, silks, and plushes and ribbons. Judging from the early pattern hats, ribbons are again in for a very good season, particularly in widths from 40 to 100. Double faced satin ribbons, panne satins, mousseline taffeta, and a host of beautiful fancy ribbons, among which are the fur ribbons, are showing. Some of the newest hats show delicately shirred under-brim facings of chiffon. The large black picture hat is a "feature" again this Fall.

DRESS HATS.

DRESS hats are only in the outline as yet, and there may be many modifications before those outlines are filled in. In looking over the model hats that Paris has sent to us, one feels tempted to give the advice "put money in your purse," for the materials are sumptuous the richest and softest of velvets, with a bright, glossy sheen, lovely plushes, and beautiful and expensive hand made laces—duchesse, Irish point, carrick ma-cross, silk cluny, the lustrous vegetable silk variety and guipure, etc., are all used, and with them long ostrich plumes. Ostrich feathers are dearer than ever this year. Indeed extravagance seems to be the characteristic of the new Fall hats.

The Autumn hat crowns are, in many instances, consid erably higher, most of them being the modified bell Paris has favored, for a long time, the high crowned hat, and many Paris hats have this style of crown. It seems pretty certain that we shall have decidedly high and tapering crowns, and these promise to meet with favor in the better class trades, but perhaps it will be well into the season

before they will gain a place in the popular trade. The majority of the rough felts, camels hair, and zibeline shapes are shown with low, oval or medium bell crowns.

Whether low or high crowned, the shapes are large and picturesque, and the high roll at the left side is one of the new features. Another feature that is also prominent in new styles is the deep shelved up turn at the back, and some of the Paris hats are showing the back turned half way over the crown. Parisian milliners seem to have a fancy for rolling either the back or some portion of the side brim over the crown. The tricorne makes its appearance again, but under a new name—it is now the Louis XV. There is a decided difference between the shapes that come from New York and those of the Paris hats. New York hats are more of the "ready-to-wear" order, and the shapes known as the New York sailors and turbans are those shown. The New York hats are considerably flatter in the crown than those from Paris—that is, those that are shown so far are.

Bonnets are being much talked of, and the small bonnet is rumored to be in order. Milliners are very non-committal about this feature. It seems, however, as though it would be only the elderly matron who will take kindly to them, but, as the milliners say, there is no telling. Poke bonnets are well represented—not the old-time Quaker poke—but a glorified picture shape, that reminds one of the beauties of the courts of the last three French Bourbons. These bonnets show the high crowns, as also do the large picture hats in the Gainsborough style. They are made of shirred velvet, plushes, etc., and quantities of glittering jets, and long, sweeping plumes, generally to match, and also shaded—the tip being almost white. Feathers gradually shading up to the darkest color are used as trimmings. The shape and trimmings of the back of the hat are particularly well considered this year and this adds greatly to the pleasing effect; also to the becomingness of the hat.

THE MILLINERY OPENINGS.

THERE is a renewal of activity in the wholesale millinery houses. Shipments of the latest novelties selected in Paris, Vienna, London and other European fashion centres are now coming to hand, and trips are being made to New York for the last note of style that is to be seen there. Preparations are busily going forward for the Fall millinery openings, which are announced to take place on the last Monday in August—the 31st. Though somewhat early, "The Review" has gotten together all possible advance notes on the prevailing styles. There can be no complaint made this season as to the lack of novelty, for both styles and many materials are new, and if some of the materials used have been in vogue for a considerable time the manner of using them is novel.

THE READY-TO-WEAR HAT.

A FEATURE of the early Fall trade will undoubtedly be the ready-to-wear hat. In many houses showings of these hats are being made now, and travellers are going to the trade with outing and ready-to-wear hats suitable for early August selling. Some of these are rough straw in white and tuscan, with trimmings of black velvet ribbons, in rosettes, and bands over the crown, quills, pliable wings, etc., in black chiefly, and sea swallows, gulls and pigeons, in white and soft grey colorings. Hats in both smooth and rough felts, in white and delicate tan and mode shades, in New York sailors, and the new tricorne, etc., are also well shown.

Hats of white mohair felt in folds, and with trimmings of plaitings of the felt mixed with chenille, in blue and black, and with wing or quill trimmings, are among these ready-to-wear styles. In ready-to-wear hats for the later trade, rough materials predominate, and the trimmings are also of a rough character. Velvet is used extensively on those that are now showing and later on plush, it is said, will be largely used to trim this class of hat. On some of the New York samples in brown and green a bright-colored plaid braid was used alternately with the folds of the felt.

ORNAMENTS.

ON looking through lines of buckles and hat ornaments for Fall, one cannot but be struck by the prominence of jet, though steel runs it a close second. Very large buckles in both jet and steel are showing, but the prettiest effect of all is the bunches of grapes in jet.

Girdles of chenille and jet are used on many hats. Cabochons and buckles this year are in artistic reproductions of antique metals, and designs. Some of these dull metal buckles show insects of turquoises and other stones.

One novelty this season is the sheath in jet or steel that is slipped on to the quill of feathers instead of hiding them under the trimmings as usual. Sometimes, besides this sheath, there is a narrow band of cut jet used to cover the stem of the feather, and this is one of the prettiest conceits of the season so far.

Chenille and lace motifs are to be used just as the lace ones have been—under the brims, on the crowns, on the tip of a quill, or in any other place to which a motif is appropriate.

The latest fad is a policeman's button for the centre of a rosette.

COLORS.

IT is early yet to speak of colors, and of course no one can tell at this date on which of the colors shown the season's run is going to come. Pale shades there are, but they are all clear, and the pastels are out of it. Green, in a silvery-willow shade, is very strong in the hats seen so far; also there is a clear emerald known as "hunter's" green. These greens are lovely with black.

Reds are showing, but it is in new tones, one of which shades down to a begonia pink; and very well thought of are the wine shades—medoc, burgundy, pomard, champagne, etc. Greys, beiges and browns all claim attention, and there are the glacier blues, as well as the cornflower shades. There is some mention of plum, and two shades of mauve are also shown, and it is an understood thing that white and cream are very strong.

FEATHERS AND BIRDS.

IN ostrich feathers it is the long flats that are in use. The Amazon effects will go well, as they are suited to the Autumn hats. Tips are showing, but do not seem to be as strong as the long plumes. Prince of Wales' plumes are very much in vogue. Paradise, aigrettes, pom pons and osprey—particularly osprey—are much in evidence. The colors in all sections of the feather department will follow the leading tints in velvets and felts.

Birds play an important part in Fall styles. Small tropical birds are used in pairs on the velvet, cloth and zibeline toques, but the large birds are the most fashionable. These birds are much larger than usual, and many are in "ombre," matching the material.

A smart way to use one of these large birds is to have the head resting on the brim in front, and the body and

S. F. McKinnon & Co., Limited

Our Fall Lines of

Millinery and Millinery Novelties

are well to hand.

They are of a SUPERIOR CHARACTER and at POPULAR PRICES.

By the 12th of August early buyers will find our stock in good shape to make their purchases.

Wholesale Millinery.

Fall Opening (Toronto)

August 31st and Following Days.

Manufacturers of CLOAKS AND SKIRTS.

THERE IS AN INDIVIDUALITY IN THE **STYLE** AND **FINISH** OF OUR

Cloaks and Skirts

THAT MAKES THEM DESIRABLE AND SALEABLE.

S. F. McKINNON & CO., Limited

Toronto and Montreal.

Fall Milline

Everything conceivable in Millinery
tion from English, French, German
by the most finished artists and manu
respective trades will be on exhibition

CAVERHILL

—on

1st, 2nd and 3rd of

In addition to the above our wareroo
and Beaver Felt Hats, Woollens,
nery Plushes, Millinery Ornaments,
hundreds of other lines in Millinery

ALWAYS READY FOR

Agencies :

72 St. Joseph St , QUEBEC. 19 Elgin St., OTTAWA.

ry Opening

Novelties of every possible descrip-
and American centres, and designed
factured by the finest workmen in their
at the well-known warehouse of

& KISSOCK

the———

September, 1903

ms are stocked with Camel's Hair
Children's Dresses and Reefers, Milli-
Cluny and Yak Laces, Ribbons and
Novelties and Staples.

EARLY BUYERS.

91 St. Peter Street, MONTREAL.

wings outspread flat on the crown, with the tail depending over the trimming of the hat at the back. Soft, pliable wings are cleverly used, particularly for the under-brim trimming, and a good deal will be made of these wing effects.

Quills, both straight and curved, are showing, and in fancy feathers there are many new ideas. Hackle feathers and plumes are well used and breasts are among the numerous fancy feathers showing. The "Mephisto" is an arrangement of fancy feathers that the name best describes, and this promises to be most attractive, used as it will be on the under-brim, or on the crown, or at the side of the hat.

THE SUMMER GIRL'S FADS.

THERE will be some interesting changes in the Summer Girl's habits this year, and as she is a most profitable patron of the drygoodsman, he takes a great interest in her vagaries. This Summer she is going in for picture hats, not so much the Gainsborough as hats which droop more, and almost take the place of a parasol, as they project in front. The only time she will be seen bareheaded is after dark, or on dull drizzly days.

The wearing of the picture hat means the Summer Girl intends to drop auto driving. The girls say it does not pay, as the forty mile speeding roughens the skin and reddens the eyes, unless the face is heavily veiled. Besides that, the fluffy, rilly, fragile gowns of embroidered chiffons and crepes, draped with laces and with floating ribbons and trailing sashes, cannot be worn to advantage on an auto. For similar reasons golf is less in favor, and the number of girls who play golf will be much smaller this season than last year, at least that is what many allege.

JOHN D. IVEY CO.'S ILLUSTRATIONS.

No. 1.—This hat is made of steel-grey velvet, faced with white tulle, with applique of angora lace. The edge of the upper brim is outlined with ermine tails laid in succession. A steel girdle circles the base of the small bell crown, and the decoration is ostrich feathers to match the velvet.



No. 1.

No. 2.—This is the new "Poke" hat, made of black ostrich velvet, covered plain, faced with a shirring of shell-pink liberty satin ribbon, over which is draped black silk-embroidered lace—two black ostrich aigrettes on edge



No. 2.

of brim, and long ribbon ties, caught with handsome seguin buckles.

NEW YORK MILLINERY FASHION POINTS FOR FALL.

From a Special Correspondent.

AMONG the turban shapes shown there is a marked tendency to "boat shapes," with bow and stern well defined in front and back respectively. The elongation of the ellipse formed by the drawing forward and back of the brim results in curving in the brim on one side or both. Crowns are low to medium height on the shapes already offered. The broad effects of the hats of last season are retained with some modifications in the untrimmed stock. The materials used are rough as a prevailing characteristic, and plushes, chenille, mohair, rough felt, etc., are the main fabrics. Paon and panne velvets are also in use.

In fancy braids of felt, or felt and chenille mixed, there is an endless variety of designs which make up richly. Ribbons are worked and plaited in a variety of effects. Wings, birds, paradise plumes, long breast and sweep effects in fancy feathers, are seen in profusion. Ostrich plumes, principally in black, excepting where a shade match is desired, appear on the patterns shown. Some of the new hats have shirred silk material, with different sized tuckings, broadening out as it is laid around the hat, and forming a feather breast effect. Wool is a prominent constituent this season. It appears in laces, where it is woven to form the design. There are also "ermine" effects in all sorts of material. The trimmings are nearly all tucked or shirred and very few plain effects are shown.

The colors which appear principally in the imported models are white, white with mink fur, brown, navy and bluet combined, (this very marked), castors, several greens, cardinals up to deep garnet, and ombre effects, etc.

In ornaments, one novelty is the half buckles made of steel and jet, another the "quill ends" in a variety of styles.

MADE IN CANADA

J. M. Woodland & Co.

MANUFACTURERS OF

Ladies'

READY-FOR-WEAR
READY-TO-TRIM

Hats

We invite inspection.
Prompt Deliveries.

MADE IN CANADA

10 Wellington St. E.,
TORONTO.

Fall Opening

TUESDAY and WEDNESDAY,
Aug. 11 and 12, 1903.

FINE TRIMMED MODELS
That ARE Models.

"READY-TO-WEAR" STREET HATS
IN CHIC STYLES.

And a choice line of the best shapes in
UNTRIMMED HATS.

You are invited to look, take notes freely—and buy if you are pleased.

Hill Brothers
707-709 Broadway, NEW YORK.
Sign of "The Golden Arrow."

Wholesale Millinery

OPENING, MONDAY, AUG. 31st

Ready for Early Buyers
August 17th. Inspection invited.

The John D. Ivey Co.
LIMITED.

TORONTO MONTREAL QUEBEC WINNIPEG

There is a considerable showing of bonnets in the exhibits thus far opened. They have strings of medium width.

MILLINERY SPECIALTIES.

CAVERHILL & KISSOCK, as a millinery house, are particularly interested in, and handle largely, laces, which they are showing for Fall in a well selected assortment of yak, cluny and guipure. These lines are certainly going to hold their own in the lace world this season.

Caverhill & Kissock's hat department is one of the largest in the country and for the Fall season, considerable efforts have been made to meet the demands of the trade. The beaver goods will certainly prove to be one of the most fashionable articles in head gear for Fall. On the other hand, hats in camel's hair effect are again thought of very favorably and will, no doubt, be much worn, large shapes being particularly good. One shape that is especially looked upon as a leader is the "Palm Beach" crown, with a slightly rolled sailor leaf, in colors—black, of course, leads the way. The tendency, so far, appears to be to plain, quiet colors, reds, browns, greens and other light shades of past seasons being almost completely omitted and black, champagne, brown and navy running largely.

Caverhill & Kissock have made exceptional purchases for the Fall season, in a favorable market, of ostrich feathers, showing considerable flats in black and white. The value of these will certainly be approved of by the trade.

Caverhill & Kissock's millinery trimmings are in line with their other goods, and for Fall they are handling a choice assortment of wings, ospreys, combination pompons and birds. Pompons and ospreys are exceptionally well thought of. In birds the tendency will be for large effects.

Caverhill & Kissock are carrying for Fall trade a beautiful assortment of black and colored millinery, plushes and mirror velvets, the feather plushes being lines which are likely to meet with extreme favor as trimming material for Fall. Plushes in all classes will be found extremely favorable this season, and in these Caverhill & Kissock are exceptionally well supplied.

Caverhill & Kissock, as usual, hold their own with ribbons, having a tremendous quantity of black taffetas, mousselines, and duchess effects, from the narrowest to the widest widths, at prices and qualities to satisfy even those hardest to please. Their range of staple ribbons are always largely stocked; every possible class of ribbon that can be called for being handled, especially those lines which at the time are such as Dame Fashion demands.

In ribbon novelties, Caverhill & Kissock have an enormous range of plain taffetas, mousseline and duchess, in all shades, especially in orange reds, jacqueminots, grass and willow greens, new pinks, mexiques, champagne, and other light shades.

THE PERILS OF THE PICTURE HAT.

WATCH for the stylish hat, is the advice given by the man who knows. With her wide-brimmed hat the girl of 1903 is as formidable a companion as her grandmother was in the days of hoopskirts. The light, airy, lace and chiffon swathed hats are prettier and more becoming than those worn for many Summers past, and the mere man is always ready to take them at their face value, not to think of the mischief that lurks in those wide brims that cast such a becoming shadow, and bring out the pink and white of the face underneath. But look out, when you are least expecting it, this adorable creature gives you a bang in the eye with the rough edge of a braid which makes you see—not stars, but long-tailed comets. Then she scrapes the skin off your ear; or bending her head as she draws on a mitt, she saws a groove in your neck. Perhaps she begs your pardon, but more likely she does not, being supremely unconscious of the damage she has done. Now, men take all this pretty meekly, but that is more than another woman, though wearing a hat of the same variety, will do, and so the girls are not wearing their hats at luncheons any more, as tactful hostesses have taken to protecting their fair guests from possible hard feelings and from straw in their soup, by adding to luncheon invitations a polite equivalent for that theatre regulation that moves every woman in a modern audience to take her hat off. No such provision can be made for afternoon tea, and there hat meets hat with awful waste, and milliners' wire crashes against milliners' wire with dire results.

But it is on the street cars that the stylish hat gets in its fine work. There is no temptation to crowd one too many on a seat, as hats forbid; and if two women are seated back to back on an open car there are sure to be black looks, if no further trouble. On the other hand, a rough straw brim is a splendid weapon against the complacent, selfish man who leans over the back of an open car and half way into the next compartment, forcing the unfortunate passenger who occupies the seat behind him to sit sideways or bend nearly double—a few quick saws back and forth from the modern hat generally bring him to time, and straighten him up.

S. F. M'KINNON & CO., LIMITED.

WHEN a representative of "The Dry Goods Review" called at the warehouse of S. F. McKinnon & Co., Limited, with a view of learning their ideas along the line of Fall millinery and business generally, he was met by one of the company, who said: "We have now practically passed away from the Summer season. Stock has been taken, and most satisfactory results for the season shown. Some of our Ontario representatives have finished their placing trips with Fall goods; others, who represent us in the far-off provinces, will not be through for two or three weeks yet. Placing orders are very satisfactory from all parts of the Dominion for millinery, millinery novelties, mantles and skirts."

The representative of the company also said that from their view point the outlook is bright, stocks throughout the country being in good shape, and business generally in a good healthy condition, "and," he said, "we will be much mistaken in our summing up and calculations generally if the coming season is not a record breaker in millinery and jackets. We believe that we will see 25 per cent. more buyers in Toronto at the end of this month and beginning of September than ever before. Our heavy importations are fast coming to hand; in fact, it is necessary to have these in early, as orders taken in the far off provinces must be shipped early so that they may reach their destination in time for the early trade. With regard to the goods for the early Fall trade, we do not claim to be infallible in judgment, but you may give the following information to the many readers of "The Dry Goods Review," which time will prove to be correct.

"Hats will be of a rough character, with a tendency to large shapes. Many hats of the outing or ready-to-wear

G. Goulding & Sons

55 BAY STREET, TORONTO.

FALL 1903

Ribbons
Velvets
Plushes
Laces
Nets
Chiffons
Silks
Mourning Goods
Feathers
Flowers
Ornaments
Felt Hats
Fancy Braids
Millinery Novelties
Trimmed Millinery

THE advent of another season finds us prepared for the demands of an extensive and growing trade with an increased stock in all departments, selected from the fashion centres of the world, with careful thought to artistic requirements. No effort has been spared to make the range comprehensive and complete, and we are confident of our ability to meet the needs of the trade in Millinery Goods.

Ostrich Feathers

in Flats, Tips and Mounts will again command a large share of public favor, and we have anticipated an extensive sale. Our assortment in these lines embraces everything new and fashionable, and in extent and variety is certainly the largest in this market.

During the Openings and throughout the season we hope to see all our old friends, and at the same time extend to those who have not heretofore done business with us a cordial invitation to call and inspect our several departments.

G. Goulding & Sons

55 Bay Street

LONDON: 3 St. Martin House, Gresham Street.
PARIS: 35 Rue Poissonniere.

Toronto

character are in evidence for early Fall wear. In the manufacture of the latter, rough materials, motifs and quills will be largely employed.

"In the manufacture of high-class millinery large shapes will be prominent. Toque and turban effects will also stand out conspicuously. Materials to be used extensively will be velvets and plushes, in plain and fancy; sequin, sequin and chenille mixtures, and plain chenille. Much of the mandoux effects will be used in chenille and sequin; also in plush and felt. Chenille in braid or galoon and cord characters will be right, crowns and crownings all showing in many beautiful designs. Ribbons will also be largely employed in the manufacture of stylish millinery, particularly in the wide widths. Continuing along this line, hat adornments or beautifiers show a marked change in character over previous seasons. Ostrich feathers will be good, with a fair demand for shaded effects. Aigrettes and birds are more in evidence than for many seasons. Fancy wings and Mephisto effects are much thought of and promise to be very good and certainly very stylish. Motifs in feathers, chenille, astrachan, lace and fancy effects promise to be a feature of the season. Pompons, ospreys and buckles will all be important factors in the manufacture of high-class millinery.

"One feature in a Fall novelty, which stands in close relation to millinery, and which is sure to be very popular, is the feather stole, and which in white and light colors is most becoming and stylish for early Fall wear.

"Monday, August 31, and following days, will be our opening dates, when we promise to make a showing of trimmed patterns, millinery, millinery novelties, staple silks, velvets, ribbons, veilings, and jackets and skirts, which will prove advancement in each department. As usual, for the benefit of early buyers, we will be ready by August 15 to meet all who find it necessary to make their selections previous to our general opening dates."

OTTAWA TRADE NOTES.

WHITE piques showed a decided improvement in the local retails. Almost anything that looks like linen in its various forms sells on sight.

Plain chambrays in delf or natural linen shades have been in good demand.

Tussore silk has shown itself a strong material among the well-dressed people of the Capital.

Wool yak lace in cream is being used for trimming, more particularly for the very distinct navy in twine cloth.

Biscuit or string colored parasols are much in favor on the streets.

Lace in profusion appears on nearly every Summer gown. Cluny is much to the front, but the army of imitations are having a fair share of the demand.

THE D. M'CALL CO., LIMITED.

WHEN our representative called upon The D. McCall Co. the animated appearance throughout the warehouse was in itself convincing proof of the extensive business this company enjoys throughout the entire Dominion. Every available space in the building was stocked ceiling-high with goods which represent the latest conceits and creations from the fashion centres of the world.

WANTED.

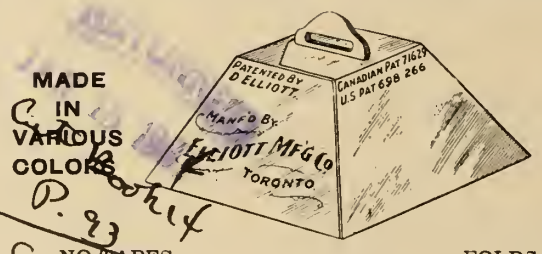
TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinery Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treated as confidential.

THE D. F. BROWN PAPER BOX AND PAPER CO., Limited
ST. JOHN, N.B.

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO
Dry Goods Commission Agents.
Representing
STEAD, MILLER & Co., Philapelphia, Pa., Tapestry Curtains and Upholstery Coverings,
CARTWRIGHT & WARNERS, Limited, Loughborough, Eng., Hosiery and Underwear,
BENTLEY & TEMPEST, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths,
HOOD, MORTON & Co., Newmilns, Scotland, Lace Curtains,

Pyramid Hat Box.

MADE IN VARIOUS COLORS



TWO SIZES

NO TAPES

FOLDS FLAT

Write For Samples and Prices.

ELLIOTT MFG. CO., Limited, Nelson St., TORONTO

We shall have some very taking novelties in

LACES and VEILINGS

to show you when you are in Toronto for the Openings.
Each week brings something new from Europe.
Call and look over our goods, or write us.



Canada Veiling Co.

50 Bay Street, - - TORONTO.

"Knox Hats are Sellers"



SELLERS!

That's just what you've been looking for in Ready-to-Wear Millinery for Ladies and Children.

And They are Sellers

because they are so stylish and well made.

Our show rooms will be open for your inspection during the Openings. Call in.

KNOX MFG. CO.

Factory and Warerooms,

48-50 Wellington St. E.,
Annex 51 Colborne St. E.,

TORONTO.

While busily making their Fall shipments it is quite evident they do not overlook the present wants of their customers, for, although between seasons, they show a very extensive range of outing and ready-to-wear hats, suitable for boating and early August trade, which is a very acceptable change from the sailor and duck or linen hats so much worn the early part of the Summer. In the way of trimmings for these later styles they show some very nobby effects in pliable wings, which, for the trimming of an outing or ready-to-wear hat, cannot be improved upon. Birds, in sea swallows, gulls, and pigeons, in the white and soft grey colorings, are other suggestions in this department for early trade; while the new quill effects, both in feathers and in ornaments, are a feature not to be overlooked. The latter come in numerous designs in steel, jet and rhinestone and are exceptionally smart.

Ostrich goods will undoubtedly hold a firm place in the coming season's styles. The D. McCall Co. are exceptionally strong on this character of feather, and show some beautiful plumes, the blacks being of a superior rich glossy fibre, so desirable in ostrich feathers. Expectations are for a very large trade in these goods, and those desiring quotations should consult The D. McCall Co.

Their ribbon department carries only the newest and most up-to-date productions. In soft taffeta and liberty satins, running from the narrower baby ribons to the wider widths, so fashionable for neckwear and trimmings, every conceivable make and pattern can be seen in this display, which comprises one of the best assorted stocks in the country.

In velvets and plushes, the latter seem to hold first place, and the firm show a large range, both in plain and fancy.

THE JOHN D. IVEY CO., LIMITED.

THE John D. Ivey Co., Limited, are rapidly placing in stock the advance shipments of their Fall importations of millinery requisites and novelties, including the handsome and elegant materials necessary to the manufacture of high-class pattern hats. One entire flat in their large warehouse is used for showing their untrimmed hats. Noticeable this season is the large assortment of beaver, plush, astrachan and plain felts in most perfect outline of shape and exquisite shades of color. The "rougher" or more shaggy the material is the more stylish these new hats are. The newest materials for trimmed hats are astrachan and Persian lamb, both plain, and jet or lace embroidered with it; and Shetland wool passementeries, used as bandeaux or crownings, alone or in combination with silk plush or velvets. Ombre silks, velvets, beavers, and ribbons are much in evidence, and, judging from the early pattern hats shown, ribbons of the wide widths will be indispensable for the trimming of early Fall hats.

Noticeable among the novelties in this line are the imitation fur ribbons. Chene ribbons, panne ribbons and velvet and satin reversible ribbons, of all widths. Real laces, such as rose point, carrick ma-cross, chuny, and silk yak lace, are the vogue, though sequin, jet and steel and chenille embroidered laces are equally good.

Everything points to a large use of velvet and plush in the manufacture of dress hats. Large jet and steel buckles, girdles and cabouchons are the correct ornament, but the latest fad is a gilt policeman's button. These make a pretty finish to the centre of a velvet or silk rosette.

Birds are very prominent as a decoration for large hats, and they are much larger than usual. Many of them are "ombre," matching the materials. Large wings, which make the brim entirely, are among the novelties, and amazon ostrich plumes and ostrich goods of a smaller order are used in greater quantities than ever; for the picture hats, being larger, consequently can carry more feathers as a decoration. Velvet fruit, velvet foliage, and unmounted roses are used freely.

In the model room are seen many very exquisite picture hats, round hats, oblong toques and bonnets. Several of these new millinery creations are made of astrachan and Persian lamb with trimming of lighter fabric and contrasting color. Other furs, such as ermine, mink, sable and otter are also used. The majority of the large hats still fit closely to the head at the back and are raised on the new "Tiara" band, which fits so prettily and snugly over the pompadour. The heavy rolling brim is well introduced in both small and large hats, and turban toques, on the "Trianon" order, are exceedingly popular.

G. GOULDING & SONS.

WHEN "The Review" representative visited the millinery warehouse of G. Goulding & Sons, the air of activity and bustle proclaimed that preparations for the Fall millinery openings were well on the way. Some lovely Paris hats were shown, and also some of the latest models from New York. From a whisper heard while in the warehouse this firm should have a remarkably attractive display of pattern hats on view at the opening.

NEW YORK MILLINERY TRADE.

"ALTHOUGH we are in the midst of midsummer heat and outing hats, suitable for the seashore, mountains, with the accompanying demand for sailors, duck hats or even the everyday excursion to local resorts, our attentions are divided and we are anxious for the influx of visitors to our premier Fall openings. And prepared we are, with the early imported pattern hat, also our grand exhibit of American patterns, the creations of our own designers.

"This applies not only to the pattern hat, but also to the street hat and ready-to-wear hat. The tendency of these is to the larger picture hat with the high crown and brim drooping over the hair, but the large toque or turban will be in great demand; also the flatiron and pancake shape. Trimmings consist of velvets, first, last and all the time, in pretty shirred and tucked effects; also ostrich plumes in beautifully shaded effects, Paradise aigrettes, quills, wings, etc. Ombre ribbons in exquisite colorings are to the fore, and laces in plauen and chuny effects are very stylish. Almost every hat will be decorated with an ornament; jet and steel being most prominent.

"Then, as to colors. According to the French Syndicate color card the salmon pinks, shaded to scarlet, are first choice; the light to medium greens are second; old rose and raspberry tints third; the staples being as usual light browns, castors, royals and heliotropes. Black and white are particularly prominent, especially when blended together.

"Our Canadian friends are to receive special attention this season. We understand their needs and requirements better than ever, and hope to receive a call from every Canadian buyer who appreciates good values," said John Miles, of Broadway, New York.



To Our Friends Across the Border.

We wish to remind you that we are still the **Greatest** and **Biggest Hustling Millinery Cash Bargain Shop** in **America,** and are prepared to show an extensive line of **Trimmed Hats,** including **Pattern Hats, Dress Hats, Street Hats, Ready-to-Wear Hats,** which are

ALL OF OUR OWN MANUFACTURE

and at prices fully one-third lower than our competitors.

We save you money on every purchase. Write for our complete cut-price Millinery Catalogue.

JOHN MILES

INC.

610-612-614 Broadway, - New York City.

A SUCCESSFUL EXCURSION OF DRYGOODSMEN.

THE morning of Thursday, July 30th, did not seem a favorable one for an excursion. The weather man was spiteful and did everything in his power to discourage all intending excursionists. The sky was overcast and the rain came down in torrents sufficiently heavy to suggest something like a cloud burst. But the warring elements could not discourage a happy crowd of excursionists who embarked on the stout little craft the Beaupre at Bonsecours dock, Montreal, that morning. Something more was necessary to cause the Society of the Retail Dry Goods Merchants of the Province of Quebec to forego their fourteenth annual outing. They had spent enjoyable days on previous excursions and this year when the affair was in the hands of the energetic and popular Monsieur A. Giroux, the president of the special committee, they knew that something specially good was in store which even the adverse elements could not entirely spoil. Accordingly over 600 took part in the excursion and all that spiteful "Old Probs" was able to do was to delay the start for about an hour in order that no late comers should be left behind.

Their courage was rewarded, for about noon the clouds rolled away and the afternoon could not possibly have been



BRUNO CHARBONNEAU, President of the Society.

improved upon. The weather man seemingly did his utmost to atone for his bad conduct in the morning.

The excursion was down the St. Lawrence to Sorel and when the rain made it impossible to stay on the decks all were kept in excellent humor by the music of the two orchestras which had been specially engaged for the occasion. These were the Blaze' and Retto orchestras and to the sweet strains of their music the morning was spent in dancing and song. The younger members of the company never tired of the dance, while the older members gathered in the cozy corners renewing acquaintance and fighting life's battles over again.

About noon the sun came out and the decks were soon crowded with spectators enjoying the beautiful scenes which are the pride of the St. Lawrence route. The sun was shining brightly and the islands were mirrored in the perfectly still waters of the river.

About 3.15 p.m. the town of Sorel was reached and all disembarked for a ramble through its shady streets. It had been intended to go down the river as far as Lake St. Peter and to stop at Sorel on the return journey, but the late start rendered that inadvisable.

All the members of the party had been supplied with red souvenir badges and almost all were wearing souvenir buttons with the picture of the popular president of the society, Monsieur Bruno Charbonneau. The rapid sale of these buttons was a tribute to the popularity of the energetic and affable president.

The arrival in the town of over 600 excursionists, each wearing souvenir badges and buttons, created some little stir among the inhabitants, who, in good hospitable French-Canadian fashion, welcomed the visitors from Montreal. About two hours were spent in rambling about the town visiting its park, church and public buildings. About five o'clock the party reassembled on the boat, and a large number of the citizens of Sorel gathered on the wharf to bid them au revoir. President Charbonneau addressed them from the deck in a witty speech, which was greeted with laughter and rounds of applause. He conveyed to them the good wishes of their fellow-citizens in Montreal, and on behalf of the Society of Marchands—Detailleurs de Nouveautes—he thanked them for their hearty welcome. At the conclusion of his speech three hearty cheers were given from the wharf for President Charbonneau, and these were answered from the boat by cheers for the citizens of Sorel. A couple of French songs were sung with great gusto and then, having reference to President Charbonneau, the crowd sang that English song for which there is not any exact equivalent in French—that old classic which has done duty on so many time-honored occasions—"For he is a jolly good fellow." As the strains died away the bell rang and the boat began slowly to leave the wharf. Amid a cloud of fluttering handkerchiefs and answering cheers the boat drifted out of Sorel harbor and the return journey was begun.

On the return journey, as on the trip down the river, an excellent musical entertainment was provided.

Mr. and Mrs. Harmant were special favorites, as indeed they deserved to be. Their dances were graceful and their songs witty and clever Both have excellent voices, and their songs were exceptionally well rendered. Mr. Harmant's impersonations of various characters were cleverly executed and merited the applause with which they were greeted. Both Mr. and Mrs. Harmant were compelled again and again to respond to insistent encores. The songs of Messrs. Duquette, Lebel and Clement are also worthy of special mention, while the violin selections of Miss Foy, of Detroit, delighted all who heard them.

Too much credit cannot be given to the capable and energetic committee who were in charge of the excursion. A. Giroux, the president of the special excursion committee, was —to use a time-honored, but expressive, phrase—"a host in himself." He was everywhere, indefatigable in his efforts to make everything go smoothly and see that all enjoyed themselves. In his effort to do so he was ably assisted by his colleagues on the special committee, J. O. Gareau (secretary) and A. Rouleau (treasurer). The interests of the company were also well looked after by the regular officers of the association, whose names are given below.

President—Bruno Charbonneau.
1st Vice-President—A. Rouleau.
2nd Vice-President—Z. Arcand.
Secretary—J. D. Couture.
Assistant Secretary—J. A. Daignault.
Treasurer—A. Giroux.
Assistant Treasurer—Ernest Lamy.
Corresponding Secretary—Emile Champagne.
Director of Committees—L. A. Picard.

It was exactly 10 p.m. when the str. Beaupre reached Bonsecours wharf and the happy company of tired excursionists left the boat. All were agreed in proclaiming this the best of the 14 excursions yet held—the best in spite of the worst "Old Probs." could do—and all united in sounding the praises of Messrs. Charbonneau and Giroux, than whom no association could have two more capable officers.

PERSONAL MENTION.

Mr. C. W. Dunning, of John Macdonald & Co., has left for a buying tour in Great Britain.

Messrs. Michael & McMillan, buyers for The Gordon, MacKay Co , Limited, leave in a few days for Europe.

Mr. Hill, of Cranbrook, B C., was in Toronto a few days ago. He reported business good in Cranbrook.

Mr. Thomas Jackson, of the staple department of The Wyld-Darling Co., is in Europe in the interest of his firm.

Mr. G. D. Harper, foreign buyer for Caverhill & Kissock, is expected to return from Europe about the middle of this month.

Mr. B. Bryon Cronyn, of The W. R. Brock Co., Limited, Toronto, is spending a few weeks in Europe. He is accompanied by Mrs. Cronyn and family.

Messrs. W. G. Cummings, of Toronto, and J. D. Tait, St. Catharines, left a couple of weeks ago for a trip to Great Britain, combining business and pleasure.

Mr. Edgar, of the Edgar, Coristine Co., wholesale hats, caps and furs, has just returned from a buying trip in the Old Country. He reports active business in his line.

Mr. J. Frank Riepert, wholesale silks, etc., Montreal, has just returned from a trip to Germany, Switzerland, France and England, where he has purchased extensive Spring lines.

Mr. F. X. de Grandpre, manager of Debenham, Caldecott & Co., has just returned from the European markets, having purchased there a very large assortment of millinery and fancy dress goods.

The bankrupt stock of Clark, Vandelinder & Co., London, Ont., has been purchased by Mr. Charles Clark, senior member of the former firm, and Mr. George Wood, who will be known as Clark, Wood & Co. The price paid was 40 cents on the dollar.

Mr. J. H. Sherrard, manager of The Alaska Feather and Down Co., left on July 9th on a business trip. He will be absent two months in England and on the continent buying materials for the comforter department of his firm. Mrs. Sherrard accompanied him.

The many friends in the trade of Mr. Wm. Guthrie will be glad to welcome him back after his four months' absence in Europe. Mr. Guthrie looks all the better for his outing, and is quite au fait in all matters that pertain to Fall millinery, having just returned from the principal fashion centres.

Mr. W. A. M. Swift, of Swift, Copland & Co., hatters and furriers, Montreal, has just recently returned from a buying trip to England and on the continent. He secured some fine lines of furs at Leipsie, and also had a most successful "Spring stocking-up" trip. Mr. J. P. Copland also represented this firm in the buying markets of New York recently.

Mr. J. J. Louson, for some time back with Edgar, Coristine & Co., hatters and furriers, Montreal, has severed his connection with that firm to enter into partnership with Messrs. Swift, Copland & Co. Mr. Louson, besides bringing additional capital into the business, has brought a business experience which will be very valuable to the firm with which he is connecting himself.

The Montreal labor unions are making big preparations for Labor Day. They intend to celebrate on a grander scale than ever before. Mr. R. C. Wilkins, manufacturer of clothing, overalls, etc., takes a great interest in labor matters, and has several big orders ahead for uniforms for different unions. One union has ordered 300 tailor-made suits, another 75 suits, while several more are content with overalls, duck suits, etc. Mr. Wilkins makes a specialty of this line of manufacture, not only in Montreal, but also in many outside places.

Mr. W. Taylor Bailey, head of the wholesale firm of upholsterers' supplies, curtains, etc., of that name, Montreal, has just returned from a trip through Ontario in company with one of his travellers in that territory. Mr. Bailey does not sell goods, leaving that to the traveller, but simply goes around making the acquaintance of his many customers and getting their opinions on trade matters, etc. A trip of this sort suggests the thought that it would be better for many large houses if the proprietor could thus make the personal acquaintance of the firm's customers throughout the country. Mr. Bailey leaves shortly on a similiar trip through the east.

Mr. H. Wener, of The Montreal Waterproof Clothing Co., has just returned from a business trip to England, Germany, France, etc., where he has been studying the styles for next season. He has brought back with him one of the largest lines of new shapes ever shown in Canada. These will be copied here in new cravenettes, Priestley's cloth and others, all shower proof, and will be shown this Fall in 350 different patterns. Mr. Wener brought with him a first-class designer from Paris, who will devote his attention to ladies' goods. Samples will be ready during August, and the firm's nine travellers will go out after orders for Spring and immediate Fall trade. The company have doubled their capacity, and will soon be in a position to fill all orders very promptly.

AN ENJOYABLE PICNIC.

The employes of The Merchants Mantle Manufacturing Co. Wellington street west, Toronto, held a most enjoyable picnic to Niagara Falls, on Friday, July 24th. There were about 400 in the party.

A NEW UMBRELLA FIRM.

The Allen Manufacturing Co. have recently installed in their establishment a fully equipped department for the manufacturing of umbrellas. They have the advantage of extensive premises, the newest and most approved machinery, and expert and efficient operators.

The Fall samples are now ready and when the representatives of the firm start on their travels they will carry a full assortment of umbrellas in the newest styles.

A PLEASANT OUTING.

Mr. A. R Wilson, advertising manager for Greenshields Limited, has recently returned to Montreal from a holiday trip west, accompanied by his wife and daughter. They visited Toronto, Niagara Falls and other places of interest in Ontario, and Mr. Wilson speaks in admiring terms of western cities and western hospitality. Returning they spent a short time in the Thousand Islands at the different Summer resorts.

WOOLLENS AT THE TORONTO EXHIBITION.

A meeting of the woollen manufacturers' section of the Canadian Manufacturers' Association was held on July 17th. It was decided to make a special display this year at the Toronto Exhibition, and the manufacturers of cloths, knitted goods and carpets promise to far surpass the efforts of other years. An exhibit befitting the perfection to which Canadian goods have attained will no doubt prove a revelation to many merchants, and the "Made in Canada" card will attract considerable attention.

THE LATE MR. THOMAS SONNE.

A familiar figure in the commercial life of Montreal disappeared in the death of Mr. Thomas Sonne, sr , manufacturer of awnings, tents, flags, etc., which occurred on Wednesday, July 8th, in Montreal. Mr. Sonne was a Dane by birth, having been born in Bornholm, Denmark, in 1836. He spent the early part of his life as a sailmaker, and visited a great many parts of the world. In 1866 Mr. Sonne came to Montreal

and soon built up a large business in canvas goods, the largest in Canada in that line. He leaves a widow, two daughters and two sons, all living in Montreal. His eldest son, Thomas Sonne, jr., is head of The Sonne Awning and Tent Company.

ILLUSTRATIONS IN THIS ISSUE.

No. 1—Shown by S F. McKinnon Co., Limited; catalogue No. 432.

No, 2—Shown by S. F. McKinnon Co., Limited; catalogue No. 469.

No. 3—Shown by S. F. McKinnon Co., Limited; catalogue No. 60.

No. 4—Shown by S. F. McKinnon Co., Limited; catalogue No. 526.

No. 5—Shown by New York Silk Waist Co.

No. 6—Shown by New York Silk Waist Co.

CURTAILMENT OF ENGLISH COTTON MILLS.

THE Manchester (England) Guardian, under date of July 16, prints reports from various English manufacturing centres, giving the number of cotton looms running, either on short time or stopped entirely. The following summary is given according to districts :

	Looms— Short time.	Stopped.	Total.
Bolton	4,500	....	35,220
Oldham	15,455	380	17,451
Radcliffe	*2,000	....	8,896
Ashton	5,833	6,550	17,910
Rossendale	6,911	120	12,020
	34,699	7,050	91,497
Burnley, Blackburn, Darwen, Nelson, Colne, Rochdale, Chorley, Wigan, Stockport and Hyde (July 7)	45,774	26,774	263,204
Preston, Accrington, Oswaldtwistle, Church, Clayton-le-Moors, Clitheroe, Haslingden, Bury, Heywood (July 10)	22,890	11,770	114,393
Total	103,363	45,594	471,094

*Estimated for four weaving sheds.

LINEN MANUFACTURING IN CANADA.

WHILE a representative of THE REVIEW was making his rounds in one of the wholesale houses he was pleased to notice some linen towellings marked "Canada." His curiosity being aroused, he made inquiries, and found that the buyer of the linen department had been approached a short time ago by a family of linen weavers who had just come out to Canada from Ireland and were anxious to start a factory in this country. The buyer in question gave the family an idea of what was required for this market. The result was that the factory was started in a small Western Ontario town. The towellings which the factory is turning out have been in the hands of the trade the past season, and are said by the trade to be strong and possessing good wearing qualities.

There has been for some time a movement on foot to start still another and a more ambitious linen mill in Canada, and the promoters are Dr. Beattie Nesbit, M.P.P., Toronto; Christian Kloepfer, Guelph; J. A. Kammerer, Hamilton; J. D. Shier, Bracebridge; J. H. VanDusen, Reuben Millichamp and Ewan Mackenzie, of Toronto. Bracebridge, Ont., has provided both a site and a bonus. There is a deal of flax grown in Perth and Waterloo counties, but chiefly for seed. Some of the straw is used in making coarse twine, but most of it is wasted. It is hoped in time to use Canadian-grown flax, but at first it will be necessary to import flax from Ireland.

METHODS OF BLEACHING COLLARS.

"BLEACHING," says an exchange, "is the process of freeing textile fibres and fabrics from their natural color, and rendering them white, or nearly so. The ancient method of bleaching, by exposure to the action of the sun's rays and frequent wetting, has been superseded where the business is prosecuted on a large scale by more complicated processes, involving the use of various chemical substances. Among the substances used the chief are chlorine and sulphurous acid, the latter being employed for the animal fibres (silk and wool), while the vegetable fibres are bleached with chlorine, a gaseous substance contained in common salt. In both cases, however, the bleaching proper is preceded with certain cleansing processes. Bleaching is commonly said to be 'natural' when exposure to light, air and moisture forms the leading part of the process; and to be 'chemical' when chlorine, sulphurous acid or other like substances are employed. In some instances, as with linen, the two processes are combined."

All the collars and cuffs sold by The Canadian Underwear Co. are bleached by the action of the sun, or what is known as lawn bleached; hence the purer white of the finish of all their goods. They state that this natural process of bleaching also strengthens the cloth ten fold, instead of taking away the natural life of the cloth, as when bleached chemically, and that the result is seen at a glance in the whiteness of their collars, as compared with those treated by the chemical process.

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

J. M. GARLAND, SON & CO.

A SPECIAL line of blouse cloths are being shown by J. M. Garland, Son & Co., Ottawa. They are not too heavy for Summer wear and are of of ideal weight for the Autumn. A nice line shown by the firm is fancy moreens of light weight and of silky appearance. Their range of fine silk-embroidered flannels is in good demand. The firm report that they have some new costume goods for Fall wear. They have in stock for rainy days skirts in nearly every weight that can be retailed at 35, 50, 75c. and $1.

Silk has no superior as a lining, but J. M. Garland, Son & Co. announce that they have a special line of court taffeta for drop skirts which runs silk a close second. The firm are in receipt of a shipment of pretty silk check fancy tartans for children's wear, which can be retailed at 50c. They have a strong number of new Fall weights in dress frieze for Fall wear. The firm are showing for immediate delivery navy blue lustres in a new and popular blue for street dresses in 11-in. goods, that can be retailed at 50c. They are now prepared to fill all orders for $1 and $2 black English mercerized sateen. In the glove department they are showing some comfortable fitting cashmere gloves with dome fasteners; in ringwoods they have plain and fancy colors.

J. M. Garland, Son & Co. are making a specialty of white wool blankets of large size and suitable prices. For lumbermen's use they are showing a good line of grey union blankets. Their stock of spring-roller blinds is well assorted, and they will now be ready to fill orders at the shortest notice. They report that their stock of art squares, rugs, etc., was never in better condition. The same may be said of their stock of feather pillows, while comforters they can supply in prices ranging from $8 to $180 per dozen. They are showing wrist bags, chatelaine purses, etc., at prices to retail at from 20, 25, 35, 50, 75c. and upwards. The stock of school requisites is complete

GREENSHIELDS LIMITED.

Greenshields Limited have in stock their usual large assortment of all kinds of linings. They are particularly strong in the finer grades, such as percalines, sateens and taffetas, and in all staple linings the range is immense. The firm prices prevailing on these goods make them of excellent value at present, as Messrs. Greenshields have not advanced their prices as yet. On repeats, however, the linings may be quoted higher. This house's sales of linings have been far ahead of those of last year, and orders are still coming in rapidly every day.

Greenshields Limited have to report in their dress goods department one of the best seasons in the history of the house. Their stock of silks is still complete, and having made some good contracts in this line, they are able to offer excellent values in spite of the high price and strong position of all silk materials. In velvets, velveteens and metal printed velvets this firm are always leaders; the season's business in this line has been greater than ever before. Merchants wanting to complete their Fall stocks cannot find a greater assortment to choose from in the country.

The men's furnishing department of Greenshields Limited contains one of the finest ranges in men's Fall and Winter underwear ever shown in Canada. Nothing is wanting to make the assortment complete in every particular. Special attention is called to their Wolsey underwear in sizes ranging from 34 to 46, in light, medium and heavy weights.

The ready-to-wear department of Greenshields Limited this year had the most successful Summer season since its inauguration, and, to judge by orders for Fall goods, the coming season will also be a record one. This department has always been kept well stocked with waists, jackets, skirts and other lines of ladies' garments, selected by one of the keenest buyers on the market, and nowhere can the retail trade find better values. The Fall lines shown are very stylish, and among the handsomest to be seen anywhere this season.

In the underwear department of Greenshields Limited will be found a complete range of women's and children's vests, drawers and combination suits, in all sizes and in a variety of qualities. Prices always the lowest. Here are shown Scotch knit, plain and natural wools, fleece lined and elastic ribbed underwear. The stock in these is very large and the trade will find it a great convenience to deal there as they can keep repeating throughout the season. Having placed large contracts for special numbers, the popular priced lines shown in this department will prove of much interest to the trade.

Nowhere in Canada can be found a range of handkerchiefs to excel that shown in the handkerchief department of Greenshields Limited. All styles are shown, in plain and hemstitched lawns, plain and hemstitched linens, embroidered edges, embroidered hemstitched, lace hemstitched, lace edges, etc. It is doubtless due to the endless variety and splendid values shown that this house is doing the handkerchief trade of Canada. This season the assortment surpasses anything previously shown in point of values, and sales are proportionately ahead of those of other seasons. It will well repay the trade to inspect the samples now in the travellers' hands, or to order sample dozens from the warehouse, stating the prices wanted. Either way will give perfect satisfaction. A feature of this department is the range of white Japanese hemstitched and embroidered handkerchiefs. The values in them are simply astonishing, and any merchant needing this class of handkerchief should order at once. A good stock of initialed silk handkerchiefs, in a variety of interesting prices, will also be found here.

Greenshields Limited have an endless range of baby ribbons, for which there has been such a heavy demand for the past few months, and great values are also offered in taffeta, faille, satin and duchesse ribbons. In fact the trade will find every line shown in this department of good value. The stock carried now is unusually large, and the firm are preparing to meet all demands at any time.

THE WYLD-DARLING CO., LIMITED.

The Wyld-Darling Co., Limited, show in ribbons a full range of widths in linen or satin back black velvet, colored satin and velvet in baby widths, Nos. 1 and 1½, white, ivory, tuscan, ciel, rose, turquoise, nile, navy and cardinal. They are also showing blouse sets in pearl (3 on card), to retail at 20 and 25c per set; ball pearls, 12 to 18 line, sew through or tunnel shapes, and a complete assortment of staple pearls. A special assortment of pearls in the cabinet, 100 dozen, assorted sizes, to retail at 6 and 10c per dozen. They are in a position to fill orders for liberty ribbon, 3¾ inches wide, all colors; the "Royal," to sell at 20c., the "Liberty," at 25c. and wide moire W50 40 to sell at 25c.

In ladies' and children's cashmere hosiery they still offer ribbed, spliced knees, Nos. 35, 92, 72 and 77. They have a special line of "job," ribbed, assorted, in bundles, extra value, to sell for 25c. In plain hose, cashmere, they draw attention to "A.D." and "Noxall," to sell at 25c., Nos. 20 and 21, to sell for 35c., and No. 28, ribbed top, No. 29, seamless foot, Hanna, and No. 30, full fashioned, Hanna, to sell for 50c. They have special lines of ribbed wool and worsted hose in all sizes, Nos. 196, 198, 206, 20 and "Jumbo," to sell from 25 to 50c.

The Wyld-Darling Co. show a splendid line of cashmere and ringwood gloves, black, white, slate, cardinal and



Toronto Engraving Co.

fancy mixed colors, to sell from 25 to 50c.

The Wyld Darling Co. have a complete range of meltons to retail from 25c. up. A special tweed effect, to retail at 25c., in eight different colorings, is being rapidly bought out, as is also a zibeline effect, to retail at the same price. Besides these two fancy lines, they have three other lines of plain colors, to retail at 25c. In the better lines they have black and navy grounds with white stripe, which can be retailed at 10c.

CAVERHILL & KISSOCK.

Caverhill & Kissock are having an exceptionally heavy run on their specially controlled brand "Premier" velvet and velveteens, and having purchased large quantities of these goods before the recent advance in manufacturers' prices, are now in a way to offer the trade values "second to none" in these lines. This applies also to their staple velvet ribbons in quality "C.K." low, medium and high

grade lines. These run in widths from the narrowest to the widest, and being always carried in stock, are lines which may be handled by customers who, during the season, find it necessary to repeat lines which they have hitherto handled.

Caverhill & Kissock handle a large assortment of dress trimmings and ornaments.

The demand for veiling is being met by a nice range of chenille spot goods in black and white mixtures.

Caverhill & Kissock deal very largely for Fall trade in woollens, umbrella shawls, hoods, infants' mitts and bootees, being represented largely. Silk shawls and opera scarfs are also handled.

Caverhill & Kissock are always fully prepared to meet all demands made upon them for mourning goods, such as grenadine veilings, crepes and mourning veils, of which they have an unlimited stock, being staple and of exceptional value.

Christening goods are represented by Caverhill & Kissock in the following lines :—Christening cloaks, robes, shawls, veils, wreaths and hoods.

T. RICKARD & CO , ENGLAND.

"The Dry Goods Review" would particularly draw attention to Messrs. T. Rickard & Co.'s advertisement. It may be said that this house has been the pioneer of the



Grip Limited, Toronto.

Japanese silk trade in England, having been the first to take up this now exceedingly popular line, in which they have every quality imaginable. In natural Japanese washing silks the three widths, viz.: 23, 27, 36 inch, are sold in all qualities. Dyed Japs are in all shades, three widths, and some extreme colors, kept by no other firm. Messrs. T. Rickard's beautiful shade card should be seen, so as to give some idea of the immense and artistic range of their colored goods. All the new makes of Japanese silks are stocked. The figured, printed, and striped silks are in great variety of design and color, and the natural silk is dyed to any shade and finish desired.

Messrs. T. Rickard & Co. are anxious to do an increased business with Canada, and have, for some time now, been offering their lines to the trade. They desire to have their silks better known amongst our merchants, confident as they are, that they would sell well, and to the mutual profit of Canadian buyers and themselves. It rests with buyers over here, therefore, to encourage them in their efforts and to help them to establish their various lines as firmly on the Canadian market as they are established in the Old Country. Such buyers as are not able to take a trip across the water this Fall should certainly send for samples, and those that are able to give England a visit should not fail to drop in at 20 Cheapside, London, and see what Rickard & Co. have to offer. "The Dry Goods Review" is bound to say that they will see something worth crossing the water to see, and will not come away without placing some substantial orders. It will pay all round.

THE W. R. BROCK CO., LIMITED, MONTREAL.

The Brock Co., Montreal, state they are now in a position to attend to orders for Fall knitted goods. Their stock is now complete in all kinds of these woollens, such as shawls, clouds, toques, children's mitts, children's hoods, in fact, everything suitable for the Winter trade. A shipment of cushion covers, which are extra good value, has just been received.

In umbrellas The Brock Co. are showing some specials, such as B5, to sell at 50c., and B10, a $9 umbrella, which they are selling at $6.75, and which can easily be retailed for $1 or $1.25.

W. R. Brock Co., of Montreal, report increasing sales of the "Notahook" fastener, for which they are the Canadian agents. They are carrying a line of "Sun" hose supporters to retail in gents' size at 25c. This is a very neat article, and will prove popular at the price. Pearl buttons are very scarce. The Brock Co. report that they still have a good stock which they are disposing of at old prices. This is the season for cushions, and, incidentally, cushion cords ; Brock's have a good stock, both mercerized and silk.

Balbriggan underwear is scarce. Brock's Montreal warehouse has a very good assortment, but it is going down fast, so anyone wishing for these seasonable goods had better place their orders ; "First come, first served."

The Brock Co. would like to draw attention to their 252 "vicuna" serge skirt, taffeta and silk braid trimming. This line is a very special one and is worthy of attention. Their ready-to-wear department has issued a neat catalogue, illustrating the various lines of skirts, etc., which they keep in stock. This will be sent to merchants on request.

The W. R. Brock Co., Montreal, report that flannelette petticoats are greatly in demand, and report good sales in their 909XX, which is good value at price asked.

The company expect to have a good range of silk blouses for next season, and state that their prices will defy all competition.

BROPHY, CAINS & CO.

In the staple department of Brophy, Cains & Co. all the new Fall flannels are now on display in great variety. Here are included Saxony flannels, grizella cloths, superfine flannels, Oxford velours, veloute cloths, kanata serges, satin-stripe waistings and other lines.

A large stock of double-fold cretonnes are offered in Brophy, Cains & Co.'s staple department at very low prices. The prices range from 8c. per yard upward. A big stock of linens and linings is also shown.

GOLD MEDAL FOR FUR EXHIBIT.

Alex. Nelson & Co., Montreal, have been awarded the gold medal for their exhibition of furs at the Winnipeg Exhibition. Their exhibit attracted wide attention from the visitors. Ladies' and children's jackets, muffs, boas, capes and mantles were shown in many furs, including seal, mink, sable and squirrel. Sets in the various furs were also shown. Men's fur coats in many designs were on display, with collars of seal, Labrador and sea otter and Persian lamb. Sleigh robes, carriage robes, etc., were included in the exhibit ; and many mounted furs, such as tigers, polar bears and grizzly bears were of particular interest. The manufactured furs were very numerous, and included Russian sable, Alaska sable, Labrador mink and otter, Alaska seal, beaver, stone marten, northern red fox, blue fox, Arctic white fox, Persian lamb, raccoon, and many other kinds. Nelson & Co. are receiving great praise from the visitors to the Western Exhibition.

A LINE THAT WILL SELL.

The New York Silk Waist Co.'s new line of eiderdown kimonas, which have but lately been completed and shown to the trade, have been very favorably commented on, particularly as regards a beautiful short dressing sack, trimmed in satin, which retails at $2.50. This company have a large stock of raw material at present in bond and will be able to give prompt deliveries to all taking advantage of their beautiful designs.

A GREAT CHOICE FOR FALL.

The New York Silk Waist Co. have added to their lines already finished some beautiful designs in louisine and figured crepe de chine silks. The latter has just arrived and should certainly be seen by all progressive merchants before making up orders for wnists. This firm's Fall range contains over 200 styles of garments, every one of which has received the most careful attention. The range being so large, they are in a position to confine styles to most of the retailers, a great benefit to those buying goods. The firm have purchased a large quantity of albatross at a very low price and will give their patrons the advantage of their bargain. Merchants will be wise in seeing this range before placing orders elsewhere.

SOME GOOD THINGS.

Robert C. Wilkins has a large quantity of "overmades" in suits, trousers and other lines, which he is prepared to clean out at a great sacrifice, in order to make room for new goods. "For any of our customers," says Mr. Wilkins, "who want a 'soft snap,' we are ready to make things very interesting."

THE BEST GOODS WANTED.

The American Silk Wnist Co. report a remarkably good demand for their highest class and most expensive goods. They find that the medium priced lines are being replaced by heavy cottons, lustres and other fancy materials, and that either waists from $3 to $4 or those from $9 to $12 lead in sales, the cheapest or the dearest. Their silk underskirts have been very well received, particularly in Manitoba and British Columbia, where the very finest articles are wanted. In shirt-waist suits, too, they have done an immense business this season, their high-class lines at $30 to $35 going very well. They are selling quite a number of lace waists at from $10 to $12, and they nre experiencing for them a greater demand than they had anticipated.

The American Silk Waist Co.'s satin-de-lyon waists have been received with great favor, this being a silk something after the style of peau-de-soie, but with a handsome silk finish. In the cheaper waists the big demand is for taffetas. Mohairs are also good in blacks, whites and blues. They state that soft collars are rapidly taking the place of stiff collars, as in many cases where a waist is bought with a stiff collar it has to be disenrded, as it will not fit the neck.

SPRING STYLES.

The Canadian cotton printing companies hnve been nctively engaged in preparing their Spring styles, which will be shown to the wholesale trade this month. Both concerns promise some beautiful designs, entirely different from anything that has yet been shown. The printing is as good as any English printing and the grey cloths are much better.

STRATFORD CLOTHING CO.

The Stratford Clothing Co., manufacturers of "Perfection Brand" of men's clothing, are making extensive alterations and additions to their factory, adding another storey to their entire building, thereby just about doubling their already large workroom. This speaks well for the quality and unceasing demand there is for this company's lines.

GEO. H. HEES, SON & CO., LIMITED.

There is always a large demand in the Autumn for lace curtains, and dealers should see to it that their stock this season is rather better than usual, for in prosperous times art housefurnishing goods like lace curtains are about the first thing the tasty housewife indulges in. Geo H Hees, Son & Co. have just received for the Fall trade over 50,000 pairs of these artistic goods. They have been making a specialty of lace curtains and are jobbing them all the way from 20c. to $20 per pair. Hees, Son & Co.'s travellers are now out for Fall orders.

"We manufacture a large variety of household interiors and sell them at a price which affords the retailer substantial profits," are the words of Geo H Hees, Son & Co.

W. R. BROCK CO., LIMITED, TORONTO.

The W. R. Brock Co., Toronto, are offering their customers a special line in overalls. The brands are "Nesto," a blue denim bib, to retail at 75c; "Thessalon," to retail at 90c.; "President," with bib, and "Vice President," without bib, striped drill overalls, to retail at 50 or 60c. The company is also offering three special lines of colored shirts, open front and back, with detachable cuffs, called "Cymric," "Oceanne" and "Cedric." The company is also showing the "Grizzly" brand, retailing at $1 each; and another line called "Victor," with separate cuffs, to retail at 75c. In flannelette night shirts, "Dopie," to retail at 50c., and F220, to retail at 75c; 37X, to retail at 55 or 60c. are shown.

Another line in the men's furnishing department requiring special mention is a cheap line, called "F," in grey denim, to retail at 75c.

Currie's rubber goods can be had in all colors and prices. In fleece goods some of the novelties being shown are "Comfie" waists for children, to retail at 25c.; "Morphens" nightshirts, for gentlemen, to retail at $1; women's corset covers, called "Protector," to retail at 40 or 50c. These goods are made out of fleeced fabric. A special value is being shown in boys' fleeced shirts and drawers, called "Gaston" and "Kimberley." A special line in men's shirts and drawers, called "B. P." (Baden Powell), is being put upon the market by Brock's. In cashmere hosiery, special lines are "New Cairo" and "D.F.R." in boys' ribbed, to retail at 25c., and Nos. 720 and 790, in women's plain goods, at quotations that will allow the retailer a profit of about 50 per cent.

Some clearing lines which Brock's, of Toronto, are offering for the Fall, and which, it is claimed, show exceptional value, are lumbermen's socks, hand knit; 225 dozen of women's ribbed cashmere hose, to retail at 50c.; two cases of men's collars (seconds), put up in 10-dozen cartoons, assorted sizes, in popular shapes; just the thing for the bargain counter.

Brock's, of Toronto, are showing a line of ladies' waterproofs at about half price. There is nothing wrong with them, only they have not the wide sleeve.

Brock's, Toronto, carry a full range of "Britannia" and "Wolsey" underwear, which is advertised in another part of this paper.

The firm has secured a substitute for the 5x5 Saxony wool, which had a good sale last season. Samples are now in the hands of the travellers, and the goods can be retailed at 10c. per skein.

Another line of seasonable goods being shown by Brock's is short rubber coats for teamsters, miners, lumbermen, etc. "Mitch," to retail at $1.75; A.A., at $2; B.B. and D.D., at $3, and C.C. at $3.50 to $4.

Brock's wrapperette department, Toronto, has made a special contract with the Domestic Mills to manufacture for them a line of 36 in. wrapperettes, of the same fabric as the standard 27 in. goods, and the firm are now able to show to the trade a range of over 200 patterns that can be retailed at 12½c. with an extra profit. The sale of this line is confined to the firm, and come in the following grounds: Blacks, navys, royal, sky, garnet, cardinal, pink, greens, linens and greys; in objects, stripes, scrolls and paisley patterns. They are also showing novelties in American goods; one is called the Oxford waisting, the cloth of which is mercerized, giving a bright silky finish and is on the matting weave with plush back. It comes in white grounds with black objects and stripes in self colors and large variety of patterns, which will make dressy garments for the Fall, and can be retailed at 20c.

In their linen department, Brock's, Toronto, are showing No. M 133, which is a 23 in check glass linen, a good firm cloth of nice mellow finish, and can be retailed at 10c; A1 is 60-in. half bleached damask table linen, five designs, heavy cloth, soft finish, can be retailed at 25c., and is good value at 30c.; 18-in. Mitchell towelling, with red border, to

retail at 5c.; "Corker," 17x32, fringed huck towel, to retail at 20c. per pair; "Snapper," 22x40, fringed huck towel, to retail at 25c. per pair.

The firm are showing in their carpet department a complete line of union and wool squares, 3x3½, 3x4 and 3½x4; also a complete line of bed comforters, to retail from $1 up to $6.50 each. A special line of brussels carpet is being shown, to retail at $1 and $1.50 per yard.

The W. R. Brock Co., Toronto, report from their ladies' ready-to wear department that the business which they are doing in black sateen and black silk underskirts is exceptionally heavy. Two of their best numbers in these are: H67, a good full skirt, with a 10-in. accordion-pleated flounce, finished with a narrow flounce on the bottom, taped throughout; this is a regular $1 line, but at the price they quote, it can be retailed at 87½c. H60 is a fine quality of mercerized sateen, having a wide French flounce, trimmed with three ruffles, each ruffle and flounce being corded and gathered, and makes a very showy full skirt; it can be retailed at $1. Their skirts are all full and roomy, perfect in fit and general attractiveness. Lady Belle, nine-gore, gores cut in scallops and trimmed with stitchings and black satin buttons, 2 rows of 4 rows each stitching on hem. Made in mid. and dark grey, navy, and black all-wool homespun, to retail at $5.





The W. R. Brock Co. report that in large sizes of waists, 40 to 46, they intend keeping a full stock, as these sizes are generally hard to get when wanted.

The dress department of The W. R. Brock Co., Ltd., Toronto, is this month busy filling orders, and shipping goods. They are rapidly getting the stock into shape for the advent of early customers who come in for the exhibition, and to purchase early lots.

They are offering some excellent values in staple lines. In cashemeres, they fortunately made a contract before the heavy advance and can give all old numbers at the same popular prices. In serges, The W. R. B. Co. are showing a 42-in. extra heavy, all-wool, to retail at 25c.; also a 46-in., to retail at 50c.

JOHN MACDONALD & CO., TORONTO.

John Macdonald & Co. have now in stock a full assortment of their white cotton, in the following brands: "Coronation," "Pride of the Empire," "Solid Link," "Value," "C.I.V.," "Globe," "Favorite," "Hard-to-Beat" and "Victoria." They ask special attention to their stock of wrapperettes in red and black, red and white, reversible velour; and to the dark and light fancies, in plain and twill cloths. They have now in stock a full range of their special French canvasses, which are admitted to be of excellent value. They have also two numbers in black mercerized sateens to retail at 25c. and 30c.

John Macdonald & Co. are showing a large assortment in men's neckwear, in which are included graduated derbys, all-round derbys (or same on both sides), and flowing ends, to retail at 25c. Their stock of men's half-hose is larger than usual and includes a number of special lines. The following are the specials of their specialties: black cashmere to retail at 20 and 25c.; black and fancy worsted, with mending cord attached, to retail at 25c.

John Macdonald & Co. are showing in their haberdashery department a useful and attractive variety of smallwares and novelties. The smallware section may be said to be complete in braids, bindings, elastics, tapes, boot and corset laces, pins, needles, threads, hooks and eyes, and buttons of all kinds. In the fancy section there are hair clasps, back-combs, side-combs, hairpins, cuff links, buckles, etc.

John Macdonald & Co's carpets and house furnishings department is one of the largest and most important in their warehouses, and for convenience they have made the following sub-divisions: 1st—Carpets—This division includes British axminsters, velvets, brussels, tapestries, hemps, Candian wools and unions. The lines particularly mentioned in these goods are: (a) a line of heavy pile axminsters to retail at $1.50, (b) the well-known Crossley velvets to retail at $1.35, (c) a four frame Brussels to retail at $1, (d) a splendid range of patterns in the best cloth in the tapestry trade to retail at 50 cents, and also a new range in the best quality tapestry in magnificent effects, (e) the heaviest three-ply wool carpet in the trade at a reasonable price and a splendid union to retail at 27½ cents, (f) a line of printed hemps, 34 inches wide, to retail at 4 cents. 2nd—Linoleums—This comprises goods suitable for rooms, halls and stairs—18, 22½, 27 and 36 inches wide with borders, 2 yards and 4 yards wide without borders; linoleum in (a) a range of 4 yards wide to retail at 50 cents square yard, (b) a range to retail at 65 cents square yard, (c) a range of 2 yards wide to retail at 45 cents square yard, (d) a large range of new patterns in inlaid linoleums at a reduced price. 3rd—Floor and table oilcloths which consist of the three well-known grades of Caandian floor oilcloths, Nos. 1, 2 and 3, and the whole range of the manufacturers of table oil cloths and all the widths of stair oilcloths: (a) an immense range of new patterns, grade number 3, in 4/4, 5/4, 6/4 and 8/4 widths, (b) an entirely new range of number 2 grade 4/4, 6/4 and 8/4 widths, (c) all the new patterns and colorings in table oilcloths in both 5/4 and 6/4 widths, (d) ten patterns in 2/4, 5/8 and 3/4 stair oilcloths—all new patterns.

They have curtains in great variety: (a) lace curtains, (b) Swiss curtains, (c) tapestry curtains, (d) chenille curtains. They are showing two new lace curtains, 60 inches wide and 3½ yards long, to retail at $1 per pair. They say that their showings in these goods from 20c. a pair up are the best values shown this season. In tapestry curtains their designs are all new. All their travelling men carry these goods. This season's purchases in Switzerland comprise very pretty goods, as low as $3 per pair and as high as required. 4th. Carpet squares and floor rugs. They have axminster in five sizes, velvet in four sizes, tapestry in three qualities and in six sizes, Crossley's dag-dag wilton hearth rugs, and also many sizes in axminster, velvet and jute rugs. They are direct importers of Indian rugs and floor squares, and show many novelties in these goods. 5th. Straw and cocoa mattings, which are imported direct from Japan and China. 6th. Quilts and table covers. These are in all the most saleable makes.

In dress goods John Macdonald & Co. have just received a shipment of special serge, "Empire Brand," 130 black and navy, 52 and 37½ inches; 130, cream, 52 and 37½ inches; 130, cardinal, 37½ inches. Up to the time of receiving this special they have not been able to supply the demand for this line. They are also showing several lines of diamaute in black and white and black and navy, also a fine line of silk warp eolienne in all leading shades. Their lines of Fall dress goods are now nearly complete. They are showing a large range of fancy tweeds, knop cloths, mohair knops, wool zibelines, closely sheared. Their stock of lustres, in blacks, cream and navys, is still well assorted, having a332 silk sublime cloth for waists at 65c., in all leading colors, and also a large range of black cashmeres, ranging in price from 37½c. to $1, and in jet and blue-black colored cashmeres at 25 and 37½c., in all leading shades. In black silks their H. L. line of special black peau-de-soie at 75c. is one of the best values ever shown to the trade.

In the ready-to-wear goods they are showing a large range of homespuns from $2.25 to $5.50, fancy stitched and trimmed with ribbons, medallions, etc. Boxcloth, stitched, fancy trimmed and embroidered, are their special lines. They are showing A938 navy and black beaver cloth at $2.25; A903 navy and black and oxford homespuns at $3.00, and A900 navy and black only beaver at $2.50

In ladies' waists, never before have they shown such values in black mercerized sateens, ranging in prices as follows: $6.50, $9.00, $12.00, $15.00, $18.00, $22.50 and $25.00. They are offering extra values in the $6.50, $9.00 and $12.00 lines.

In underskirts, they have black mercerized goods ranging in price from $6.50 to $30.00; they also have a line of black lustre underskirts at $22.50.

Anticipating a rousing season in their woollen department this Fall, and foreseeing no decline in value, John MacDonald & Co., have bought largely, both in the home and foreign markets. Their purchases are now coming to hand rapidly and are speedily being shipped out to early buyers.

They have men's Scotch tweed suitings in a wider range than ever before. "Made in Canada" tweed suitings are a credit to the land of their productions, the colorings and patterns being equal to many import goods. They are showing a fine range of fancy vestings in popular priced cloths.

Their ladies' tailoring department is filling up rapidly. Every good thing, as fast as produced, finds a place in their stock.

CATALOGUES AND BOOKLETS.

DISPLAY FIXTURES.

The constantly changing styles and fashions make it necessary to design and build display fixtures especially adapted for showing the new goods as they appear. Sometimes it is only necessary to change some one part of a regular stand or to make an addition which can be attached to fixtures already in use, but generally the nature of the new style will require a new stand. The Barlow Manufacturing Co., of Holyoke, Mass., are giving special attention to this branch of their business, and have produced many practical and successful stands which are made by no other concern. Most of these new stands are in use in some of the largest stores in New York city. They have quite recently issued a new catalogue, which is one of the most complete of its kind ever published. In it are illustrated and minutely described all regular fixtures, besides several hundred new ideas. Supplementary to this catalogue they will send out from time to time various other booklets and literature, which the modern wide-awake retailer should see.

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Commission Agents.
Flaws and Son, R., Toronto.

Corsets.
Konig and Stuffman, Montreal.

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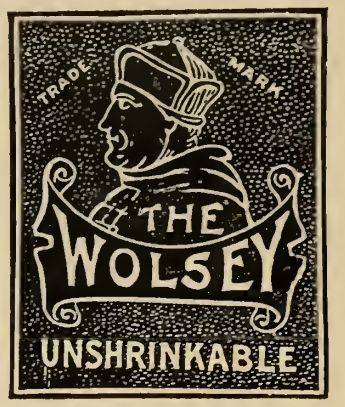
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THE CANADIAN
DRY GOODS REVIEW

VOL. XIII. MONTREAL AND TORONTO, SEPTEMBER, 1903. No. 9.

THE DRYGOODSMAN'S WARES.

Their Origin and Characteristics.

THE use made of carpets at the present day is entirely different from their original place in the house. At first they were covers for tables, sideboards and cupboards, and although tapestries were used by the Bishop of Toledo in 1255 as floor coverings, it was not until almost five centuries later that it became general. As late as 1741 the word "carpet" was defined as "a sort of covering worked either with needle or on a loom, to be spread on a table or trunk, an estrade, or even a passage or floor." When first introduced in their present form the practice was looked upon as effeminate, and from this, knights who had received their title by favor rather than merit, were called "Knights of the Carpet," and in this sense Shakespeare speaks of "carpet consideration." The manufacture of carpets can be traced back in the records of French monastic orders to the tenth and eleventh centuries but were then merely embroidered not woven. Their actual manufacture is assigned to the reign of Henry IV. of France, about 1600, when it was introduced from Persia. England had, however, produced some in 1579, but steady manufacturing there was not commenced until 1750, when a Frenchman, quitting France in disgust, had established a factory. The principal kinds of carpet now manufactured are Orientals, including Persian, Turkish and Indian, Kidderminster or Scotch, or ingrain, Brussels, Moquette or Wilton, tapestry, Axminster, jute or hemp, and grass or matting. An odd feature in connection with the names is that Brussels was made principally in Wilton, England, and now at Kidderminster, while Scotch or Kidderminster are produced most abundantly in Yorkshire.

CARPETS

* * *

Carmine is a red coloring obtained principally from the little insect called the cochineal. This coloring was accidentally discovered by a Franciscan monk at Pisa while compounding a medicine containing cochineal. In 1656 the manufacture first began. Several processes have been employed but almost all of them depend upon exhausting the powdered cochineal with boiling water and precipitating the pigment by the addition of a weak acid or an acid salt. The color is a beautiful pinky red, sometimes used for silk or wool dyeing, but more for fine confectionery, feathers and artificial flowers, and is not unknown as a cosmetic rouge. The quality of carmine is affected by temperature and the degree of illumination during its preparation—sunlight being necessary for the production of the brilliant hue.

CARMINE

* * *

Cashmere is a fine, soft, woollen fabric deriving its name from Cashmere, or Kashmir, a town and valley in India where it was first produced. The celebrated Cashmere shawls are still made only in that valley, and on account of the slow and laborious process of manufacture, cost as high as $3,500. In their manufacture the fabric is woven in strips and then ingeniously joined, the borders being worked in by hand. Various imitations have been attempted, the first called Thibet cloth, made in Yorkshire, and afterwards a fabric commenced in 1821 in Paisley. Still a good imitation has not yet been made, although the same wool, the same water, and the native Cashmerians have been employed. Fine grades of sheep wool have now taken the place of the wool of the goat of the high and dry mountains in India.

CASHMERE

* * *

The soft yellow skin called chamois or shammy, so much sought on account of its softness, is at the present day almost entirely made from goat skin, but originally—and sometimes now—it covered the graceful species of antelope called the chamois. This animal is about the size of a large goat but with a longer neck and shorter body in proportion. The horns are short and straight but for a hook at the tip; the Summer color is a reddish brown with darker dorsal band and yellowish ventral surface, while the Winter shade is a darker brown with white below. The usual Summer resort of the chamois is the higher regions of mountains near the snow line in Central and Southern Europe, but in the Winter it descends to the higher forests. Its food consists of the aromatic and bitter plants of the mountains. In general it is a gregarious animal, having sometimes been seen in flocks of a hundred or more, but at the present day, on account of their scarcity, a flock of twenty is unusual. It is an animal of extraordinary agility; leaping across chasms of eighteen feet, down precipices of 30 feet, a wall of 14 feet is no obstacle, and it passes readily up and down heights that almost no other animal would attempt. The hunting of it is attended with great hardship and difficulty, on account of the altitudes which it reaches, and the wonderful eye, ear and nose it possesses.

CHAMOIS

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Revival of Old-fashioned Silk Plush in Winter Headwear—Tendency in Tweeds —Styles in Jacquard Woven Cloths— Short Bolero still much used—Some Handsome Toques.

IF a revival can be called a novelty I shall not be far wrong in saying that the head novelty for the Winter season is the old-fashioned silk plush with new and wonderful designs, formed mostly by spots, stripes and conventional patterns. Cloths imitating fur, caracul and ermine, for the most part, will be very much used for automobile coats and cloaks as well as for linings. I have seen this imitation caracul with the poil ranging from ½ to 1 inch long and in several colors—white, cream, grey, black, and even blue and red. The wholesale houses are selling it very readily.

* * *

In tweeds the tendency is towards a smoother face and a smaller and neater pattern, much more resembling men's suitings. The rough and more or less loosely woven goods are still selling, but their day as a novelty is over.

* * *

Smooth-faced jacquard woven cloths with the neatest imaginable designs are coming in. Pastel shades will hold their own. The Maison Wallach, 23 rue Louis le Grand, has a very wide range of these silk plushes. Some with a moire design carried out in all shades are very lovely. Spots, angles and stripes form the groundwork of almost all. The colors are very little mixed, designs being in most cases merely impressed. In the same house I saw a satin-faced cloth, white ground, with very narrow black stripe, alternately light and heavy, that had been especially made for a well-known dressmaker. Some tweeds with a zibeline effect in stripes are very smart. Checks are mostly small.



No. 1.

Illustration No. 1 is a new Autumn coat with pelerine in beige kersey coating. The pelerine forms the collar and fastens with two buttons back and front, and also on sleeve, just above the elbow, to keep it in position. The coat is fastened with buttons in front as far as the basque. The hat is formed of bands of brown velvet with a spray of pink roses on the crown and a bunch resting on the coiffure at the back.

* * *

No. 2 is another tight-fitting model in a mixed blue and grey cloth, trimmed with motifs of very coarse guipure, being fastened in the front with chenille and passementerie motifs.



No. 3.

The trimming at the waist is taken to a point at the back, just as in front, ornamented with two little passementerie clasps just where it is cut open. The V-shaped incrustations at the back are on either side. The sleeves cut open at the wrist are finished off with a frill of guipure. With this jacket was shown a skirt of the same cloth trimmed with several rows of stitching, and a waving insertion of the guipure taken round about half way between the jacket and edge of skirt. The hat is a hard zibeline, blue and grey to match, trimmed with three black feathers.

* * *

The short bolero is still being very much used, often with a stole of passementeric hanging to just below the edge in

front. The sleeves are likely to be worn more "evasees" and less "bouffantes," the thicker material not lending itself so readily to puffs and gathers, the join between the shoulder and arm being invariably either covered with a cape or with an epaulette. An apron effect is often given to the skirts by taking the trimming, either tucks, frills or motifs, from each side to the back, and leaving the front plain.



No. 2

* * *

Illustration No. 3 is a costume of mauve cloth with a tight fitting waistcoat in silk of the same shade under a short bolero. A fringe of silk balls hangs from the incrustations of guipure, which are taken round the arm. The wrist puffs as well as the incrustations round the skirt are also of guipure and from the motifs in front hangs another fringe of silk balls. Small jewelled buttons fasten the waistcoat and the narrow cravatte is of black velvet. The large hat is of black velvet, trimmed simply with two long plumes.

* * *

The last hat (illustration No. 4) is in grey chenille with two tufts of black and white plumes, finished with an aigrette and having bands of velvet drawn across. Some very handsome toques, one might almost call them hats, are being made with a cloth made of the smallest feathers, in shades ranging from the very palest to reds and browns. These are made with a brim, raised high on the left side with a bird placed on the crown, the head looking over the upturned brim and the long tail curling over the back.



No. 4

COLOR HARMONY IN WINDOW DRESSING.

EVERYONE knows, remarks an exchange, the wonderful skill and artistic taste which the Japanese bring to bear upon the most trivial bit of bric-a-brac or the illustrations of their quaint legends, decoration of screens, etc. One thing that greatly accounts for this is the fact that almost every child is taught to observe Nature most closely, and to endeavor to represent what he sees. The result is that everything they do is founded on the principles underlying all natural things. The same remark applies to other native races, though in a lesser degree. We cannot create, in the true sense of the word—we can only imitate; and why should we not go to the original sources and draw our knowledge from Dame Nature herself? While we can derive a great deal of benefit from observing the result of artistic taste in others, yet the greatest good is derived from the study of original principles as seen in Nature.

EXPERIMENT ON SAMPLES.

A very useful plan to follow would be to collect, from time to time, samples of a fair size of all kinds of material, both as to texture and colour, and when observations are made in nature try and get the harmonies observed by arranging the stuffs beside one another. A piece of landscape may have been observed of, say, a bank of trees of a certain colour, foreground green, clear blue sky, with a red cow grazing. Try and get the same harmonious effect in the four colors, taking notice of the relative quantities of each color. Nature generally keeps her most vivid colors, such as red, in strict moderation.

CAREFUL SELECTION.

Of course, in window-dressing one may have to exhibit a quantity in red or other brilliant color material. Even then it only means the application of that principle of choosing colors that are related to go near each other. Most difficulty would naturally be experienced when many different articles have to be shown at the same time, but in a case like this it would be far better to have two separate windows which were harmoniously treated than one inharmoniously dressed, or, failing this, to carefully sort the stuff at the disposal of the dresser, and try to leave out the most discordant. Care should be taken to select appropriate backgrounds both in the window and when showing an article to a customer. A background should fulfil the same office as an accompaniment does in music—it should be in perfect but unassertive harmony, not disturbing in the slightest degree, showing forth to best advantage all that is in front of it, and yet be willing to hide its own character, so that the public might be impressed by the beauty of the exhibits without being able to say of what the background was composed. To those who intend making a close study of window-dressing the subject of color harmony is one worthy of serious consideration, and no earnest student of nature is likely to make many mistakes in the grouping of his colors.

WHITE GOODS

IN whitewear houses they are still busy completing the lines of underwear for the Spring of 1904. Those houses that have put samples on the road report that, though there has only been time as yet to show goods to a limited number of customers, the response has been most gratifying, and some very good orders have been received. This it not to be wondered at, considering the state of trade, and that not for many seasons have so many attractive noveltie in embroideries for trimmings been in use.

* * *

Insertions are very much used on all the lines shown so far, and there are many new ways of using them. Quite a feature of many lines are the sets of skirts, drawers, corset covers, gowns and, if wanted, chemise also. Many novel styles are used in the trimming of these sets. One shown was particularly pretty, and the trimming idea was quite new. The skirt, consisting of a front width, two side gores and two back gores, was set into a small shaped band that fitted close in front and had just a few gathers at the centre of the back. This skirt was finished with a dust frill of fine lawn, and the skirt itself was of nainsook. The deep flounce that formed the trimming was treated in a novel way. The upper part was trimmed with tabs of the wide insertion running up the flounce, and the lower part also had the tabs, but between them, to give the extra fulness required, were groups of tucks. The two parts of the flounce were joined with a couple of rows of narrower insertion matching that which formed the tabs, and between them there was an insertion of valenciennes lace. Another row of the narrow insertion was placed above the wide hem, and the whole flounce was finished by a frill of lace. The other garments in the set were similarly embellished. Both the upper and lower tabs were on a line, and the embroidery used was a good example of one of the new semi-blind patterns now so much shown. Wide insersions of four inches or thereabout are generally used on the new skirts, and when the garments are made in matched sets narrower insertions of the same pattern are used on the other garments. The wide embroidery, flounces and the edgings also match.

* * *

A totally new style in ladies' drawers is seen this season. All the shaping is on the inner side of the leg, the drawers curving upwards to the sides, and being finished by a graduated frill, generally of wide flouncing embroidery. These drawers are so cut that only slight gathers are needed, and these are arranged to a narrow-shaped yoke a little deeper in the centre of the front and fastened at the back by tapes inserted in the band.

* * *

Though October is the generally-accepted shipping month for flannelette garments, some of the retail stores are beginning to show them. Flannelette garments vary little in style from season to season, but those now showing seem to be of more generous proportions than they used to be. Though empire gowns are seen among flannelette lines—always, for obvious reasons, with the long sleeve—the yoked gown is the standard style in flannelette, and the greater number of the gowns sold are in this shape.

FEATURES IN TRIMMINGS.

FOR some seasons past, laces seem to have had the place of importance in the trimming of underwear, but the embroideries are this season making an extra bid for favor. Lace, however, is too soft and pretty in effect to be easily given up, and combinations of lace and embroidery are seen on most of the new undergarments. Embroidery forms the most important part of the trimming and the lace is used to soften the outlines. All kinds of imitations of teneriffe or Mexican drawn-work patterns are showing. Many of the other kinds show a touch of the Mexican style, and some particularly effective combinations of blind-work and these drawn effects are among the best of the novelties shown.

The styles of trimming in vogue now call for a lavish use of insertions—or bandings, as they are now called. All widths are in use, but those two and four inches wide are most in favor. There are a few scalloped bands in use, but almost all employed show the straight edge. The introduction of a fuller skirt has brought into favor some beautiful patterns in wide flouncings, and now that fashion inclines to a wider outer skirt, these wide flouncings promise to be well used. Embroidered medallions, both in small and in large sizes, promise well, but the larger ones are most in favor.

Pendant and drop effects are so much the vogue in all lines of trimmings that it would be strange indeed if embroideries did not show the popular style. Some very handsome pendant and vandyke embroidered trimmings are in use. Blind, semi-blind, and open-work embroideries are all in vogue, and all kinds of floral and fruit designs are seen.

Some of the best patterns have an extremely ornamental busket and trails of flowers, but the chief novelty is achieved in the simplest manner, and the patterns are formed of a number of combinations of large dots. This does not sound much, but the effect is extremely good. In embroideries, however, the tendency is towards the more open styles, and there is talk of the old-fashioned madeira work coming into vogue again. There is quite a showing of garments trimmed with the heavy cluny laces, but these are generally skirts, as this lace is difficult to adapt to other garments, and the best results are obtained when this class of laces is used on skirts.

CHILDREN'S CLOTHES.

THE special attractiveness of the new embroideries is largely responsible for the beauty and daintiness of the new lines of children's clothes. In infants' wear, dainty simplicity and easy construction are the order of the day. Infants' clothes, as now made, are loose and easily adjusted. Fine white nainsook is most in use, and fancy tuckings, fancy stitched bands and narrow fine laces afford the necessary decoration. Pretty little kimona coats of the finest Saxony flannel or soft cashmere are shown, and the little quilted coats introduced last season are again showing.

When we come to the clothes prepared for children that are a little older, the variety in both materials and trimmings becomes much greater. The sheer materials and delicate laces and embroideries render these little dresses, etc., very dainty and attractive. Dimity, swiss, linen, lawn and sheer linen are all used, and they are trimmed in an endless variety of styles with valenciennes lace and swiss and nainsook embroideries. Tucking and fancy stitches are also in vogue.

Some wonderfully pretty little dresses are of pleated habutai, with large collar in silk lace. A charming little dress of this kind had the collar made of row after row of faggotting. This collar, or cape, fell to the waist and over the shoulders, and was finished with a frill of narrow lace. A little French dress of this silk had the yoke and the tucks that shaped the tops of the sleeves featherstitched in pale yellow wash silk.

For children's petticoats, drawers, etc., muslin, nainsook cambric and long cloth, trimmed with either lace, embroidery or some of the many fancy stitches that are now in use, are seen

In the long-waisted French frocks showing for the coming season the skirts are both fuller and shorter and are very frilly and fluffy. They are very short—just to touch the knee is the regulation length—and to make the costume complete, frilled little drawers and a couple of white petticoats are necessary.

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"King Edward," Toronto,

We have secured from **27th August to 12th September.** *All our Western Representatives will be there with complete range of samples, and will be pleased to see you. We are just receiving repeats of many of our best lines of Dress Goods, etc. We are well prepared for the early sorting season.*

The following will be found very desirable lines :

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A 32—Cream Sylvia Waisting, 27-in., in six designs.

A 36—Cream and Colored Nita Waisting, in Cream, Pink, Sky, Nil, Pearl, Champagne, Cardinal, Light Navy, Brown.

A 38—Lena Waisting, 27-in., self grounds, in Light Shades with Black Grounds.

A 40—Berta Cloth Waisting, 27-in., Mohair, in Fancy Stripes, Light and Medium Shades.

A 24—Lorna Waisting, Navy and Black Grounds, Mohair, Small Pin Spots, in colors, six designs.

A 28—Tara Waisting, Small Colored Checks with Pin Spot.

A 30—Reeva Waisting, in Mohair, range of shades in Self Colors with Stripe.

A 42—Wynna Waisting, 27-in., Cream, Sky, Pink, Cardinal, Blue, Black, Light Navy, with Raised Cord Stripes in White.

A 44—Paradigm Vesta Waisting, 27-in., Cream, Sky, Pink, Nil, Old Rose, Blue, Light Navy, Cardinal, Black, with Knop Stripe.

A 26—Cora Waisting, Fancy Lustre, in all the leading shades, 27-in. wide.

A 34—Lynda Waisting, Cream Grounds, Black and White Stripes, 27-in.

F 450—Leno Lustre Waisting, Black and Navy Grounds, Open-Work, 38-in. wide.

D 160—Plain Colored Opera Flannel, in White, Cream and full line of Shades.

P 258—Striped Open-Work Mercerized Waisting, Six Shades.

P 260—Striped Openwork, in 4 Colorings.

B 90—Mercerized Crinkle Open-Work Waisting, White, Cream, Pink, Sky, Nile, Blue, Tuscan and Beige.

W 189—Figured Waisting, Cream, with Mercerized Stripes and Spots, seven designs.

R 350—Printed Fine French Serge, 35 different patterns, 27-in., in very dainty effects.

R 452—Printed Opera, in 60 different patterns.

W 190—Fine Wool Venetian with Cream Silk Embroidery, in Cream Ground and full range of shades.

The Waistings are all in stock, and samples can be had on application.

We might mention the following lines of Silks as being most desirable for the present season, and are now in stock :—

B 92—Knop Effect, in four shades.

B 96—Buton Effect in nine shades.

B 96—Light Gauze Silk, in Cream, Navy and Black Grounds with White Polka Dots.

B 98—Light Gauze Effect, in Eight Colors, very desirable for gowns.

B 100—Fawn Ground, with Colored Stripes, pretty for waistings.

B 158—Black and Cream, Self Colors, with Lace Stripe.

B 156—All Black, with Figure and Open-Work Stripe.

B 156—All Black, Open Work-Stripe.

BROPHY, CAINS & CO.,

23 St. Helen Street. MONTREAL.

BUSINESS MEN OF THE MONTH.

RUSSELL SAGE, the multi-millionaire, and one of the leading Wall street magnates, passed his 87th birthday in August. Mr. Sage retains all his old-time vigor and farsightedness in money matters, and spent one of his busiest days on his birthday. A little occurrence like a birthday would not deflect his mind from the making of a few more dollars.

* * *

W. Sanford, of Sydney, N.S.W., is in Canada studying our tariff system and its operations in different sections of the country, paying particular attention to the bounty system connected with the iron and steel industry. Mr. Sanford is the owner of the Esbank collieries and the Esbank iron works at Lithgow, New South Wales. He says Australia is following Canada's lead in regard to tariff, and hopes are entertained of inducing the Government to give a bonus on iron and steel, as in Canada.

* * *

John Alexander Dowie, of Chicago, "Elijah the Restorer, General Overseer of the Christian Catholic Church in Zion," as he styles himself, was recently made a naturalized citizen of the United States. Mr. Dowie is planning an attack on New York City similar to the one carried on in Chicago some years ago, resulting in the present Zion City. He will be accompanied by "Zion's white-robed choir of hundreds of voices, Zion City brass band, hundreds of officers of the church, and by at least 4,000 members of Zion Restoration Host," and Madison Square Garden has been engaged from October 18 to November 1. The trip will cost over $100,000, exclusive of the cost of living after the host reaches New York. It is supposed that Dowie contemplates the establishment of a city with factories, stores, workshops complete, and although many of his industries in Zion City have proved a failure, Dowie's faith in himself is sufficient to enable him to overlook catastrophes like his Zion City departmental store.

* * *

From all the recent changes and rumors of changes in the directorate and working of The United States Steel Corporation, there has emerged a new president to succeed Charles M. Schwab. It is asserted that Mr. Schwab's health, which has been poor for the past two years, has necessitated his retirement, and W. E. Corey, his assistant, has been elected to fill the position. Mr. Corey's career has eminently fitted him to carry on the duties of this onerous, but profitable, position, and, recommended and supported as he is by Schwab, Frick and Morgan, it is thought that new life will be infused into the corporation.

* * *

At the retirement of such an able man as Charles M. Schwab from active business life a short sketch of his rise to the most eminent position in the steel trade will prove of interest. Born in Williamsburg, Pa., in 1862, he was educated three months in the year at the Loretta country school and St. Francis' College, where he remained four years. Immediately after he was apprenticed in a grocery store in Braddock at $3.50 a week, but soon obtained a position at the Edgar Thomson steel works at $6 a week. Quickly he rose to be assistant and then chief engineer of the eight large blast furnaces belonging to the company. Seven years afterwards he entered the employ of Carnegie as chief engineer of the Homestead works, and in 1887 was made superintendent, followed soon after by the general superintendency. Schwab was now receiving $35,000 a year, but kept rising, and after the Homestead strike was appointed president of the Carnegie works, and upon the sale of those works to the corporation in 1900 became its president.

* * *

Andrew Carnegie's latest gift is the sum of $2,500,000 in United States Steel Corporation bonds to Dunfermline, Scotland, where he was born. The stipulations are the keeping up of the estate on which he was born, the maintenance of a theatre and the encouragement of horticulture and technical education in the district. The administrators of the money are also charged with the supervision of the moral and material interests of the town.

* * *

Although the meeting of the Board of Directors of The Dominion Cotton Co. will not be held until September for the appointing of a successor to the late Mr. A. F. Gault, it is expected that Senator Forget will get the position. The presidency of The Montreal Cotton Co. will in all likelihood be decided between Mr. Samuel Finley and Mr. S. H. Ewing, both at present on the directorate. Mr. Finley is the largest holder of stock in The Montreal Cotton Co. To succeed Senator Forget in the vice-presidency of The Dominion Cotton Co. the name of J. Wilson is mentioned.

* * *

The Trinidad representative to the Congress of Chambers of Commerce of the Empire is Mr. T. Geddes Grant, a Canadian, who has been in business in Trinidad for 19 years. Mr. Grant is corresponding member there for the Canadian Manufacturers' Association, and has done much to introduce Canadian goods into Trinidad.

* * *

A meeting of millionaire financiers that promises to have world-wide results, in that it will be a matter of such great importance to the participants, will take place soon. It is an automobile race of 40 miles between Foxhall P. Keene, John A. Drake, William K. Vanderbilt, jr., E R. Thomas, Charles Gates and Harry Payne Whitney, and the prize will be a $10,000 purse. The coming combatants are making the most extensive preparations by getting new machines and practising all their leisure hours.

* * *

Mr. Duncan Macdonald, who has again accepted a position as superintendent of the Montreal Street Railway, has returned from Paris and reported for work Mr. Macdonald is looking forward with pleasure to his work here, but states that his life in Paris as manager of The Electric Tramway Co. was enjoyable. Mr. Luke Robinson, formerly superintendent of the Park and Island Railway, and since Mr. Macdonald's absence acting superintendent of the entire system, will remain as assistant

CLERKS' DPARTMENT.

DO NOT GO TOO FAR.

NEARLY everything can be overdone, and, when a thing is overdone, it is spoiled. There is a dividing line which says: "You may come so far, and all will be be well; go farther, and it would have been better for you not to have started."

Carry courtesy too far and it may become impertinence. A salesman should always be very attentive to customers, but if he goes too far with it, he becomes a bore. He also should be always on the outlook to make a sale, but if he tries to shove his goods on people he does more harm than good.

To make the best success as a salesman it is necessary to be something of a character reader. Different customers require different treatment. What will please some

customers, others will take offence at; and what will bore some customers will please others.

Some people like to have lots of attention paid them, and are never happier than when a fuss is being made about them, whereas others like to be left alone when choosing goods, hating to have any person recommending this, that and the other thing. Salesmen should be quick to see this and act accordingly.

It is certainly well for salesmen to let customers know what they have to sell, and make every effort to effect a sale; but this is sometimes carried too far, and the salesman makes himself obtrusive.

An incident which took place in a store not long ago, serves to show the consequences of overstepping the mark. A gentleman was accustomed to go into a certain general store very often to make odd purchases. Nearly every morning he had reason to go to the store, (he generally went in at that time), he was waited on by the same clerk, who would always come up with "Well! can I do anything for you this morning?" After making his purchases the gentleman could never escape without having a long list of articles, which the salesman was sure he was in need of, thrown at him. This performance grew more obnoxious the oftener it was repeated, until it finally quite irritated the gentleman.

One morning, when the salesman had finished up with his usual: "We keep everything from a paper of pins to a threshing machine," the gentleman asked to see the threshing machine.

"O! I am one of the threshing machines," was replied.

"Is that so?" asked the gentleman. "Why, I thought that you were a windmill."

The gentleman didn't trouble to go back to that store. The clerk lost a customer and was himself humiliated because he did not recognize when he was going too far.

ATTEND PROMPTLY TO CUSTOMERS.

SOME clerks in retail stores are not always so prompt in attending customers as they might be. If they are doing anything at the time the person enters, they very often finish what they are at before coming forward. If that customer happens to be in a hurry, this want of promptitude is very trying to the temper, and in all likelihood, he will come away from that store with anything but a friendly feeling for either the clerks or the manager.

The next time that person has any purchases to make, is it reasonable to think that he will pay that establishment a second visit? Certainly not! Even if the purchaser were not in a hurry, his or her dignity will not be at all flattered to see that the clerk is more interested in his occupation than in his or her custom.

The writer walked into a store on one occasion where the clerks were all busy—in reading or conversation. One of them strolled leisurely forward with his eyes and mind still intent on the paper he was reading. This impolite yes, even offensive conduct irritated him very much, and he felt very much like turning his back on the clerk and walking out of the store.

That firm has since failed, and is it any wonder? A manager who did not look after his clerks any better than that one would be equally lax in other business matters, so that failure would be a very natural outcome. Customers are very sensitive, and it does not take much to turn them from a store. Therefore, clerks should always strive to please them in every way possible. Prompt attendance is one way of so doing.

KNOX, MORGAN & CO.

Wholesale Dry Goods, HAMILTON, ONT.

Anticipating Advances in almost all lines of Cotton Goods, we are well prepared to fill letter or travellers' orders at close prices.

Every department in the house is more fully and better stocked than for years.

Our Hosiery and Ladies' Underwear Departments contain exceptional range and values.

We have lines of Dress Goods Novelties of special interest to merchants, as they resemble high-priced goods at popular counter prices.

Knox, Morgan & Co.,

HAMILTON.

The Watson Manufacturing Co.
Limited

PARIS, CANADA.

Manufacturers of

Ladies' and Children's Knitted Underwear.

SELLING AGENTS

McCLUNG & BURNS, TORONTO, ONT.

A. L. GILPIN, MONTREAL, QUE.

J. A. MURRAY, ST. JOHN, N.B.

BRYCE & CO., WINNIPEG, MAN.



RETURNED
AUG 15 1904

The Successful Merchant

at once utilizes a plan that means economy and satisfaction.

We have been dyeing and finishing soiled and faded goods for the most up-to-date dry goods merchants in Canada for over 26 years.

A casual order means that we secure a customer. All goods can be made attractive and salable.

Write for information.

R. PARKER & CO., DYERS and FINISHERS.

Head Office and Works, 787-791 Yonge St., : : TORONTO.

PROGRESSIVE RETAILING

A SCALE DISCOUNT SALE.

WHILE in order to attain success, every business man should rely as far as possible upon his own efforts, he would be unwise indeed who ignored the experiences of others. A dry goods merchant in a Missouri town tells in a recent issue of The Dry Goods Reporter how he conducted a successful scale discount sale. "The most exciting special sale ever conducted by me," he said, "was some time ago during the dull season in August. We held this sale at a time when the trade was almost dead to any consideration of bargains. It was experimental; we did not know what measure of success we could expect.

"A couple of days before we started the sale we advertised that all that day we would give 33 1-3 per cent. discount. The announcement was made in a plain manner without any effort at sensationalism, the purpose of our announcement being to inform the people of the sale without getting too many of them in the first day.

"The people were at first as indifferent regarding the sale as we hoped they would be during the first part of the day, and up to noon of the first day we had very few customers in the store. Perhaps a dozen would include all that we had, but this dozen who secured merchandise at 33 1-3 per cent. discount were not slow in telling their friends about it and by noon the people became more interested in what we were doing.

"The number continued to increase during the afternoon and by six o'clock the store was crowded. By that time the sale was well advertised throughout the entire community and the people knew that we were ready to do as we had advertised to do.

"We attended to the wants of the trade in the best possible manner and lost during the first day $135. Of course this was not satisfactory to us and we did not know what would be the result of the five days' sale which we had advertised. During the first day's sale we advertised that the sale would be continued the second and a discount of 25 per cent. allowed on all purchases the second day.

"The number of people in our store the second day was quite large and we sold a large amount of goods. The third day we announced that a discount of 20 per cent. would be allowed on all purchases made. The crowd was still large the third day. We continued the sale the fourth day, allowing a discount of 15 per cent. and the crowd was still good. The last, or fifth day, a discount of 10 per cent. was given and the crowd continued eager and the sales increased as the sale lengthened out.

"Such a sale demands courage on the part of the merchant, as he must risk a heavy loss. We did not know when we started the sale if we would be successful in coming out ahead, but we thought we would at least try it.

"At the close of the day when we had estimated the loss of $135 it looked just a little doubtful if we would win out in the end. The very fact that the people did not respond any too freely the first day was our salvation. We sailed pretty close to the danger mark and our confidence became a little bit wobbly.

"The second day the people got excited and purchased merchandise in an intemperate manner through the third, fourth and fifth days. The very fact that the amounts of our discounts were reduced was our salvation, for the figures at the end of the sale showed that we pursued a safe course.

"The sale was a complete success and the losses experienced the first part of the sale were more than equalled by the profits we made during the latter part of the sale. We cleared $345 on the entire sale and this was direct profit with the advertisement also which the store secured.

"We account it a success such a sale as this because it does not require very much advertising, as the sale itself is advertised as quickly as the merchant cares to have it advertised. I will say this, that although the first sale was a success, I do not care to repeat it on identically the same lines. The possibilities of heavy losses are too great to take so much of a risk.

"The sale in an abridged form was tried by us later, but we did not offer a discount of more than 20 to 15 per cent. We started it, in fact, with 20 per cent. This idea is a great success during the dull season and when rightly planned and executed will invariably result in great success."

THE IMPORTANCE OF QUALITY.

GOOD merchandise is one of the first requirements of a dry goods store. Good honest goods is a firm foundation on which to begin the construction of a business. If built on that rock, and honest, industrious work be put in the building, the business will soon be reared, and will be an honor to the builder. This is what The Storekeeper, Sydney, Australia, says about good goods:

"A dealer may have couples married in his show window every week, and send up advertising balloons every day; he may, figuratively speaking, paint the town a bright carmine or orange color, and keep everybody on tenterhooks, wondering what he is going to do next. And yet, in spite of all, his sales may not be as large as those of some competitor who uses strictly conservative methods and never attempts to startle anybody or anything, not even the store cat. Why the difference? The merchant with the schemes is apt to trust too much to them, while the fellow without the schemes is forced to trust to the merits of his goods."

BUSINESS BUILDING.

By W. H. A.

EVERY person cannot be rich; every person cannot be great; every person cannot be an Andrew Carnegie with millions to carry out his ideas; nor can everyone be a great man like Marconi. It takes the rich man and the poor man, the great man and the man that isn't great to make up this world. Everyone has, however, a position in the great universe; and each should try to fill his special position so as to bring credit to himself.

Every merchant cannot be a great merchant; it takes the small as well as the large merchants to make up the

mercantile world. But, although all merchants cannot have a most elaborate store, they all should do everything in their power to make the stores they have bright and attractive.

Because one store is not so large, nor is fitted up so well as his neighbor's is, it does not follow that absolute cleanliness is not as necessary in the small as in the large one. It does not follow that, because a merchant's facilities for displaying goods are not so good as his neighbor's it is no use his making a display at all.

A good many do not seem to recognize the importance of making the most of every opportunity. They cannot, of course, make their stores look so attractive as those of some of their rich competitors, and no person expects them to do so; but people do expect the most to be made of opportunities the merchant has.

There are not very many who have not started with a small store. They have gradually extended their store until it has become large. How did they do it? By taking advantage of every opportunity, and bringing everything they could to bear upon their business that would be likely to increase it. They didn't think that it was too much trouble to do this and to do that. They had the business instinct to recognize all the little points that would help to make their business successful, and they had the untiring energy required to perform all those things.

To be a successful business man one must ever be on the alert, thinking and acting; he must have the determination not to let pleasure interfere with business; he must be energetic; and above all he must run his own business, not let someone else do it for him. Many a business has been ruined by the manager becoming careless, and leaving the management of things in competent hands.

QUALITIES OF SUCCESS.

By Criticus.

IT is an acknowledged fact that not over 5 per cent. of men who start a business career ever make, in reality, what can be called a success. To some this may appear an exaggerated statement, but nevertheless it will upon investigation be found correct. It is surprising the number of failures in business life that are chronicled every week.

In the face of this evidence of unsuccessful careers, is it safe to go into business? Is it wisdom to adopt a calling which displays so few prizes and so many blanks? If business, to so many, means disaster and bankruptcy; if men of good ability, moderate capital and fair prospects, have long battled, and yet, in the end, had all swept away, how is anyone to hope to travel that road and escape its dangers?—navigate that ocean, and pass safely through its storms?—fight that battle, and not fight only—but win?

Some regard business as a lottery—a game of chance—in which only those born beneath a lucky star win.

You hear people say that anything is fair in business, and that a man cannot make a success in mercantile life unless he is up to "the tricks of trade."

The sooner these false and misleading ideas regarding business and business men are swept away, the sooner there will be more successes and fewer failures to register.

"Honesty is the best policy" is ever a true proverb, and especially is it so in business life. Of course, it has to be admitted that rogues have made a fortune in business by their trickery. But this is exceptional. We would not be surprised to learn that the cause of half of the failures is the lack of adherence to that old proverb quoted above.

The chief cause of so many failures is the recklessness with which many rush into business. Before entering upon a mercantile career, a person should remember that list of bankruptcies, and should carefully consider whether his disposition and tastes fit him for that life. Certainly every person is not cut out to successfully run a grocery, dry goods or hardware store; experiments have proved it. Many who have chosen to throw themselves into business life would, upon a strict investigation, find that their talents suited them for an altogether different calling.

Although trade has its risks, uncertainties and failures, there is no reason why business men should not be successful. There are dangers, but men with the business instinct may avoid, or overcome, them. There are certain business principles, which, if strictly and constantly adhered to, will surely result in success.

"In spite of the many things beyond the control of man that may cause failure, 90 per cent. of our failures," says a prominent and successful merchant, "might be avoided: business might be a certain instead of an uncertain thing; disaster might be the exception and not the rule. On what condition? On the condition that the business man has a fitness for his calling: that he has character, as well as brains and common sense; and that he has the confidence that leads him to look upon difficulties as playthings,—to think, speak and believe in nothing but success. Then would the number of our successful men be increased, and a commercial crisis be a matter of rare occurrence."

The right man should always be in the right place. A square plug cannot be fitted into a round hole, nor a round plug into a square hole. A person, who is not fitted for a certain profession cannot hope to make a success should he embark in it. So that before entering upon a commercial career, a person should make sure that he is fitted for that career, or he is almost certain to regret the step.

To succeed in business, one should have a strong preference for it; should possess a fitness for it, and should be early and well trained. It is questionable whether any man ever climbed to success in business who did not, as a boy, exhibit a strong liking for it.

Business is no lottery—no game of chance. Success is not the result of luck, but of solid business principles. There is no trickery in these principles: they consist of an honest, energetic desire for success carried out to the letter.

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

Bradford, London, Manchester, Glasgow.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces "BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - UNEQUALLED IN QUALITY AND PRICE.

..... Sale Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

SHOE TOP FACINGS

PULL STRAPS AND SHOE LABELS

DRESS & WAIST BELTS

SHIRT AND UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

SUPPLIED AT SHORT NOTICE.

Artistic Designs Furnished.

WRITE FOR SAMPLES TO

FOR SUITS
Quickest Delivery
FOR FURS

GERMAN ARTISTIC WEAVING CO.,

Factories: Crefeld, Germany, and Pompton Lakes, N.J.

683 & 685 BROADWAY. NEW YORK.

Canadian Office: TORONTO, 14 Melinda St.

BOOTS AND SHOES

ADVERTISING THE SHOE STOCK.

IN these days with a really live merchant there is little need of arguing the value of advertising any of the wares he handles, but with many the old-time method of trusting to reputation is considered as all sufficient. With such, argument is of little avail, but disastrous experience will, in time, be sure to accomplish what talking failed to bring about.

The mere statement of the fact that an increased business would result from advertising would convey no meaning to a mind prejudiced against it, for if it thought the statement were true it would not be necessary to make it. A vivid realization of a decrease in the year's business and an increase in an advertising competitor's sales is absolutely necessary to educate the old-timer, and to show him that the methods of ten or twenty years ago are relics of antiquity, and stamp the same phrase on the business that adopts them.

To the man who has no faith in the efficacy of advertising, it can only be advised, to watch the business of the man who advertises judiciously. Disbelieve as he will in it, he should be willing to study more closely its effect on trade; nothing can be lost by so doing and much might be gained. Every man is desirous of seeing his business prosper, and thus should be willing to consider all plans submitted.

It is only possible here to assert (perhaps uselessly with the non-advertiser) that it does pay to advertise, and that shoes are just as susceptible to the good influence arising from advertisements as any other line. Unfortunately there are many merchants who have faith in the advantages of advertising some special line of dry goods, such as a novelty in dress material or a special price, but who nevertheless think that in a staple line like shoes no purpose is served. This is a fallacy and to a thoughtful man will soon appear in its true character.

Shoes are a staple line, it is true, but there is no season passes but a new line is carried and it is to these that the attention of the fellow townsman should be directed. It is very seldom that some special sale in the shoe department does not pay, a couple of times at least in a season, and these must be advertised.

Once it has been decided to advertise the real work begins, for a poor advertisement is almost as bad as none. The merchant who thinks that a mere statement that he handles shoes is sufficient had better save his money. In Printer's Ink the following article deals with this subject:

"The chief shortcoming in advertising is the lack of something exclusive to say. Advertisers credit the public with too much readiness to accept unproved statements, and make the error of presenting sweeping and indefinite claims that cannot carry conviction against the average reader's incredulity. The public is now buying by conviction, not by names, and the day of the shouter is passing. For instance, it is of little avail to tell the reader that a shoe is of better leather, better workmanship, etc. He wants to know wherein, and why, the shoe, material, or workmanship, are better, and he wants to know these things in a language he can understand without pondering over it. Readers know all they care to know about the generalities of a commodity, and they will not, because they need not, give much attention to empty statements, nor intricate descriptions. The advertisement must be interesting to the reader, as well as to the advertiser, the deductions pre-digested for lazy minds, and so presented that he who runs may read. But many good propositions fail through poorly planned, poorly executed and timorous financial introduction. Among these a mistaken idea of what proper and necessary advertising consists, is chiefly responsible for the fiascos.

"Too many advertisers go into an ad. campaign blindly, without any pre-concerted plan beyond the mere decision to spend a given sum of money for space, on trial, because some competing firm spends that sum in publicity. Such advertisers are usually troubled very little about the copy which goes into that space. Any sort of 'Arabian Nights' story, or 'Mary had a little lamb' jingle is deemed by them good enough to lay before millions of the shrewdest and most incredulous people in the world, namely—Americans. Not only must the successful advertiser of the future avoid wind and jingle, and present definite 'reason why' to consumers, but his claims must not fit any other competing line, and must be practically proved when stated. Good system and good reasons are the vital things in advertising as well as in selling, and without them all the rest is chiefly wind and vanity."

Too much stress cannot be laid upon the importance of cuts in a shoe (or in fact in any) advertisement. They catch the eye more surely than any other scheme, and in addition provide a definite foundation to what is said in the reading matter. A cut of a well shaped shoe will sell a dozen pairs where the most carefully worded advertisement will sell one. Cuts, however, are not entirely satisfactory without some written description. They cost very little too, compared with the good they accomplish, and their value is gradually attracting the attention of all advertisers.

SELECTIONS FOR SHOE ADVERTISEMENTS.

A foot note first.

Merely a foot note.

As to shoeing the family.

The delight of mother and child alike.

Nothing but the most up-to-date shoes.

The ———— shoe for ladies is not common property.

They don't cost a cent more than the cheap trashy kind.

Everybody says they're good value. Our shoes.

All that makes a perfect shoe and perfect fit are found in them.

I wish everyone in town could know how much I am saving the people on shoes.

The man or woman who desires to look well begins at the shoes.

The best only for our customers. Fit, material, finish. Our shoes will please you.

They are up-to-date shoes of correct style and high quality. You can see it in the finish; you can feel it in the fit; you can notice it in the wear.

Ambitious young men cannot afford to wear poor shoes. Neither can we afford to sell them.

We don't charge you for the extra finish and appearance of these shoes; you pay only for material and making.

A child's shoe correctly shaped and properly made has much to do with the welfare of the feet in after life.

Our stock concerns every woman, if for nothing else than to see the dainty and the pretty.

Wet feet are the quickest step to the doctor's bill. Buy our good dry footwear and save that bill.

The beauty of this new style is the fit. They go on just a bit bashful, but once on your foot—my, what comfort!

Not the highest-priced shoes you can buy, but the best to be bought at the price, and good enough for everybody.

Ask ten men and you will find nine of them observe a woman's foot and shoe before anything else.

White and red kid shoes make the baby's feet prettier than ever. We have all sizes. Look at them.

If you really want to be cool, wear a pair of these white canvas shoes. 95 degrees with black shoes is only 80 with white canvas.

No two people think differently who have seen the four dollar shoe we are selling. Great and small minds think alike on this subject.

We don't want you to buy entirely on what we say, but come and see our styles and if we can't sell to you then—well, there's something wrong with you.

Don't you think you would like a pair like that? The cut does not do it justice either. See the original.

This isn't a six-dollar shoe. No! nor a five-dollar, but only a three-fifty, but it is special at that.

We are not giving away shoes, but we are certainly selling a large number of pairs of these.

AFTER THE SHUTTERS ARE UP.

CHAUNCEY M. DEPEW and Mark Twain went abroad once on the same ship. When they were four days out somebody gave a dinner and invited both. Speechmaking time came. Mark Twain had the first chance. He spoke twenty minutes and made a great hit. Then it was Mr. Depew's turn.

The canny New Yorker rose and said: "Mr. Toastmaster and Ladies and Gentlemen,—I have a confession to make. Before this dinner Mark Twain and myself made an agreement to trade speeches. He has just delivered my speech, and I thank you for the pleasant manner in which you have received it. I regret to say that I have lost the manuscript of his speech and cannot remember anything he was to say."

Depew sat down. There was much laughter. Next day an Englishman who was in the party came across Mark Twain in the smoking room. "Mr. Clemens," he said, "I consider you were much imposed upon last night. I have always heard that Mr. Depew is a clever man, but really, that speech of his you made last night struck me as being the most infernal rot."

* * *

When "Hays of Wabash" became general manager of the Grand Trunk Railway he found himself confronted with a difficult problem in the shape of younger sons, nephews, cousins, etc., of certain English stockholders, who held nice fat positions on the system. Mr. Hays began to weed them out. There was much perturbation and much curiosity. A good many people expected to see Hays himself weeded out before long. Nothing happened. A friend of Mr. Hays met him one night and began to talk about the matter.

"How do you do it, Hays?" he asked. "Do you fire them first and then investigate their family, or do you investigate first?"

Hays smiled. "I just fire," he said. And perhaps that's the reason Grand Trunk is paying more dividends than ever in its history.

* * *

Max O'Rell used to tell a story about his first experience with a Chicago newspaper reporter. The genial Frenchman had just arrived at the Grand Pacific Hotel and had retired to his room to rest after a fatiguing journey. In order to get the most possible out of the short siesta, he took off his clothes and got into bed. The day was a hot one, and for better circulation of air he left the door slightly ajar, placing a chair against it for security. Shortly afterward he was awakened from his nap by a knock at his door, and he drowsily inquired who was there.

"Mr. Blank of the Daily So-and-so," replied the reporter.

"I cannot be disturbed now," called O'Rell. "You will have to come again. I cannot see you now, I am in bed."

Notwithstanding this injunction, the humorist saw the door pushed open, the chair fell over on the floor, and the reporter entered the room, threw his hat on the table, sighed, and helped himself to a chair.

"Well, well, well!" exclaimed the now angry Frenchman. "This is unprecedented. What will you have, sir? What'll you have?"

"Thank you," replied the reporter, fanning himself. "I'll have a gin-fizz."

* * *

Sir William Van Horne, chairman of the Canadian Pacific Railroad, was interviewed in New York not long ago by a young gentlemen who insisted on treating him like a foreigner. The Montreal capitalist took it as a matter of course until the interviewer asked innocently:

"Did you ever have anything to do with our American railroads, Sir William?"

The good knight's eyes sparkled as he answered: Oh, yes. I served on both Alton and Illinois Central."

"In what offices?" asked the scribe, with pencil ready.

"I sold books on Alton and oranges on Illinois Central," said the chairman of the Canadian Pacific, quietly; "but that was some little time ago."

* * *

Russel Harding, known as one of the finest of the splendid corps of officials that George Gould has gathered about him for the administration of his railroads, believes that the business of a railroad official is running a railroad, not making stocks move. He was interviewed not long ago by a reporter who asked many questions about the railroad, and finished his series with this one:

"When do you think the stock will begin to move, Mr. Harding?"

"It's moving now," said the general manager. "We haul several hundred cars a day into Kansas City. They complain that the conditions are not just right—"

"I mean the securities—the stocks," interrupted the reporter.

Mr. Harding smiled, but said disgustedly: "I don't know anything about it. When we move stock out West it helps to pay Missouri Pacific dividends, but when they move it here it doesn't seem to help anything, except, perhaps, the Waldorf bar."

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For Fall we still offer our special lines in Silks at old prices which we know will be appreciated by our many customers.

WE TRUST ALL MERCHANTS WHEN VISITING THE CITY THIS MONTH WILL CALL AND INSPECT OUR STOCK OF

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DRESS FABRICS, LACES AND LININGS.

DEBENHAM, CALDECOTT & CO.,
COR. BAY AND WELLINGTON STREETS, TORONTO

INITIALLING FOR MEN

AS a rule, men think little of the beauty of initials on their handkerchiefs, underwear, hat linings, etc., and it is to be feared that the women rarely venture to draw their attention to it. Many women will sit down by the hour and work beautiful initials on their underwear, handkerchiefs or table linen, but the husband must be satisfied with his A 1875 in black blotches all along the borders of his 'kerchiefs and everything else he sends to the laundry.



Small Script.

And yet, a man uses his handkerchief as much as a woman, and, what is far more important, he could not tell his from a hundred others if put with them. Almost all men use the same, or nearly the same, handkerchief, and an initial would often save him bother in identifying, in addition to lending something artistic to an otherwise plain article.



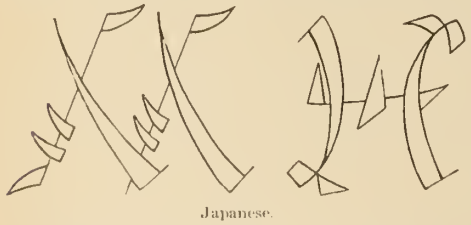
Large Script.

Providing a man can induce his wife to spend the time, he will find such letters as those illustrated an ornament on his apparel, and the woman will soon discover an ever-increasing attention paid by her husband to the small details that make up the well-dressed man.



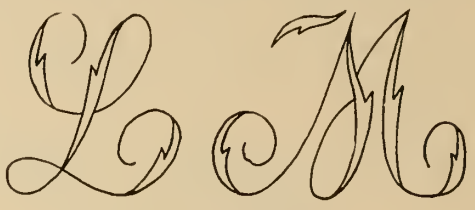
Old English.

One man, whose wife had a taste for such work and who gradually after she married him marked almost all his clothes, found that it was almost impossible to throw an initialled handkerchief behind the closet door, where he had been accustomed to keep his soiled clothing, but always carefully stowed it away in the proper basket. The extra value attached to such a handkerchief or undergarment will invariably make a man more particular concerning its care.



Japanese.

The sample letters given are all very simple and can be drawn and worked by almost any woman. The small script is suitable for small articles both on account of its size and simplicity; the large script is a simple medium-sized letter. The Old English and Japanese are good handkerchief or hat lining initials and are very effective when worked; they are also very masculine on account of the few curves. The scroll and floral designs, although more effeminate in their character, are pretty,



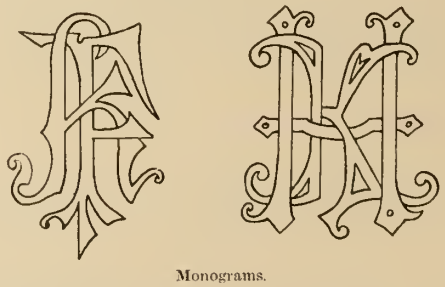
Scroll Design.

and the floral presents a very elaborate appearance. The monograms are rather difficult to plan, but look neat when done and repay the time they occupy.



Floral Design.

For the use of women there are innumerable designs, but those presented here are among the best even for them. In general, the less elaborate the design the better, as it increases distinctness and saves useless labor. As there are very few articles in a woman's wardrobe and nothing in her lingerie that should not be initialled, the less work, consistent with neatness, that she puts on it the better. Among women, initialling is deemed a necessity; with men it is a scarcely-felt want.



Monograms.

The High-Class Washing Material

"Viyella"

(Registered)



The famous "TWO GIRLS" TRADE MARK (Regd.)

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Canadian Agent, Mr. William C. Meredith, 3 Wellington Street East, TORONTO.

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Great fires often cause ruination. Protect against what may come by buying a

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$1.00 IN RUBBER STAMPS.

Spend it for your own sake. Time saved, money saved. Neatness gained, favor gained. Tell us what you would like, and we'll tell you the cost. Send for our catalogue.

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how much the success of your business and the comfort of your household depend on communication with others you will appreciate the fact that telephone service is worth a great deal more than it costs.

Metallic Circuit Service—efficient, rapid, constant

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Terms—$5 per hundred clippings; $40 per thousand, payable in advance but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

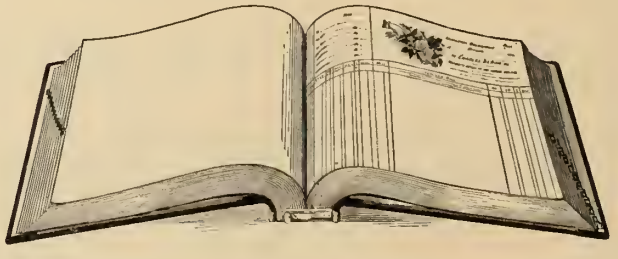
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SAVE TIME

BY

KEEPING YOUR BILLS ALWAYS MADE OUT.



The Briggs Ledger System Co.,

Limited

75 York St., - - TORONTO, ONT.

Write for Catalogue.

THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

INTEREST ON PAST DUE ACCOUNTS.

By F.B. Hochstetler.

THERE may be some houses who do not have on their books delinquent debtors, though it is, perhaps, safe to assume that where there is one such there are a score of others who are never without a reasonable number of them. Some of these debtors are chronics—they have always been behind, and, perhaps, always will be. There are others who are delinquent from six to eight months out of the twelve. It is with these that we have to reckon. We have no trouble with the prompt customer. When he wishes an extension, he usually asks to have it put into a note, and gladly pays for the accommodation.

The delinquent customer, instead of asking for an accommodation, takes it; and frequently he keeps it to the extent of thirty or sixty days over time, as long as he does business with you.

These accounts are a direct expense to a house of a sum equivalent to the interest on the total amount delinquent. To be reimbursed for this, either the price of goods sold these debtors must be loaded, or they must be charged interest on the amount. The loading of the price creates the necessity of having two sets of prices, which usually results in pandemonium and loss of trade, and in the end costs more than it produces.

If no charge of any kind is made a premium is being paid the delinquent, and he is being encouraged by us to continue so.

Is it not better, then, to charge him with just what he has gotten? If he buys merchandise from you he receives an invoice for exactly what he has purchased. If he is using money that is your due, it is but right and proper that he should be charged with, and receive, an invoice covering the use of it. I believe that every house recognizes the fairness and justness of this, but many are dissuaded from making this charge by the fear that others are not doing likewise, and that it may result in greater loss than gain by diverting business to these more generous competitors.

Now, it being the purpose of our credit associations to create uniformity in business methods, what more profitable policy could be united upon than one which would stop the tremendous loss occasioned by this burden which delinquent debtors thrust upon the jobber? I say burden, for a burden it really is, and one whose proportions we fail to fully realize until we investigate for ourselves, and ascertain just how much it is costing us to carry this class of accounts.

As an illustration, if I may be pardoned for alluding to our own experience, we, in the year 1900, adopted a systematic policy of charging at the end of each month interest to this class of accounts, and sending to each an interest invoice of the same. I do not wish to be understood that this charge was made on every delinquent account, for this was not the case. A good customer, who happened to let his account run thirty days overdue, or another who asked for a thirty day extension, was not included in this. Those included were debtors who were usually thirty or more days slow.

To our surprise these monthly charges aggregated a little more than $700 for the year. We continued this in 1901, with about the same result, and be it said to the credit of those charged, that fully 90 per cent. of the total amount was paid without objection or criticism.

In 1902, we tried the more generous policy of not making this charge, but if it resulted in our receiving any increased favors, we did not discover it. We began again this year to render monthly interest invoices to this class of customers, and we feel that our experience has proven that we suffer no loss of business by so doing.

It is an absolute certainty that if all houses would do this, there would be no ground for apprehension along this line.

ADVANTAGES OF LIMITED PARTNERSHIPS.

By George Clafferton

IT is a general theory of moral philosophers that business pursuits and the accumulation of money have a demoralizing effect upon those so engaged; that they have a tendency to confine effort within circumscribed limits; make men narrow; to engender selfishness, sordidness and greed, and retard intellectual and moral growth. In a restricted sense, there may be some truth in this theory, but, regarded from a broad standpoint, it may well be challenged. The theory is assumed to apply more forcibly to men engaged in the work of corporations. It may be assumed that men engaged in business individually or on boards of directors do not always stop to read the Sermon on the Mount before entering into business contracts, passing on credits, declaring dividends or making up wage schedules. Of course, it must be conceded that the only distinctive classes who uniformly square their lives and business affairs with the Golden Rule are preachers and lawyers. Sincerely, however, it must be said in fairness, that the standard of mentality and moral strength among business men was never so high as it is now in the industrial life of the American people. There never was a time when business men were broader, more generous than now; never a time when men had so much confidence in their fellow men, and when that confidence was so fully justified.

In the United States Steel Corporation the method is in vogue which fixes a standard of measurement of mentality as accurate and relentless as the standard of physical measurement known as the "Bertillon" system, a milling process by which intellect, ability, industry and character rise to the top, a system which looks to the ranks of men employed for recruits to fill the prominent places in the work of that corporation.

To-day, character is regarded by some of the best economic writers as not only desirable and commendable in individual life, but as a positive factor in the production of wealth.

The work of corporations is done by individuals who carry into their work individual human qualities, good or bad. Men develop in individual or corporate life according to their nature.

The weak man becomes arrogant and over-bearing. A capable and generous man finds broad scope for his powers. The fool and the knave become more conspicuous.

The modern idea of a corporation as an a gregation of persons acting as one body, having perpetual succession, and the advantages accruing therefrom are traceable to the development of the principle of association. The primary purposes of the law of association being to increase and cheapen the products of human effort.

A distinguishing feature of a partnership association is its exemption from annual detailed reports of its business; many men, while they are perfectly willing to make statements for the purposes of taxation and for credit, and open their books for inspection of stockholders, object to having a public record of the details of their business, and think it serves no useful purpose in a private corporation, although it might in corporations of a public or quasi public character.

The primary purposes of association and organization in business life when legitimately pursued, are to make products cheaper and more abundant, and this is the problem of civilization.

The practical utility of association in industrial affairs consists in its economic efficiency, the ability to supply human wants cheaply.

The effect of corporate effort, legitimately pursued, is to cheapen wealth, make it more abundant and more easily obtained, and no individual or class, rich or poor, can afford to diminish the abundance of production; laws should be enacted to prevent in every way the illegitimate exercise of corporate power, but no laws should impede legitimate accumulation or restrict production.

SENTIMENT IN BUSINESS.

By John H. Stone.

THE successful credit man is a living daily proof of the inaccuracy of the saying: "There is no sentiment in business." Oliver Wendell Holmes has said: "Religion and law and the whole social order of civilized society are so founded on sentiment that they would all go to pieces without it." Of course, Mr. Holmes was not speaking of mere sentimentality, that mawkish, weak, emotional yielding to momentary feeling. There is the widest difference between such a disposition and that which is influenced by those deep, modest feelings which take their origin in a recognition of the claims that are laid upon us by our relations with our fellows. The sentiments of gratitude, filial affection, conjugal and parental love, of esteem and trust in our business associates and of patriotism and civic pride, all have a legitimate plan in determining our business actions. That man whose business is conducted in disregard of these things is exchanging the peach with its aroma, its bloom and its luscious taste for an apple of Sodom that will crumble to ashes in his grasp. We have all known of boys whose success in business has come from a fixed purpose to provide every possible comfort for the declining years of the mother and father whose care and labor provided for the childhood of that boy and gave him an education and the best of all blessings, a happy home. We have all seen young men, careless, taking life easy, manifesting no special interest or aptitude in business, who have suddenly become earnest, attentive, ambitious and capable. What has made the change? The sentiment of pure love for a pure girl has been born. The little blind god has shot an arrow and out of the opening it has made in that young man's heart has grown the purpose to provide worthily for her who has trusted her life to his keeping. And when, in the goodness of God, little children are born and the young father looks into their large trustful eyes and sees through them in the years that are to come the development of baby boys and girls into youth and manhood and womanhood, it is the sentiment of parental pride and hope that clears his brain and steadies his nerve and strengthens his purpose so that he makes a larger success of his life in order that he may give his boys and girls every possible advantage in their lives. And these primary sentiments that all right-thinking men feel and are inspired by are not the only ones that exert a powerful and legitimate influence in business. Devotion to an idea, clearly conceived and steadfastly wrought into material practical reality is the sentiment that has been at the back and bottom of almost every one of the marvellous successes of the modern world of business. Mergenthaler, with his linotype, that has so entirely changed and so greatly enlarged the scope of the daily newspaper; Swift, with his refrigerator cars and ships that carry around the world the prairie-fed meat of our Far West and lay it sweet and wholesome on the tables of every nation; Field, with his tireless patience and calm, yet intense persistence, accomplishing the successful operation of the first submarine cable, are a conspicuous few of a multitude of men whose success in business has come from an idea; from the sentiment, the belief that old methods were susceptible of improvement, that better ways were possible, and who set themselves to find those better ways. I like to think of that man who invented the first rude sewing machine. He was a hard-working mechanic whose wife had to sew at night to keep the children decently clad. And because he loved his wife and his children, he contrived a crude device to make her labor lighter, and out of that first flower of sentiment has grown the enormous sewing-machine business of to-day.

Yes, there is a lot of sentiment in business. Why, every O.K. that you gentlemen place on an invoice for a shipment of goods is an expression of the sentiment of trust or confidence in your fellow men. We may slightly alter Dr. Holmes' statement that I quoted a while ago and say that the whole modern credit system is founded on this sentiment of trust in one another's integrity and that without that sentiment business could not be transacted.

BRIGGS' LEDGER SYSTEM.

MANY manufacturers and retail merchants throughout the Dominion and United States are now using the Briggs Ledger System. The Briggs Ledger System Co., Ltd., who are now located in their new premises, 75 York street, Toronto, claim that the using of their ledger saves the bookkeeper much unnecessary trouble and that he has, at all times, accounts ready for the customer. The firm have many testimonials from merchants speaking very highly of the system, and the demand for the ledgers has very largely increased during the past few months.

CHARTERED ACCOUNTANTS' OFFICERS.

THE annual meeting of The Chartered Accountants of Ontario, held at the Hotel Brant, Burlington, Ont., recently attracted a very good attendance. The election of president and vice-president was deferred. The election of the new council resulted in the selection of Geo. L. Blatch, Ottawa; Wilton C. Eddis, George Edwards, James Hardy, D. Hoskins, C. R. W. Postlethwaite, W. B. Tindall, T. D. Williamson, John H. Young, Ralph B. Young, Toronto; J. W. Johnston, Belleville; F. H. Macpherson, Windsor; and C. S. Scott, Hamilton.

DRY GOODS ADVERTISEMENTS

READY-MADE SAMPLES

Holiday Needs

Whatever you need—count us ready There is hardly need for advertising at a time like this, except to remind you which store gives best satisfaction in goods, and prices and service.

Shop around to your heart's content, and then see what we have to offer. There is common sense, style and comfort about these things—nothing outlandish in any way. We can't afford to miss your trade by having things too fine or too expensive.

These things have special reference to trade. We clothe men, women and children from head to foot and save them money besides. This is how we do it

(LIST)

There is neither slow pace nor dull place about this business. The biggest adjective can be used to describe any of the stocks without fear of exaggeration. The newest styles are ready, as you know, with values better than ever and an air of novelty here unlike anything around town.

We have constantly to be thinking ahead of you, anticipating every need and enlarging every effort. It ought not to be necessary to remind you that we have whatever you choose to want now or at any time.

The Best Store For Dress Goods

The wide range of styles and qualities in dress goods is the centre of interest. We are devoted to them. How could it be otherwise? Study, care-absorbing attention, money, have been going into them for months. They are the pleasures of hope.

But there's little that can be told in print. Names mean next to nothing. Colors all look the same when expressed in black and white. Textures cannot be conveyed in words. Prices impress one only when the goods themselves are at hand. If ever newspapers are printed in natural colors we will fill whole pages with dress goods samples.

Here's a memorandum of the dress fabrics which the salespeople say are "the best for the money."

(LIST)

We've an immense variety of new goods to choose from. Everybody knows that in this one feature we easily surpass all the other stores. Where dress goods are in unusual variety is the place for them. We can't sell to our satisfaction from a dwarfed, dwindled stock. Every possible need has been anticipated.

Reduced Prices

"Now, boys," said the new teacher, "I want you to be so quiet that we can hear a pin drop." There was a cavernous silence for two seconds. Then a voice in the rear muttered, "Now, let her drop!"

There is everything in knowing when to let the pin drop. We believe it is better to let go at a sacrifice whatever goods we have too many of than to persistently hold for a profit. The time to let go is now, before the season gets too old. That's the why and wherefore of these special values

(PRICES)

We expect to do better than anyone else in order to bring you here past all the other stores. Already we're doing better, success follows success as wave follows wave. The newest and best goods are here in great variety, and at prices that hasten the selling as never selling was hastened before.

Men who have grown gray in the dry goods business say such values as we are giving now have never been discounted in their experience.

About Prices

We've heard our prices called fair We've heard them called generous They're both.

We're not referring now to the special prices we make for a special day, or to close out special lots, we mean the run of prices, day in and out, the store over.

We've picked up a few, here and there, haphazard and let them stand as specimens.

(PRICES)

We do some things for the sake of your goodwill The whole conduct of business here is based on enlarging your good opinion of the store and bringing you twice as often. We're not so anxious after profit but we can afford to surround the entire organization with satisfactory service. We intend that every worker here and every clerk shall render you the best service possible.

WHAT PROMINENT MEN ARE SAYING

BRIGHT SPOTS AND DANGEROUS SPOTS.

By J. Turnbull, General Manager Bank of Hamilton.

THE general prosperity of the country continues, and I see nothing ahead to indicate a cessation. The large immigration presently existing, especially in the Northwest, must bring a good deal of money into the country, and, what is worth more than money, a good class of settlers, prepared and destined, no doubt, to take a part, like their predecessors, in the rapid and permanent up-building of this great country. Manufacturing is becoming more and more extended, and we are becoming less and less dependent upon foreign goods. On the other hand, our exports keep increasing as to quantity and improving as to quality. We keep learning, year by year, better methods of manufacturing, packing and shipping, and the result, of course, cannot fail to bring not only largely increased returns, but much more profitable ones. A danger to be guarded against, of course, in a rapidly-growing country like this, is the tendency to become over-sanguine and over-speculative. The banks and other large institutions can do a good deal to discourage this tendency, and, for our part, we have done, and will continue to try to do, our best in this direction. There is no doubt that there is a real danger in this characteristic of ours, and it is the part of all prudent persons and those who have the best interests of the country at heart to spare no effort to discourage such business methods and enterprises, and to try, by precept and example, to confine all over whom they have any influence within the paths of moderate simplicity, careful living and good sense.

WHEN A MAN HAS MONEY.

By Charles M. Schwab, Ex-President of The U. S. Corporation.

IT is our bounden duty to assist those in need. Philosophy which says we can do what we like with our own is false. Human society is so interwoven that the strong should lend a helping hand to the weak.

People may have their own theories as to the best way of helping the poor, but our primary duty is to help them and relieve immediate wants; then theorize all you please. The man whose stomach is empty isn't in a physical condition to listen to a high form of Christianity.

We have no degraded poor in the United States, such as I have seen in Europe, but we have many poor. There should be always money enough to help them. Benevolent associations ought to be so well organized that no one should want.

The earth produces enough for all if it were properly distributed.

Probably the best kind of help one can give is to aid children. Give them pleasure, bring sunshine into their lives, teach them to see that the good things in this world are for them as well as for others. Thus they will be encouraged to take a rosy view of life. A youth who has hope and courage can accomplish much.

There should be no children so poor as to be left without the ordinary enjoyments of life suitable to their age. I fear what little I do for children is influenced by a selfish motive, because it will give me the highest form of pleasure. I like to help children, probably because I have none of my own. The children of a people are the mainstay of a nation. They should be its hope, its pride; their welfare is the nation's welfare.

RECKLESS LABOR AGITATIONS.

By Marshall Field.

THIS country is in splendid condition for continuous prosperity, except in the direction of reckless labor agitation, and this has run so fiercely, and in many cases with so little sense of reason, that careful business men have grown very conservative.

The unintelligent and reckless action on the part of many labor leaders must cease or serious results will occur—results more serious than any which have already taken place.

Merchants throughout the country are growing wiser. They are carrying smaller stocks of merchandise, and are turning them oftener, and while expenses are almost universally higher than formerly, merchants as a whole may be considered as in a better and safer financial position than ever before in our history.

PROGRESS IS WITH THE INDIVIDUAL.

By President Schurman, of Cornell University.

All progress is with the individual. Every reform was once a private opinion; every revolution—the Servian uprising of last week—was first a thought in one man's mind.

VIEWS ON TRADE.

By William Farewell, President Eastern Townships Bank.

BUSINESS throughout the country on the whole has been prosperous, and manufacturing enterprises fairly successful; lumber and pulp wood, etc., has been in good demand, and at satisfactory prices. Mining in the province has been carried on steadily and it is believed with good results. In British Columbia labor disturbances have seriously crippled operations in the mines, but the outlook is now much better and greater developments may be looked for. The Granby Co., with whom we do business at Grand Forks and Phoenix, have been less affected than others, however, having been able to keep running continuously, but on a diminished scale. The present outlook for the company is very bright.

The dairy industry, so important in this province, continues to prosper, and is increasing year by year; due care, however, must be exercised to manufacture the highest grade and to encourage this, your directors last year gave special prizes through our District Exhibition, open to the whole Dominion, for butter and cheese for export. The results were so satisfactory that they have continued the grant for the present year.

Flannelette.

If purchasers of this useful material for underwear all the year round would buy the

BEST ENGLISH MAKE

they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

Horrockses' Flannelettes,

Made by the Manufacturers of the celebrated Longcloths, Twills and Sheetings,

ARE THE BEST.

CAN BE OBTAINED FROM ALL LEADING DRAPERS.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

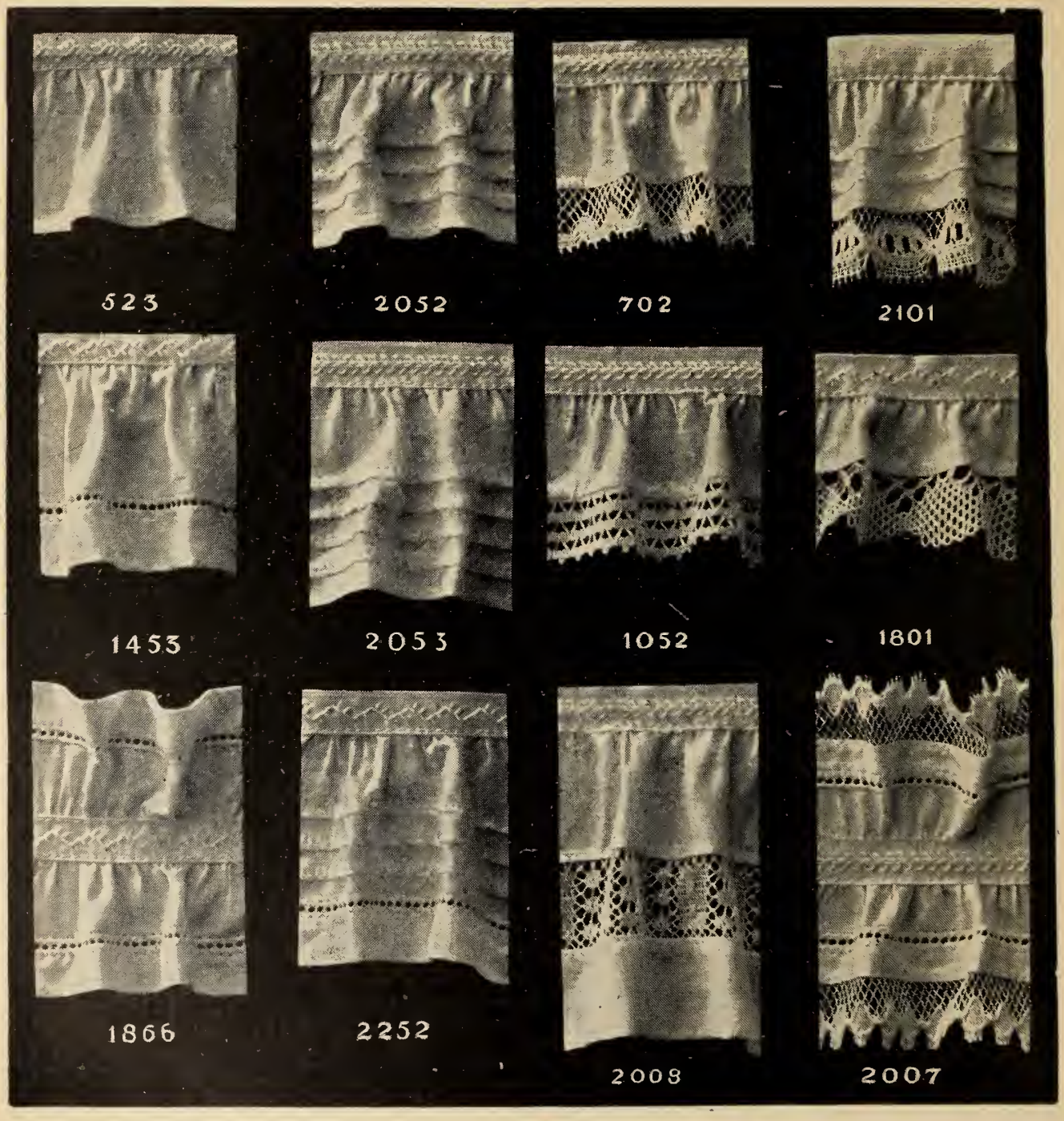
PRESTON, MANCHESTER, LONDON, ENGLAND.

THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET."
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.



* This department is conducted and prepared by Miss Nora Laugher, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. She will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to her. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

"O, mickle is the powerful grace that lies
In herbs, plants, stones and their true qualities."—Shakspeare.

THIS is an age of progress, of rapid change, of great evolution. Not only is this apparent in the largest commercial centres, in the mart, the mansion, the business thoroughfare; we note it on every side in the progress of nature. The thoughtful man of business, spending his hurried vacation among woods or waves, even realizes this forcibly in every tree that blows, every wave that rolls. He finds "tongues in trees, sermons in stones," and if he is of an advertising turn of mind these lessons doubtless point to the fact that the time has gone by when his past success is an element of strength to-day.

* * *

Mother Nature is a wise teacher, and Nature teaches her sons to have a well-defined plan to pursue and a specific object in view, for Nature never trusts to luck.

* * *

Nature represents her goods accurately. Advertising which misrepresents is bad advertising. Nature teaches him that the nearer an advertisement can get to the plain, unvarnished truth the more likely is it to be business-bringing.

An effective mail order ad.



Nature toots her own horn—the cheeriest, brightest, sweetest note ever heard by mortal ear.

* * *

Nature tells the merchant that to keep constantly at it is the keynote of success.

Nature says "Any old thing will not do." The world ignores absolutely the kind that used to be good enough. In this commune with Nature, the man of business has received new ideas, and from the fertility of his quickened imagination springs the harvest of good Autumn advertising.

Out of the ordinary.



HE BOUGHT THEM.
Customer—"Aren't these trousers rather high?"
Salesman—"Yes, but you are a tall man."

Best Trousers for work, good trousers for dress-up—
"DUTCHESS."
Should a button come off in two months' wear we pay you 10 cents; a seam rip, $1.
Neat stripes, light weight worsted and cheviot—$2, $2.50, $3, $3.50, $4.
Sole agents in city

Brill Brothers

Four Convenient Stores
279 Broadway
47 Cortlandt St
211 and 219 Sixth Ave.
125th St., Cor. 3d Ave

Remember that the ad.-writer sells more goods than the commercial traveller.

* * *

Early to bed and early to rise,
But if you would sell you must advertise

* * *

Study the advertisements of your competitors and you will soon learn that the business-bringing ad. is business-bringing because it conveys the information the public requires—sensible information.

* * *

Don't be timid in your advertising talks. Overshoot the mark rather than fall short, but, like Dame Nature, use the bullets of truth and you will prove that the fault is not in your ammunition.

As brevity is the soul of wit, so truth is the soul of advertising. One lying ad. does the merchant more harm than one hundred sales will do him good.

* * *

Many a business dies of heart failure, and advertising is the only known antidote for this disease.

* * *

Be bright and cheerful in your advertising. You doubtless realize that a bright, sunny face awaiting you at home conduces much to the happiness of your home life. A bright, cheerful ad. is just as conducive to business success. To give your business a little rope with bright heart-to-heart talks through the medium of a clean, up-to-date local paper is a power for business good that cannot be estimated.

* * *

Don't be hurt or offended by the criticism of your acquaintances, or your friend, the enemy. Be strong in your own convictions, be true to yourself. Stand by your guns. You might spend all your money in trying to please other people. Remember the fable of the man and the ass and think for yourself.

Showing good effect secured by ruled lines. (Guelph)

The White House

Guelph, August 1, 1903.

Saturday Night Store News

SUMMER AIDS TO COMFORT FOR MEN

25 Men's all black and black with white hair line stripe Mohair Coats, the regular price $1.50, special Saturday Night price **90c.**

17 Linen and Crash Coats, the regular price $1 25, special Saturday Night price **47c.**

9 Men's Summer Coats, black and white hair line stripe, regular $1.00, special Saturday Night price **59c.**

LINEN BATH TOWELS.

Good large size, and all linen, the regular price is 38c each, or 75c pair, our special price for To night, each ..... **.23**

A Corset Special

32 pairs Ladies' Shirt Waist Corsets, in sky and pink, sizes 19, 20, 21, 22, 23, regular price 50c pair, To-night **.25**

A TABLE OF NEW AMERICAN NECKWEAR for LADIES

Come to us To-night for some of the prettiest 25c Silk and Wash Collars and New String Ties ever shown in Guelph.

Ladies' Belts

at 25 & 50c, the popular prices Several new lines received this week.

A RIBBON BARGAIN—On the table with Ladies' Neckwear we will place 25 pieces of Fancy Ribbon, reg. prices ranging from 13 to 20c yd., for 9c yd

Jefferies & Roberts DRY GOODS

Do not let your goods become old-fashioned or shop-worn. The best way to close out goods that have become out-of-date is to offer them at a swiftly-moving price.

Dame Nature Says "Move On." From a commercial point of view, the longer women's garments are kept in a dry goods store the less valuable they become. Fashion has no stability of character, so that the best paying departments are those that turn their stock over the most frequently. Keep your goods moving. Don't burden your shelves with a lot of unsalable stuff. Don't try to hatch a china egg. While you are following old ideas, your competitor will be hustling his chickens to market by fearless "clean sweep" Autumn sales, bargains that will make him famous.

For a clothier.

Fall Winds Suggest Fall Overcoats

There's a satisfaction in having one early in the season.

Being a necessity a Fall Overcoat should always be in fashion; not only in cut, but in fabric.

Prices from $———to $———; but the price does not begin to tell the story of attractiveness.

* * *

Much money has been made and much money has been lost in advertising, but advertising has made more fortunes than it has lost. Mr. Mennen (he of powder fame) was of the opinion that the world must be made to learn that crying babies and fresh shaven men could be made happy and comfortable by the use of his patent. He had very little money to commence with, (I note that this is generally the case with those who make fortunes by advertising) but he realized that a market must be made for his powder, so he pluckily kept his advertisements prominently before the public. He struggled on year after year and he lived to leave a fortune of $1,500,000. Mennen's Powder is known all over the civilized world from his judicious advertising.

Not a bad heading.

Autumn

Dress Goods Reception

We are proud to invite you to examine and enjoy our large variety of new goods. Wise buyers will know that Fall Dress Goods are most complete in September. This year it is especially so—rich in extent, variety, novelty, beauty. Here is a short list taken at random.

(Follow on with list.)

* * *

Like Mr. Mennen, don't be afraid to write boldly. "Toot your horn and make a show." It takes nerve, it takes grit to stand the adverse criticism that advertisements will receive,

when they are written and gotten up out of the general rut. The ad. writer who seeks success must expect to be criticized. Unfair criticism can generally be detected and must be taken for what it is worth. Honest criticism, on the other hand, is a good pruning knife and should be encouraged.

• • •

Manufacturers frequently advertise some article as "for sale by all up-to-date dealers" and neglect to say dealers in what. People who read these advertisements inquire at such stores as suggest themselves from the article advertised and the fact is often developed that while the dealers themselves had perhaps heard of the article, the manufacturer had really made no effort whatever to place it on sale with them. When an article is first placed upon the market some address should be given where it could be purchased retail.

If prices are low enough why not quote them ?

"If they're Stewart's Shoes they're proper."

STEWART'S

Good Shoes are the foundation of correct dress. Stewart's Shoes are the best good shoes for men, women or children. They contribute ease and grace to the feet, and are the limit of comfort and durability. In short, the acme of shoe perfection.

Summer styles are now ready for your inspection.

FOOTWEAR

W. H. STEWART,

2295 St. Catherine St.
237 St. James St.

"The year growing ancient, nor yet on Summer's death, nor on the birth of trembling Winter." Sweet September suggests Autumn catalogues. When they solicit mail order business these catalogues should point out in the plainest and most straight-forward terms why it is safe and easy to shop by mail. The catalogue should be well illustrated (you can't do justice to a good article by using a poor cut) and give a brief but good description of the goods. The last two or three pages should contain instructions to purchasers how to order and remit properly so that no mistakes can occur. Many firms who make a success of the mail order business have money order application blanks filled in with their name and address. This encourages the sending of money-orders and one of these blanks can be enclosed in each catalogue.

Fall Catalogues.

• • •

As the best returns invariably come from people who make a request for catalogues, the query arises how are people to be made to send these requests? Such applications can only come through advertising and the wise merchant always makes a footnote to his newspaper ads. relating to his mail order business, politely asking readers to send for his catalogue.

• • •

When forwarding the catalogue in response to the request, a polite letter accompanying the catalogue is not out of place; in fact, many firms who get no reply from the catalogue write another letter and keep on writing until they get one in return from the person who sent the application for the catalogue.

Would be good if reasonable prices were quoted.

Equip Yourself With Underwear

Woollen Underwear—but don't pay for wool and take half cotton. You'll shiver in the Autumn wind if you do and you'll have to purchase more next year. Any make we sell will not lose its protecting qualities. You cannot procure these qualities elsewhere at these prices .

(Follow on with list.)

There is money in the mail order business properly handled, but it requires a great deal of time and attention to make it successful.

• • •

The merchant who would do this should endeavor to get the names of possible mail order patrons in the territories near to him, then he should send a circular letter to each one saying, briefly, how easy and satisfactory shopping by mail is at his store, of course mentioning that one of his catalogues is being forwarded by concurrent mail, which he hopes will receive careful attention.

Mail Order Lists.

• • •

This list of names should be properly preserved and three weeks or a month afterwards another letter or circular might be sent. Many mail order firms send such advertising matter out about once a month as a supplement to their newspaper advertising. It is well to keep two lists, one for the regular mail order customers, the other for the customers the mer-

A unique shoe ad. from Columbia, Mo.

A bachelor 27 years old, without wealth, of quiet disposition, living on a reasonable monthly income, and having but little parental restrictions, desires to be married to a lady possessed of the following qualifications .

(1) She must be 21 years of age and of good health.
(2) Of more than average beauty.
(3) A working knowledge of arithmetic.
(4) A working knowledge of sewing.
(5) Not given to much talk.
(6) Possessed of some property.
(7) Virtuous.
(8) Hater of liquors.
(9) Have little or no parental restrictions.
(10) Buy her shoes from C. B. Miller.

chant is trying to get, as the letter to each will be somewhat different.

* * *

Success of mail order business depends, firstly, upon the good advertising it receives; secondly, upon the satisfaction customers derive from it. The plan is to make one sale lead to another—sell so as to sell again.

* * *

In getting up catalogues or booklets for Autumn, Winter, Spring or Summer, bear in mind that cheaply-gotten-up literature is waste of money. The masses regard a catchy brochure as a compliment and preserve it, while the smart set are accustomed to the best and ignore the inferior. To get value out of a circular, booklet or catalogue it is necessary to put value into it.

SOME SMART FALL SAYINGS.

Clothe in comfort and walk the highways to happiness.
Fall shoes for the masses with prices that suit all classes.
F-i-f-t-y count them. Fifty styles of Autumn hats to suit fifty different pretty faces.
Shoes and blues rhyme, but if you buy our shoes you'll never have the blues.
Cut prices on Fall novelties.
September talks Autumn underwear.
A September somersault of silk prices.
You get sleep-inducers here.
Q. Q. Q.—Questions of quality and quantity.
A perfect swarm of new Fall ideas.
Underwear, a warm friend for chilly folk.
September breezes talk Fall overcoats.
Shoes for Fall, shoes for all.
Good goods make good customers.
Ignore the values we offer and you ignore all opportunities for economy.
We're feet-fitters.
Pretty Autumn petticoats.
Housekeeping helps.
A head-to-foot Fall bargain ad.
Our Fall prices are all "odds and ends."
Regular prices have been fatally wounded by our big Fall cut.
Lay out your money and lay in a bargain.
Each new acquaintance means a new friend here.
The shoe bargain of the season.
Three elegancies—silks, laces, velvets.
Dainty dresses for dimpled darlings.
Fashion's Fall feast.
September trade sale of furniture.

* * *

Remember an advertisement of any kind, whether it be a newspaper ad., booklet, or catalogue, if it tells a poor story, is expensive even if printed and published gratuitously.

* * *

Talk your goods up well "from A to Izzard." Don't handicap them by weak, half-hearted efforts. Don't "damn with faint praise" the goods you yourself have implicit faith in, or you will never ascend the golden stairs of prosperity through the medium of advertising. Weak ads. are an expense. Strong ads. are a paying investment.

* * *

Our cousins, the United Statesians, are seldom behind in singing the praises of their goods. We might well emulate them, setting aside the freak advertising.

GOOD ADVERTISING

DEPARTMENT OF

CORRESPONDENCE AND CRITICISM

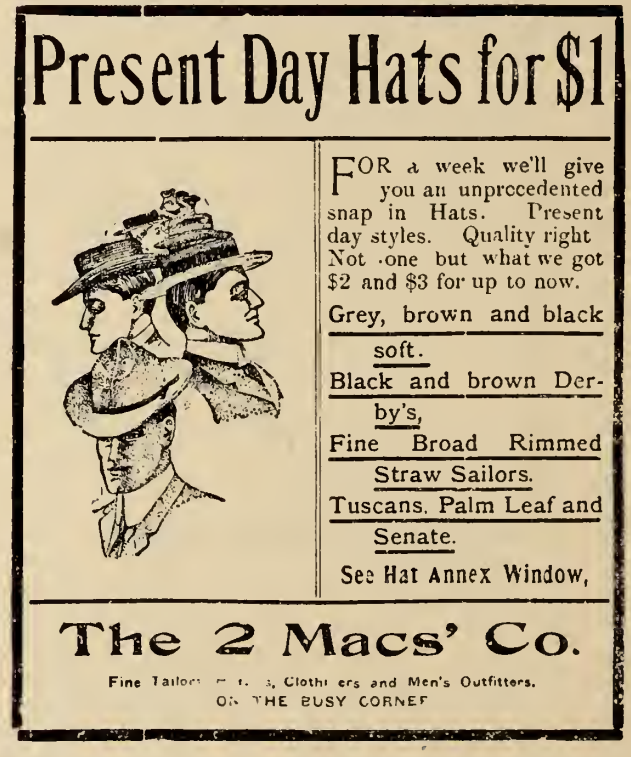
This department is specially conducted for the benefit of advertisers throughout Canada. It invites correspondence on all matters relating to advertisements and advertising. It requests copy of advertisements for suggestion, criticism or review; it also requests sample advertisements for reproduction in these columns. Its aim is to be of practical value to advertisers.

J. W. C., B., England.—Am glad you find these columns helpful. Yes! There's much in a name, notwithstanding your great dramatist's assertion to the contrary. A good selling name to an article means much.

J. D., C., Ont.—The ad. submitted was neatly set but the wording a trifle weak. Remember that people are prone to judge your business by its advertising. Try and write more to the point and strengthen your statements. I would suggest a catch phrase at the top; there is no necessity for your name to appear twice.

W. S., M., Que.—(1) Try white space all round your ads. or a time instead of a border—white space is catchy to the eye and it is a change after using borders so long. (2) You require good illustrations for your mail order business. Note "Good Advertising" columns this month *re* mail order catalogues. Bear in mind that the prime cause for failure in the mail order business is poor advertising. (3) You must select the right mediums; you cannot expect to find seafish on a mountain, neither can you expect to obtain mail order customers through advertising in papers that do not reach country people.

Some straight talk. (Ottawa)



E. A , L., Ont.—You are too timid, my friend. Toot your horn—make a show—give your "biz." a little rope. Don't you realize that

The man who has a thing to sell,
And goes and whispers it down a well,
Is not so likely to collar the dollars
As he who climbs a tree and hollers.

Jot it down.
No charge for baling, crating or cases—figure it up for one year and see.

When you want goods at once use our Quick Mail Order Service. Sure, Safe and Satisfactory.



John M. Garland, Son & Co.,

OTTAWA, CANADA.

9 Floors

Departments

8

Dept. A

Grey and White Cottons, Grain Bags, Batts, Cotton Yarns, Carpet Cards, etc.

B

Flannelettes, Ginghams, Galateas, Wrapperettes, Apron Checks, Oxford Shirtings, Tickings, Ducks and Drills, Awning Stripes.

C

Tweeds, Serges, Worsteds, Venetians, Beavers, Meltons, Grey and Red Flannels, Cottonades, Moles, Italians, Canvases, etc.

D

Dress Goods, Silks, Sateens, Collar Velvets, Velveteens, Ducks, Drills, Prints, Dress Ginghams, Chambrays, Muslins and Wash Fabrics, Dress Linings, Tispuns, Materials for Drop Skirts.

E

Men's Furnishings in detail ; Clothing, Hats, Caps, Rainproof Garments, Umbrellas, Top Shirts, Sweaters, Lumbermen's Shirts, Mitts, Socks, Smocks, Cardigan Jackets, Scotch and Canadian Underwear.

M

Ladies' Ready-to Wear Garments, Blouses, Street Skirts, Drop Skirts, Fine Undergarments, Hosiery and Gloves, Linens, Household Supplies, Parasols, Umbrellas, ¾ Raglan Coats, full length, popular sleeves.

H

Smallwares, Fancy Dry Goods, Ribbons, Laces, Embroideries, Braids, Appliques, Ribbon Velvets, Belts, Buckles, Handkerchiefs, Art Goods, Stationery, Purses, Hand Bags, Fancy Clocks, Jewellery, Fingering Yarns, Fine Wools, Shetland Floss.

T

Carpets in Velvets, Wiltons, Axminsters, Brussels, Tapestries, Wools, Ingrains, and Jute and Hemp Goods. Floor Oils, Linoleums and Mattings. Chenille, Tapestry, Lace Curtains, Cushion Tops, Pillow Forms, Comforters, Quilts, Blankets in Grey and White, Tapestries, Curtain Poles, Spring Blinds, etc.

FOREST CITY GOSSIP

Office of "The Dry Goods Review,"
365 Richmond Street, London, Ont.

THE wholesale dry goods trade of London, Ont., is certainly sharing in the general prosperity of the Dominion. The annual turnover of 1903 will figure up to 35 per cent. greater than a year ago, 50 per cent. more than in 1900, and double the volume of 10 years ago. This is undoubtedly a steady progress and should there be prolonged continuation of these prosperous years, this branch of commerce will attract much investment, and new firms are certain to spring up here. Wholesale houses all report the fact that retail merchants have been making prompt and satisfactory payments, and that any failures that have taken place have been few and unimportant. Shipments of Fall goods for which orders were taken during Spring and early Summer are still engaging attention; but little is being done at present in Summer goods, that part of the year's business being practically over for 1903. The whole energy of dry goods salesmen is now directed to making further sales of Fall goods, and in preparing for the large number of outside buyers who will visit London during the days of the Western Fair annually held here. This fair is next in importance in Canada to the Toronto Exhibition, which usually terminates a day or two after the event in this city begins.

* * *

Retail dry goods merchants of London, when the subject of continuous trade is introduced, very pleasingly state that business conditions are changing every year in that direction. Years ago, just as merchants purchased enough of goods to serve them six months, until importations arrived six months later, so their customers would buy in a similar way, at the first of the season on arrival of new goods, then a long interval of quietness followed with little life or vim. But now, on account of the frequency with which stocks are repleted, and the novelties picked up almost daily, and extensively advertised, there is a constant call from customers who now-a-days dress better and follow the latest fashions closely, so that there appears to be no dull season. The Spring trade glides into the Summer, and the Summer trade slips almost imperceptibly into the Fall, the Fall into Winter, and a brisk demand for goods of one class or another is continually kept up. Even now, during August, some ladies are buying a second Summer suit, while others are choosing something for early Fall out of the novelties from abroad already opened out.

* * *

Mr. T. F. Kingsmill, sr., is expected to return from Europe about August 20. In a letter to the London house here, he mentions that all goods in Britain are high in price, and higher prices are asked by manufacturers for all goods to be made of either flax, silk, cotton or fine woollen yarns.

* * *

Mr. Smallman, of the importing retail house of Smallman & Ingram, has returned from his trip to Britain. Mr. Smallman, who had a fine passage in the Kaiser Wm. der Grosse, also reports higher prices for all goods held by drapery houses and manufacturers, both in Britain and on the continent, with a probability of still higher figures for all lines of dress goods and cloths made from fine woollen yarns. Mr. Smallman also states that general trade in Britain is quiet, and no bright prospect in the near future as we have in Canada at present.

* * *

R. J. Young & Co., dry goods, in addition to the new annex which was occupied as a clothing warehouse for the first time this Spring, are now going on with the enlargement of the original store by making it 40 feet larger in the rear; it is being so remodelled that from Dundas street to Carling street there will be a clear level floor of 200 feet, with double counters on the ground floor. The second flat will be of the same dimensions, but divided into millinery, dressmaking and costume departments, with work and fitting-on rooms as well. The clothing warehouse is 160 feet clear and is in two flats also. The alterations are urgently called for by the increasing business being done by the firm.

* * *

J. C. Green & Co., wholesale milliners, have so far greatly exceeded the business done last year. Mr. H. E. W. Green has returned from his lengthened European purchasing trip. Mr. J. C. Green leaves for Europe after the Western Fair trade is over in September. He will return in October, and leave again for Europe to catch the latest novelties for the early Spring trade. Their warehouse at 56 Bay street, Toronto, is under the management of H. E. W. Green.

* * *

The newly formed business of Clark, Wood & Co. is in running order. Mr. Clark has returned from New York, where he has been on a purchasing trip. Miss Elliott, who was with the Clark, Vandelinder & Co. firm for four years, is at present in New York securing selections of choice novelties for the rush that is expected both at the openings and the days of the Western Fair.

* * *

Mr. J. H. Chapman, of J. H. Chapman & Co., retail dry goods and departmental store, is expected to return from his purchasing trip to Europe during the month of August. Mr. J. G. McKay, who has been on the same errand, will sail for Canada ten days after Mr. Chapman.

* * *

Messrs. Gray & Parker, who have been four years in business here, were both formerly departmental buyers with The J. H. Chapman Co. They report having done an excellent business and seem to have shared in the general prosperity, as they are now increasing the size of their premises with an addition of 86 feet by 18 feet, in the rear. Mr. Gray is at present away enjoying a holiday.

* * *

A new firm under the style of The Imperial Rubber Clothing Co. has commenced business on King street, north side, east of Richmond. Mr. Walter Oliver is proprietor and Mr. W. J. Brown is manager. There is a good opening for their class of goods in Canada. Mr. Brown was formerly a partner in The Robert Scates Co. here. Their travellers are now on the road with their samples of waterproof specialties.

* * *

The dry goods and millinery firm of Robert Scates & Co., Carling street, this city, have assigned. Liabilities $15,000 and assets about $2,000.

* * *

Mr. Draper, buyer for Smallman & Ingram, dry goods importers, has returned from his purchasing trip in Europe, and Mr. Murray, who is also buying for this firm, is reported by Mr. Smallman as not likely to leave till the end of August.

McMahen, Granger & Co.

Wholesale Dry Goods

LONDON, CANADA

Intimate to the trade that since the total destruction of their stock and premises by fire, they have moved into the larger and more commodious building, formerly occupied by Clark, Vandelinder & Co., 333 Richmond Street, next to The Hobbs Hardware Company,

And are desirous to impress the following three facts:

1st. That the old stock was entirely consumed.

2nd. That the present stock is entirely new and fresh.

3rd. That prices and styles are up-to-date and abreast of the times.

Special attention given to letter orders.

A card will bring a traveller promptly.

CORRESPONDENCE SOLICITED.

ESTABLISHED 1826. INCORPORATED 1897.

ANDREW McLEAN CO.

460 Broome Street, - New York.



Trade Mark.

Manufacturers of

CRINOLINE LININGS AND CANVASES

in great variety under The Victor trade mark.

Victor { Sheer Linings, Silk-Finished Linings, Buckrams and Special Canvases for Stock Collars and Cuffs, Checks, Etc.

AND **MOSQUITO NETTINGS**

in all Grades and Colors.

MILLS: PASSAIC, N.J.

"Lawrus" Fabrics.

Spring 1904

Exclusive Styles. Highest Class

Every Yard Stamped "Lawrus."

Our Mr. Haley will be at the Windsor Hotel, Montreal, and the Queen's Hotel, Toronto, during the months of September and October.

Law, Russell & Co.

BRADFORD and LONDON. LIMITED

1903-4

Fall & Holiday Catalogue

NERLICH & Co.



TORONTO

146-148 FRONT St. WEST

OPPOSITE UNION STATION

RETURNED
MAY 6 1904
Cut Book to
Page 57

Write for Our New Catalogue.

FANCY GOODS

ORDERS are pouring in thick and fast, and the fancy goods houses are extremely well pleased with the aspect of the Christmas trade. Travellers have now been out over a month and a fair estimate of the business that will be done can be obtained. From the Northwest travellers report a big demand for goods. The older settlers are asking for up to date lines, and the new ones will soon be in a position to increase the demand. Christmas trade is being prepared for over all the country. Toys, souvenirs, leather goods, celluloid goods, decorative work and pictures are all being laid in by the merchant in larger lots than ever before.

* * *

There is a new hand bag on the market, called the "chainless" wrist bag. Heretofore the wrist bag idea has always been a bag with a chain, but this bag, shown in the illustration, has a shaped metal handle with the appearance of a chain, and made out of the same material as the frame.

* * *

Still another bag is fitted out inside with a long pocket on one side, and, on the other, three pockets, containing a vinaigrette, a purse and a tiny hand mirror. This style will be appreciated by many women, as it is in addition very presentable in appearance. One of these bags comes in sea bear, and another in seal, and is about eight inches long and five inches high. The frame and chain are of gold or silver finish with a fine headwork pattern extending along the side of the top part of the



The "Chainless" Wrist Bag.

frame. A bag seen in several leathers has a [illegible] ends with rounded corners, about seven inches [illegible] It is a flat, convenient bag to carry, and has pockets on the inside to hold small articles.

* * *

Newfoundland sealskins are being developed into a great leather trade, according to The St. Johns Herald. A Yankee devised a new style of tanning that has proved very successful in operation. Orders are in for 700,000 of this year's skins, while the total number available is only 350,000. Commercial Intelligence states that while Arctic whaling has been abandoned and Alaskan sealing is now almost extinct, Newfoundland's seal fishery, though it has been pursued for 300 years with greater fervor as the years go by, continues as flourishing as ever. The average catch for the last ten years has been 260,000 annually.

* * *

A fad that has assumed immense proportions is the collecting and using of souvenir post cards. Many firms make a specialty of it, and no fancy goods store is now


RETURNED
OCT 17 1904

Mechanical Toys.

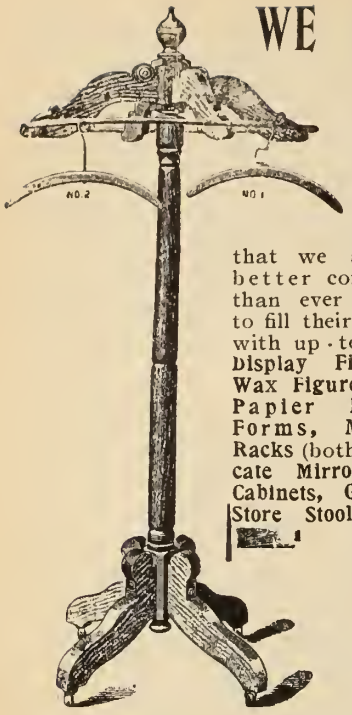
complete without a good line to select from. The variety shown is innumerable, and passes through every style and character of illustration and color. Special racks and mechanical devices are employed for the display of these cards, and albums are shown, in which to keep the different kinds received. An English firm have offered a large prize for the largest collection of their production.

* * *

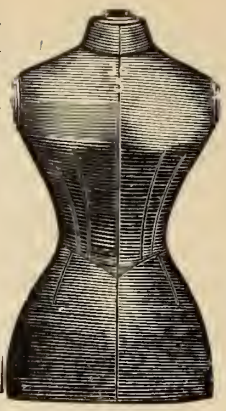
Toys of all kinds and of all prices form the large part of the stock of some fancy goods houses, and the orders that have been received are sufficient proof of the advisability of paying attention to this important line. Mechanical toys that years ago cost a dollar can be now bought for a few cents, and others that were never thought of five years ago will bring as high as five or six dollars now. Engines that will teach a boy more than a year's schooling, acrobatic figures that delight while they mystify, boats that sail around on water, and fish that swim, all have a charm and an educational value that make them an ideal toy and a sure seller.

* * *

Next month special attention will be paid to this department in "The Dry Goods Review." Illustrations and descriptions of the latest novelties, inventions and productions will appear, and the pages devoted to them will be beneficial to everyone handling this interesting and profitable line. The Christmas stock will be made more valuable by consulting the descriptions of the best articles to handle, and the most acceptable gifts to give.



WE BEG



to remind our numerous customers that we are in better condition than ever before to fill their orders with up-to-date **Display Fixtures, Wax Figures, and Papier Mache Forms, Mantle Racks** (both in wood and metal), **Triplicate Mirrors, Ribbon and Umbrella Cabinets, Glass Counters, Show Cases, Store Stools,** in great variety. We carry the largest stock of **Skirt and Coat Hangers** in the Dominion. And, in fact, we are prepared to furnish everything in the way of Fixtures necessary to equip a first-class store. Send for large Catalogue.

Order now before the rush is on.

Clatworthy & Co.

48 Richmond St., W. TORONTO, ONT.

NEWEST ARTISTIC IDEAS

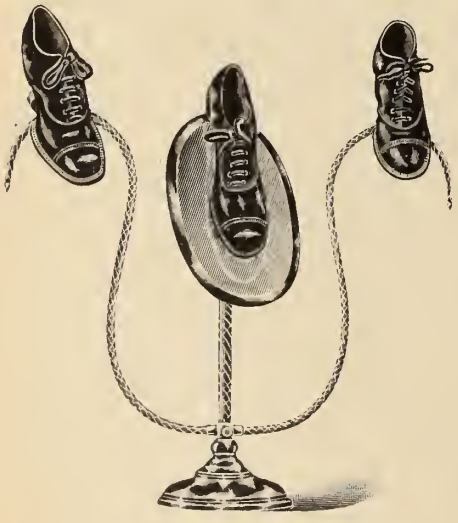
Are embodied in the decorations found in our METALLIC ceilings and walls.

They make a most beautiful interior finish and in addition are so practically durable and sanitary that it is easy to understand their immense popularity.

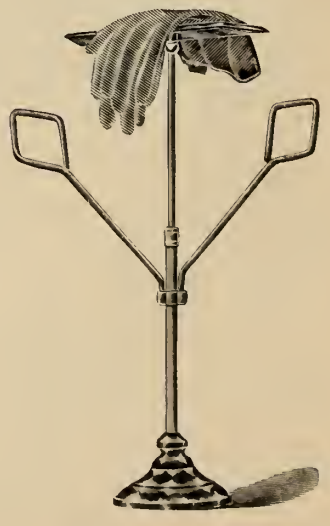
Equally suited for use in new or old buildings.

METALLIC ROOFING Co. Limited

TORONTO MONTREAL WINNIPEG



IN soliciting the patronage of our Canadian friends, we wish to advise you that we operate the largest and best-equipped plant in the world for the manufacture of Window and Interior Display Fixtures, Papier Mache Forms, Wax Figures, Triplicate Mirrors, Wall Mirrors, Stools, Show Cases. In fact everything necessary to equip a first-class store. Send for either or both our Showcase or Display Fixture Catalogues.



Hugh Lyons & Co.

Lansing, Michigan

NEW YORK SALESROOM, 679 BROADWAY

CHICAGO SALESROOM, 238 MADISON ST.

SEASONABLE TRIMS FOR SEPTEMBER

IF you have followed the suggestions and hints outlined in recent issues everything will be in readiness for your September campaign. Every day is adding to the completeness of the new Fall stock and each department replete with newness and beauty awaiting the first opportunity for display.

BE FOREHANDED.

Of course, you have marked out a sketch of your window on the floor of that room upstairs and arranged several "stunning" windows, all ready to carry downstairs and set in place. The firm will expect an early showing of the new Fall jackets and one, of course, that will beat everything in town, followed by a millinery trim that will discount the coat show. The new furs, too, must have an early showing, just to let the public see that you are keeping a nicer range than ever before, and intend to have the first call upon their trade for the Fall of 1903.

PEOPLE ARE LOOKING FOR THINGS NOW

At no other season of the year will careful and attractive display bring greater or better results than the month of September. It is the threshold of Winter business, and people of both sexes have in mind the replenishing of their wardrobe, the decoration of the home and wanted additions to their napery.

CUES FOR THE MERCHANT.

The finest and most beautiful things are snapped up early, giving the merchant a cue as to what lines are striking the popular taste, and of which he will have to give repeat orders.

STOP THEM FIRST—THEN GET THEM IN

The roving tourist is yet plentiful in the early September days, and from them one can count in many localities upon a noticeable increase in business if you lay your mind down to it; but to do this one must depend largely upon effective window display of the new things.



Illustration No. 1.

IMPROVE UPON WHAT YOU SEE.

There is relatively little room for creative work in window trims. The novice will soon discover that the best and easiest way is to select an idea and elaborate it. Starting at random without a well-defined idea must, in the nature of things, produce chaotic results. Think out your scheme before you start.

The window-dresser, like the painter and sculptor, to whose work his own is akin, should first make a mental sketch of what he wishes to convey, and let his fingers carry out what his mind has conceived. Ideas, of course, will be sure to come to him that will suggest trifling departure from the original conception, and most often are an improvement, yet, in the main the original designs should be adhered to.



Illustration No. 2.

SIMPLICITY IS THE KEY.

You must think, plan, arrange and re-arrange, mindful that simplicity is the foundation of good taste. Intricate combinations are to be avoided for they tire the eye and distract attention. On the other hand, a simple display, not crowded, rests the eye and invites it to linger. Do not rest content with the idea that seems to satisfy so many window-dressers, that all the changes have been rung, and there is nothing new. There are fertile fields that have never been tilled, and in window display there are fertile fields as yet untouched that will bring grand results for those who turn the first sod.

HELPS ARE HANDY.

So many and varied are the resources to aid the trimmer in his work that there is absolutely no excuse (except the penuriousness of one's employer) for an inartistic window. Whereas a few years ago the draper had to adapt his goods to fixtures, now he can get fixtures to suit any particular class of goods.

WINDOW CARDS.

Cards in your window are a great help. Be your own card writer. Rubber letters can be had for a moderate cost, or buy a little asphaltum and a camels hair brush, 15c. will cover the cost, and print them. You, who are not adepts at making letters can obtain paste board letters for almost nothing; they are easily traced on your card and fill in with asphaltum. Catchy hints appeal to all. Pricing your articles you have in the window is a good idea.

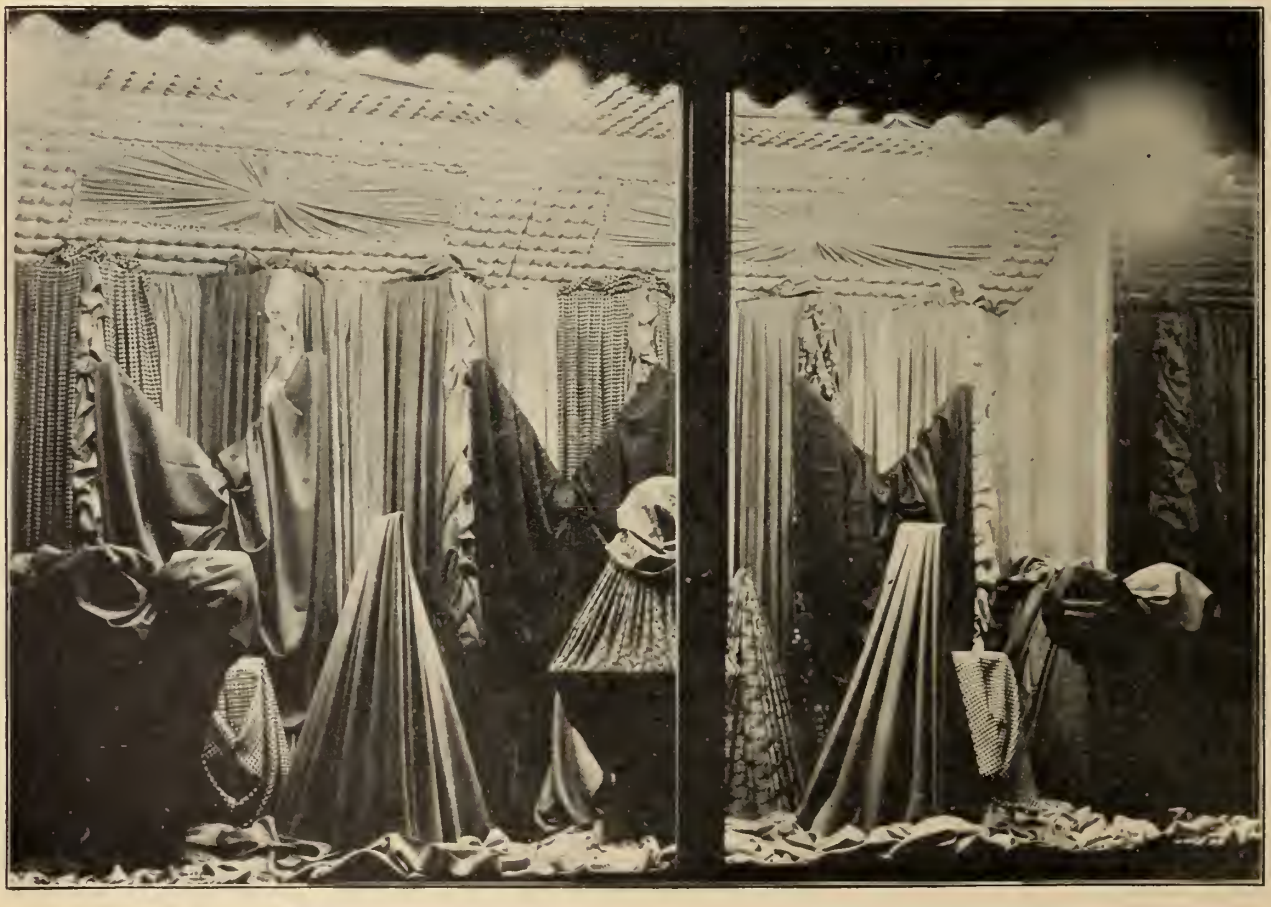


Illustration No. 3.

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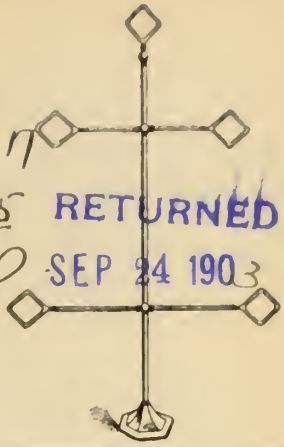
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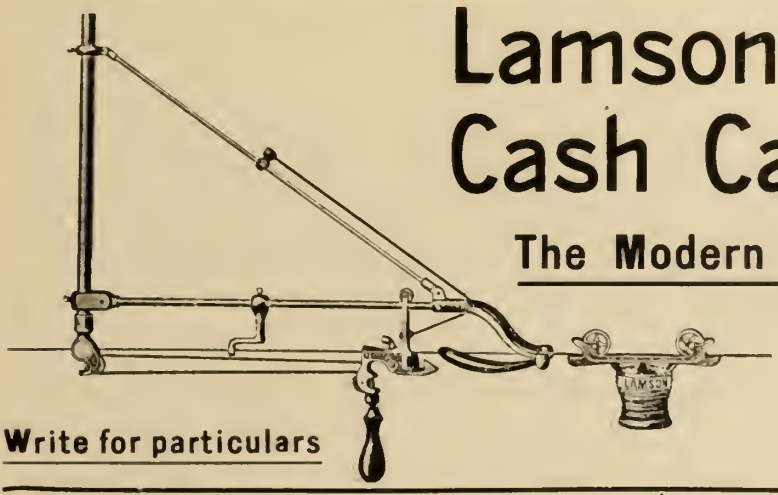
A. S. RICHARDSON
MANUFACTURER OF
DISPLAY FIXTURES
AND FORMS

TORONTO
62 Hayters
— Phone Main 3687 —

MONTREAL
40 Victoria Sq.
— Phone Main 4534 —

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Lamson Rapid Spring Cash Carrier

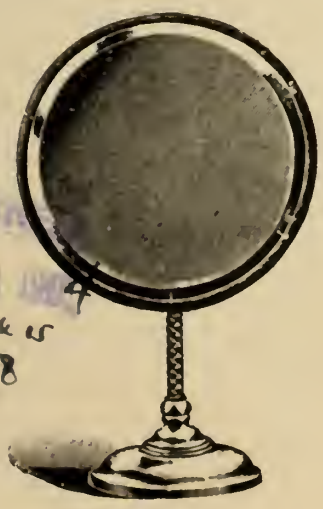
The Modern Labor and Money Saver.

Write for particulars

FREDERICK C. CUTTING,
73 Adelaide Street West, TORONTO.

WHEN YOU COME TO THE FAIR

Call and see our display of **STORE FIXTURES** in our new show rooms.



No. 261.
Mirror, 10 inches diameter.

Toronto Brass Mfg Co.

98-100 Lombard St., and 99-101 Richmond St. East.
TORONTO.



The recognized standard of excellence in form building is the

PALMENBERG FORM

Manufacturers of garments are using this form in preparing their Fall lines.

Retailers should remember that as the manufacturers fit their models to the Palmenberg Forms, these forms are naturally the best for retail store displays

Write for 301-Page Catalogue, and Supplement F.

J. R. PALMENBERG'S SONS

ESTABLISHED IN 1852
Office and Salesroom: 710 BROADWAY.
Factory: 89 and 91 West Third Street, NEW YORK, U.S.A.

COLOR CONTRASTS.

TO get the best results in combining and contrasting colors we herewith publish a color chart, trusting that itmay be of use to all amateurs. We suggest that it be cut out and tacked inside the window, where it will be useful and handy for ready reference:

White contrasts with black, harmonizes with gray.
" " " brown, " " buff.
" " " blue, " " sky blue.
" " " purple, " " rose.
" " " green, " " pea green.
Cold greens contrast with crimson, harmonize with olive.
" " " " purple, " " citrine.
" " " " white, " " blues.
" " " " pink, " " brown.
" " " " gold, " " black.
" " " " orange, " " gray.
Warm greens contrast with crimson, harmonize with yellow.
" " " " maroon, " " orange.
" " " " purple, " " citrine.
" " " " red, " " sky blue.
" " " " pink, " " gray.
" " " " white, " " white.
" " " " black, " " brown.
" " " " lavender, " " buff.

Greens contrast with colors containing red and harmonize with colors containing yellow or blue.

Orange contrasts with purple, harmonizes with yellow.
" " " black, " " warm green.
" " " olive, " " warm brown.
" " " crimson, " " white.
" " " gray, " " buff.

Orange requires blue, black, purple or dark colors for contrast and warm colors for harmony.

Citrine contrasts with purple, harmonizes with yellow.
" " " blue, " " orange.
" " " black, " " white.
" " " brown, " " green.
" " " crimson, " " buff.
Russet, " " green, " " red.
" " " black, " " yellow.
" " " olive, " " orange.
" " " gray, " " brown.
Olive " " orange, " " green.
" " " red, " " blue.
" " " white, " " black.
" " " maroon, " " brown.

OUR ILLUSTRATIONS.

Illustration No. 1.—Interior Decoration—The illustration represents a suitable corner to ceiling trim for the staple department. Upon the top of shelving is a heavy shelf 24 inches high and 15 inches wide. Upon the corner front is an iron railing about 25 inches high. The railing is trimmed with gingham, prints and wash goods, papered and puffed into circles, elongated ovals and other fancy designs, with fancy bordered towels occupying the intervening spaces. Upon the shelf reserve stock is attractively disposed in foot sections, between which are erected, in the alternate spaces, frames made of planed laths and tastefully decorated with ties, towels, hosiery, corsets, etc. Lambrequins are formed of looped embroidery to fill in the spaces above reserve stocks, from which is suspended star-shaped cards, calling attention to special lines.

Illustration No. 2.—This cut shows a smallsection of store interior draped for gas-light opening to be held on the eve of a millinery opening day, the shelving from cornice to ceiling being already decorated for the day-opening. Close the store

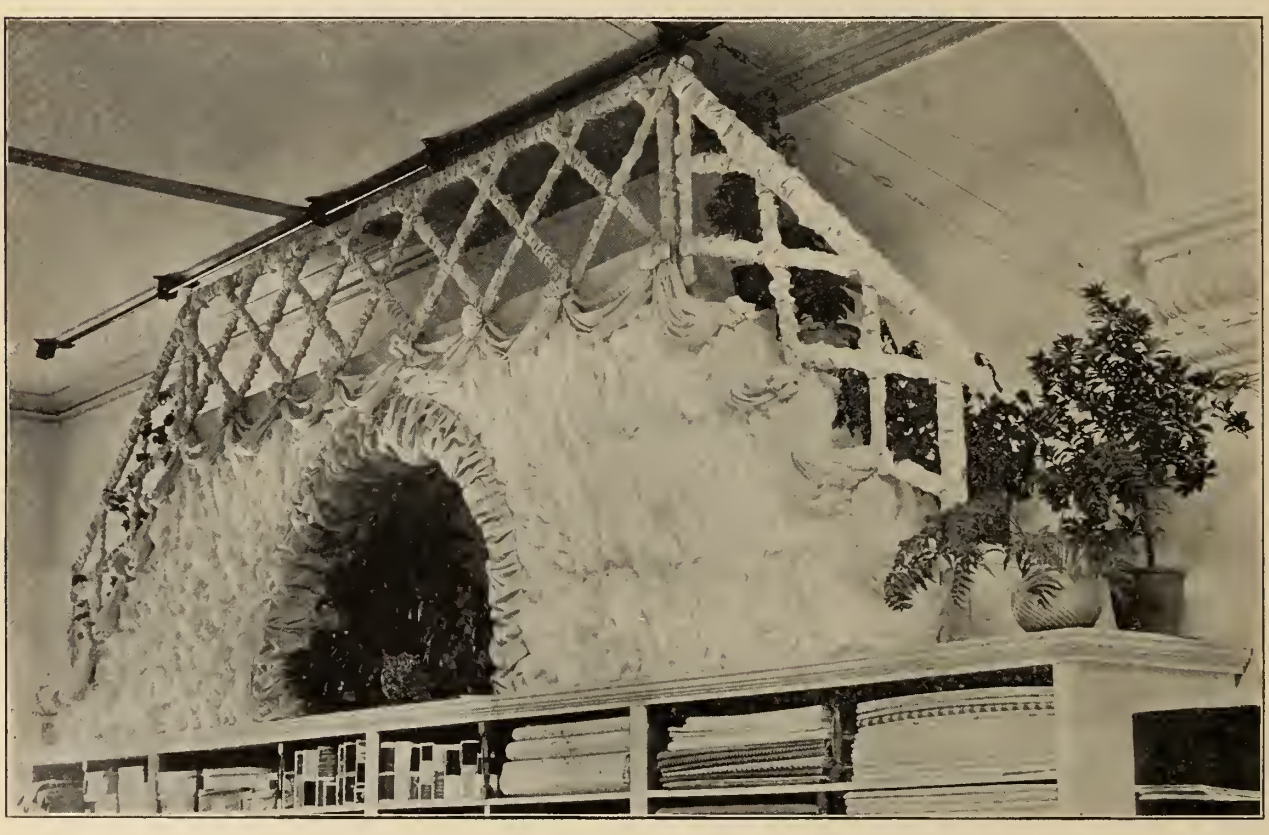
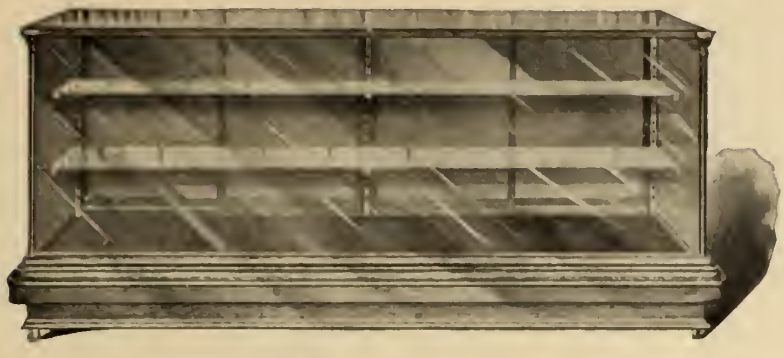


Illustration No. 4.

for two hours, then push all the counters back close to the shelving. With long boards make a raised shelf on counters 18 to 20 inches high and cover with clean paper. Now puff into soft folds the prettiest wash goods in stock and hang them down over the cornice front. Next drape the raised shelf on the counter with your finest dress patterns, mixed in with pretty evening shades displayed on dress forms or T stands. Continue the same style of dressing on the counter top, and don't neglect to place the handsomest lines of silks, dress novelties and catchy materials in this row, interspersed with whole stock nicely banded. Then match all materials with buttons, trimmings, parasols, etc., and attach price tickets and colored fashion plates when obtainable. This gives you a complete dressing all around the building from counter top to ceiling, finer than any window could display it, and can be accomplished with proper preparations in the short space of two

The "Dominion" Goods



THE "CORONATION."

If we could show you what amount of thought has been expended, the labor and skill required to produce our patent "CORONATION" floor case, we are sure you would not fail to fully appreciate its very high quality and many desirable and superior advantages. EVERY DETAIL in its construction and composition has been most carefully considered and reconsidered from the standpoint of ARTISTIC BEAUTY and EXCELLENCE, ATTRACTIVENESS and DURABILITY. REGARDLESS OF ANY PREFERENCE you may have, it will be to your VERY BEST interest to consult us when desiring to purchase FLOOR CASES, WALL or COUNTER CASES, BANK, OFFICE or STORE FITTINGS OF ANY KIND. Our goods are made of the VERY BEST materials, are designed, made and put together, and finished by HIGHLY SKILLED mechanics and artizans, and our prices ARE REASONABLE.

Designs and Estimates, Suggestions or Information cheerfully furnished to prospective buyers on application.

Send for beautifully illustrated catalogue, free for the asking.

The WISE man NEVER HESITATES but pushes right on to the BULL'S EYE OF SUCCESS. Why not you, by BEAUTIFYING, IMPROVING and making MORE ATTRACTIVE YOUR store? By so doing you WILL DRAW a LARGER and PROBABLY BETTER class of trade, which WILL prove a grand and PAYING investment.

DOMINION SHOW CASE CO.,

N. R. Lindsay, Manager.

Phone Main 3611 53 Richmond St. East, TORONTO



The Largest and Best Equipped

Dye Works

in the Dominion.

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,

DYED, FINISHED AND PUT UP.

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

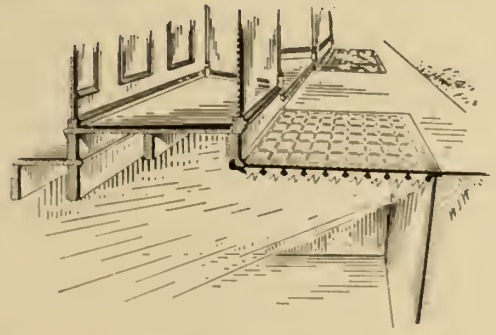
NO EXAGGERATION—Our statement, also Cut of Works, is absolutely true and unexaggerated.

LUXFER

Sidewalk and Window

PRISMS.

The Best Improvement for Business Premises



Method of Installing our Standard Sidewalk Prisms.

SEND FOR CATALOGUE.

LUXFER PRISM CO., LIMITED

100 King Street West, TORONTO

Montreal Agency: F. T. Blennerhassett, 783 Craig St.

GLASS...

FOR

STORE FRONTS

We make a specialty of all glass materials for the latest, most up-to-date

STORE FRONTS AND INTERIOR DECORATION

WILL SEND DESIGNS.

LUXFER PRISM CO. LIMITED

100 King St. West, - TORONTO.

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hours. If you have not tried the experiment do so at once, and the effect will be a revelation to you.

Illustration No. 3. — Dress Goods Trims — Background. Close to the ceiling tack **V**-shaped forms, with the sharp point projecting toward window front, and space these forms 12 inches apart. From the tip of each **V** to window floor nail a four-inch strip. Upon this perpendicular strip pin into rippled form nice waist materials, and to close the sides of the **V** pin contrasting shades of dress goods arranged in side pleats, carrying the material over the top, where a yard or two may be arranged for a ripple top puff, carrying the same material down the opposite side to the window floor, thus finishing one section. Continue in the same manner until the background is finished, and hang waist-lengths in the intervening 12-inch spaces. The window floor trim shows plainly the designs used, and should readily be followed by the amateur.

Illustration No. 4. —Interior Decoration—This attractive design is intended as an overhead trim for Spring millinery openings, 25 feet long by 3 feet deep. An arch is placed against the wall and a similar one in front, tacked together with lath and lined underneath with pasteboard. Steps or stairways run up from each end, and the handrail is made of lath. The front is made of one-half inch lumber from packing cases. The rails are trimmed with white tissue paper, crinkled and tacked. Upon each step and depending point of railing fastens a curtain ring. Through these rings drape pale blue material, pulling the same through the rings into soft, round puffs. Trim the face and interior of arch with the same material. The whole front of the design, work out in small spot Swiss muslin. Stand pots of natural flowers at each end and upon the stairways. Fill the arch full of foliage plants and the result will satisfy the most exacting.

DRAWBACKS TO OUR WEST INDIAN TRADE.

MR. CHARLES S. PICKFORD, representing The Pickford & Black Steamship Co., Halifax, N.S., is in Toronto. He has just returned from a six months' trip to the West Indies. In addition to the interests of his own firm, which he is looking after, Mr. Pickford's special mission to Toronto just now is in regard to the exhibit of West India products which is being made at the Dominion Exhibition. The exhibit of these products occupies a space of 1,300 square feet.

Speaking to The Dry Goods Review of the trade between Canada and the West Indies, Mr. Pickford said: "Our steamers have full cargoes all the time from the West Indies to Canada. The increase into Canada in the imports of West India sugar has been very great, but I am very much disappointed at the condition of trade the other way. True, the trade to the West Indies from Canada is increasing but it is certainly not increasing as we thought it would. I think our manufacturers are a good deal to blame in this way. One instance came under my notice when I was in the West Indies. A certain firm in Canada took orders for goods to be delivered at a specified date. Two months after the date specified the goods had not arrived, but what increased the aggravation of the buyers was the fact that they could not get any satisfactory answer from the Canadian manufacturer who had sold them the goods as to whether they intended to fill the orders or not. In other instances a great many orders were away behind in being delivered. Complaints have been made to me from time to time of the neglect of Canadians to reply to letters, and that sometimes when answers do come they are very tardy, There is no doubt in my mind that the people of the West Indies are willing to do business with us, but we cannot expect them to drop a certainty for an uncertainty. What I mean is that we cannot expect the West Indies to transfer their trade from the United States to us when the Canadian exporters are so lax in the matter of delivery."

"How did you find trade matters in the West Indies?"

"I think the West Indies are picking up. This is exceptionally true of Trinidad. Barbados, on the other hand, has been having a pretty hard time of it. Owing to the smallpox epidemic, that island has been quarantined for nearly a year; while, to make matters still worse, their sugar crop is only half what it should be. The crop there, instead of being 60,000 tons, is only about 35,000 tons; then the yield of molasses, instead of being about 42,000 puncheons, is only 25,000. There was some compensation of course, the price being about 10 cents per gallon higher than a year ago. The crop of molasses is short all over the West Indies this year."

"From your own observation, how would you say would be the best way for Canada to increase her exports to the West Indies?"

"The only way to get trade is to go after it. It is no use writing letters. That is not what the United States do. They send their travellers all through the West Indies with samples of all classes of goods. You cannot strike a port throughout the West Indies at which you do not run against three or four commercial travellers from the United States; and there must be money in the business or those travellers would not be sent over the same territory time and again. If there is money in it for the manufacturers of the United States there certainly should be money in it for the manufacturers of Canada.

"There is one thing I want to tell you about, which struck me as being rather significant. I went into the warehouse of a merchant at Port of Spain, Trinidad, last January, and was surprised to see winnowing machines which had been made at Chatham, Ont. I asked a merchant how he got the machines, and to my surprise he told me that he had obtained them through a London, Eng., firm, and that he was importing them right along from there, buying them from a merchant named H. Howes. Now," said Mr. Pickford, "if a firm in London can pay the freight from Chatham, Ont., to London, Eng., and from there to the West Indies, why cannot manufacturers in Canada find it profitable to ship winnowing machines direct to the West Indies? The name of the Canadian manufacturer of the machine was Manson Campbell. The merchant who showed me the machines remarked to me, 'Say, you Canadians are slow. If you were not, why should you not sell direct instead of through a London, Eng., firm?'"

"What are the prospects for trade with the West Indies in lines appertaining to the dry goods trade?"

"The West Indies import any amount of ready-made clothing, and in whitewear there is a big trade. There is one Canadian house that is making shipments of whitewear all the time to Jamaica and Bermuda. Very little, however, is going to other parts of the West Indies. In Trinidad especially goods of this kind would find a ready market."

Continuing, Mr. Pickford said: "The time is now fully ripe for the Canadians to seize the West India market, and if they let the chance slip through their fingers they have only themselves to blame."



PATENT MILLERAIN FINISH

Millerain Defies the Elements

A new and vastly improved process for proofing all kinds of cloth to withstand the various changes of climate, **Sun, Heat and Rain having no injurious effect upon it.**

Millerain Cloths are perfectly rainproof and at the same time Perfectly Porous.

Dust on the cloth, followed by a shower of rain will have the effect of washing the dust off, leaving the garment clean and dry instead of muddy and watersoaked, as with ordinary cloth.

Millerain is used by the **British Government** for Tents, Blankets, Khaki Uniforms, etc. It is also in use by German and other governments.

The Millerain Process can proof any fabric, the most delicate suffering no injury or change of appearance. Specially applied to **Covert Coatings, Cloakings, Tweeds, Serges, Costume Cloths, Silks, Linings, Drills, Canvas, Velveteens, Umbrella Cloths, etc.** Cloth positively will not shrink.

This cloth is on the Canadian Market and the demand for it is rapidly increasing.

When ordering rainproof cloths and garments kindly mark indents **MUST be Millerain Proof.**

THE BRITISH MILLERAIN CO., LIMITED,

Croft Mills, HALIFAX, England.

DRY GOODS NOVELTY.



THE

Ingersoll

American Watches.

RETAIL PRICES, $1.25 to $2.50

ARGUMENT.

We now offer a practical time piece for the Dry Goods Trade of Canada, and base our statement upon the following:

First—It is absolutely guaranteed to keep accurate time.

Second—It stands rough usage and does not get out of order easily, making it the only watch for dealers outside of the jewelery trade to handle, and also making it a practical one for sportsmen, boys and all men who give a watch hard usage.

Third—Its low price and high quality insure a tremendous sale, which we further augment by furnishing many handsome advertising devices for your store.

Fourth—Last but not least, these watches offer a handsome profit. Price cutters are not supplied.

Sold by several leading Dry Goods Jobbers of Canada. We will tell you who they are upon request.

Trial Offer—To any Stationery Merchant who will write to us upon his business letter head and inclose 75c. we will send a sample watch (duty not paid) and our catalogue, so that he can test its accuracy and durability.

INFORMATION ON REQUEST.

ROBT. H. INGERSOLL & BRO.

51-53 Maiden Lane, - - - NEW YORK, U.S.A.

PEWNY'S KID GLOVES

Best for your trade

BECAUSE

They're unequalled for Quality and Style.

EVERY PAIR GUARANTEED.

GREENSHIELDS LIMITED MONTREAL



THE CELEBRATED

P.D.

CORSETS

ARE THE RECOGNIZED STANDARD OF ALL

High-Class **Corsets**

They have undoubtedly the largest sale in all countries. This has been reached solely through the merit and high qualities of the goods.

KONIG & STUFFMANN

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SOLE AGENTS FOR CANADA.

CORSETS

CORSETS.

THE Fall season has opened up in good shape, and travellers who have covered the ground report that stocks are in excellent condition, and retailers are placing orders freely for the Fall trade ; in fact the conditions are most satisfactory. The increasing sale of the better grade corsets is one of the most encouraging features of the trade, showing as it does that with the ability to pay the price of a better article, the firms that make a specialty of high-grade goods are beginning to reap the fruits of the long season of pioneer work that they have put in, and the fact that they have all the high-grade orders that they can take care of speaks for itself. There is, however, a certain section of the trade that always buy the imported goods, but the Canadian makers are steadily working their way into the higher walks of the trade, and some of our firms are now putting on the market corsets that for fit, finish, style, cut and workmanship can compete on equal terms with the best imported goods, and they pay no duty. There is always a heavy trade done each season on the cheaper lines, and one of our most successful manufacturers makes a specialty of a $1 corset, which he brings out in a large variety of styles. His goods are justly and widely known. The negligee girdle corset is one of his latest, and promises to become one of his best sellers, being extremely well adapted to the purpose for which it is intended, viz., a house corset for wear with a loose gown, or for wear when taking part in any out-door sport in which freedom of movement is required.

* * *

The Spring and Summer season that is past has come up to all anticipations. The batiste corset introduced in the place of the nets has proved a great seller. There has also been a good run on nets, but it has been in the lower priced lines. Fifty-cent corsets in nets have been particularly strong, but over the dollar mark the batiste has had the run of the trade. In the high-grade goods the silk broche is a material that has met with an extremely favorable reception. On many lines, if orders could have been filled, a larger trade could have been done, and one large firm had to limit its orders in a popular 50c. net line to the customers who bought its higher priced goods.



An Attractive Window Display of Corsets.

This display of corsets is reproduced from a photograph of the window of Messrs. Durbin & Co., of Torquay, England. Seventy dozen corsets were used in dressing this window, the dimensions of which are height, 13½ feet ; length, 20 feet ; depth, 9 feet. The dressing took 12 hours to complete. THE REVIEW is indebted to Mr. A. Chisholm, of Bicester, Oxford, who dressed the window, for the photograph from which the above cut was made.

WISDOM OF FITTING ON CORSETS.

THE REVIEW has often before strongly advocated the advisability of fitting all corsets sold. The experience of a merchant therefore with a corset demonstrator may be of value to some of the doubtful ones. A merchant in a fair-sized country town with a fairly prosperous farming population in the surrounding district bought what was for him a large bill of better grade corsets on the understanding that a demonstrator was to come with them and help to sell them.

The week before the demonstrator arrived the merchant received a package by express. It contained a number of

type-written letters signed by the demonstrator, with the directions to have the names of his lady customers filled in and to have them sent off at once. The letters ran somewhat in the following style :

> Dear Madam—Are you perfectly satisfied with the fit of the corsets you are now wearing? I have made a long study of corsets and the art of fitting them, and would like to give you the benefit, believing that there are few women who cannot benefit by my advice, as I give pointers on the proper manner of wearing corsets, on the right manner of adjusting lacing, etc., and on the right suspender to wear with the corsets.
>
> There is no necessity for you to buy a pair of corsets because you are fitted, but I will tell you the style of corsets you should wear.
>
> Yours truly,

The first day there was not much doing, but, as the demonstrator knew her business, those women whom she had fitted not only looked better, but also felt more comfortable—and they talked. Before the end of the demonstration time the demonstrator had quite as much work as she could attend to. She bent her energies to selling the better grades, and sold far more corsets from $1.50 to $2.50 than that particular firm had ever sold in so short a time before. But, better than all, her visit has had the effect of creating a demand for a higher grade of corsets, as few women who have once worn the better goods will, except it is a case of necessity, ever go back to the cheaper description.

THE FITTED BODICE AND THE STRAIGHT-FRONT CORSET.

THE changeableness of fashion is in some respects to be deplored, particularly when it happens to be retrograde, as it would be if any change was to be made that would be so far reaching as a step in the direction of a return to the old-time corset shape.

The return of the fitted bodice, a tendency to which has long been apparent to the close student of the evolution of style, is responsible for a little uneasiness as to what may happen to the corset. But manufacturers are positive, that is, as far as anyone can be positive about such a fickle subject as "la mode," that no change of any moment is likely to take place.

The women of the smart set have already been wearing the fitted coat and a tighter fitting bodice, and they have worn it with the straight-front corset. The shape and cut of such a garment will have to be carefully studied, and it is safe to say that to be becoming these more fitted garments will have to be cut on different lines to those seen for some seasons past.

Thanks to the straight front, a woman's figure follows more closely than ever before in the history of corsets the natural curves and outlines. And not only is the artistic eye gratified, but the corset as now shaped makes for the comfort, health and happiness of the woman who wears it, and it would be an extremely difficult matter to induce her to submit once more to the extreme discomfort of the old style of corset. The straight-front corset also does away with the high abdomen, and this defect is now almost a thing of the past.

Another point of importance nowadays, when there is such a large sale of ready-made clothing, is that the straight-front corset helps to give a similarity of figure to all women, and both the seller and maker of ready-made garments know the far-reaching importance of this point.

FALL MODELS.

SOME of the manufacturers on the other side are making corsets with a fan-shaped front that gives a flatter contour to the figure. There is also an indication in their Fall lines of a higher busted corset that shapes the figure a little more than those we have had lately. This is a concession to the more fitted style of bodice. This must by no means be taken as an indication of a return to the old high-busted models—that is an impossibility.

Can any one tell why the corset manufacturers, who are supposed to be such close students of the "form divine," should be such awful sinners against the laws of proportion when it comes to picturing the same ?

As I write I have a pictured advertisement in colors put out by one of the best known American firms. The lady with the corset on is a sight to see. Her waist is barely ⅝ of an inch, her hips 1⅛ inches, while her bust is full 2 inches. If she existed in the flesh she would certainly not be allowed to parade the streets—she would be too valuable as the leading attraction of a dime museum freak show, and the little girl would certainly be excused for asking where she put her dinner.

A MANUFACTURER'S VIEWS.

ONE of the leading corset jobbers in Canada speaks of the present condition of business as follows : "Retail stocks are in excellent condition, and the trade is looking forward to a good Fall business. The demand for the better grade of corsets is a growing one; this is evident by the fact that imported brands are more freely placed on the market then heretofore.

"Whalebone is now almost prohibitive in price and can only be used in the better grade of corsets. A foreign manufacturer of corsets uses balinox to a large extent. This is a patented corset boning, to replace whalebone. This material is supposed to wear just as long and to be just as flexible and as lasting as the more expensive whalebone.

"Models for the Fall are not so extreme in style as those of past seasons. The deep-hip style is still in vogue and the retailers can no doubt place these styles with all confidence into their stock for the Fall."

TRADE MATTERS IN OTTAWA.

OWING to the Autumn-like temperature the local fur houses took advantage of it and rushed fur window displays. Local retailers are busy gathering up balances of Summer stocks, such as fancy umbrellas, sun shades, muslins, wash goods of all kinds, and making window displays of them. The tickets all indicate very good values for the prices asked.

* * *

Special attractions in the public parks have brought out a few of the new Fall mantles. A few strictly white costumes were seen, but the temperature made them look out of place.

* * *

Local millinery people are much pleased with the present date of the Ottawa Fair. Last season complaints were many, owing to the very early date, mixing matters to an unpleasant degree—too late for Summer goods and too early for Fall.

Local outfitters would have had a good harvest during the present session had we experienced a more pronounced type of the "good old Summer time."

Street costumes of black cheviots, with a faint touch of white, seem to be extremely popular.

Browns are coming to the fore, and with the arrival of fur weather they may reign supreme.

The silk coat craze has abated and shoppers are looking for something more comfortable in the way of woollen wraps, etc.

* * *

Should the House not close until after the holidays, local retailers are likely to benefit to some extent by the return of the members' and senators' wives and families. The new Hotel Victoria at Aylmer promises to be an ideal home for Government folks, both for present and future.



MAC LEAN
PUBLISHING CO.,
LIMITED.

ART DEPARTMENT

Nothing adds to the value of an "ad.," more than a suitable Illustration

We can furnish designs at Very Slight Cost.

GEO. H. HEES, SON & CO.
LIMITED

Window Shades
—all kinds.

Upholstery Goods

New arrival of **Art Sateens,**
Art Muslins,
Cushion Tops,
Velours,

Furniture Covers, in new and rich designs.
Chenille Curtains, Portieres and Table Covers.
Tapestry Curtains and Tapestry.
And a full Stock of Upholstery Supplies.

Lace Curtains

We are Making a Specialty of Lace Curtains.

Last year we placed orders with foreign manufacturers for over One Hundred Thousand Pairs of Lace Curtains, and so large were our sales, we repeated over and over again for these staple goods. For the coming year we have placed orders for

Over One Hundred and Fifty Thousand Pairs,

consisting of Swiss, French and English manufacture. Our Battenburg Curtains are becoming very popular. We have Lace Curtains in prices all the way from 20c. per pair to $15.00 per pair.

Many dealers who formerly imported Lace Curtains now buy from us, for when they find their stock running low they can get repeats from our stock right here at home, and have prompt deliveries.

Also Office and Sample Rooms,
20 St. Helen Street,
MONTREAL.

GEO. H. HEES, SON & CO.,
LIMITED,
71 Bay Street, TORONTO.



CARPETS.

QUALITY COUNTS.

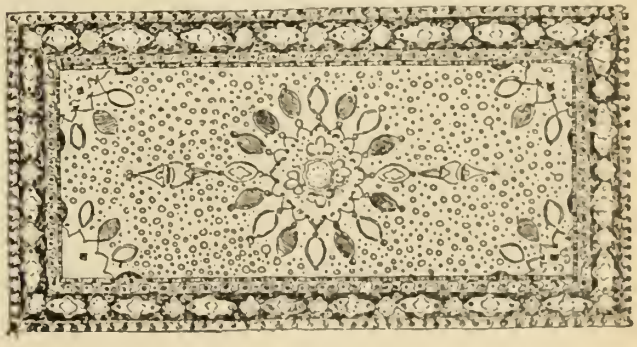
ONE might remark that in the buying of carpets it is a greater error to buy too little than to buy too much. There is no buyer but has had his experiences with the handling of a stock in any line that was too large for his business, and every one of them knows the anxiety and discouragement felt at such a time. In dress goods, in millinery, in clothing, an over-supply is just so much money thrown away, and in connection with it all is a lack of heart or enthusiasm that tells more disastrously in the disposing of the stock than any inherent fault in the goods themselves.

But although the same feeling and disadvantage holds good in an over-large stock of almost anything else, carpets may be considered as a line that profits to a great extent from the quantity carried, and although an over stock is unwise, it has often happened that what was at first considered an over-stock has sold itself so well as to repay the buyer for the residue when the season is over. At a glance the cause of this is not apparent to an inexperienced person, but if any carpet man is questioned he will say that carpets are sold almost entirely by comparison. In a line of dress goods, the average woman can pick out what suits her immediately, and when she is pleased, she rarely asks to see more patterns. This is because she usually has a preconceived idea of what she wants, or at least can tell as soon as she sees a suitable pattern and material. In carpets, however, there is not one customer in fifty who goes to a store with any more than the vaguest idea what she wants, at least in pattern, and very often in color. For that reason she seldom selects one piece as soon as she sees it, but wishes to look at a large quantity to see which pleases her most. In other words it is by comparison she buys.

It is not difficult to observe, then, the advantage of having a large stock for a customer to choose from. One piece is more sure to be suitable, and many rooms can be carpeted, by showing to interested customers a large variety, that would otherwise have been put off for a year. Twenty rolls will sell five, where a dozen would sell two or three. A great variety will catch the eye, and sell yards, where a smaller stock, through not providing ample selection, will sell only feet.

Of course, in addition to this, there is the indirect benefit accruing from a pleased and retained customer, and the idea given of carrying a complete stock. The house-furnishings stock is usually the least well attended to in a general store, and the care and faith in the merchant's business displayed, when a large stock of carpets is carried, spreads the impression that the other lines in the store must be as well looked after.

All this is not to advise over stocking, but to show that in this particular line, over stocking is not as serious as in most lines. There are a few buyers who act upon the principle that a renewing of stock a few times through the season lends additional life and interest to it. This is no doubt true, but if there is not enough stock at the first to rouse interest, the late attempt at reviving will not meet with great success. A sufficient choice should always be



A Valuable Oriental Rug.

carried right at the beginning, or customers will become accustomed to going elsewhere. By laying in a large stock at the beginning, but not displaying it all every time a purchaser appears, unless it is necessary, all the benefits of a new stock later on are gained, with the addition of the impression given, and the ability to please a particularly difficult customer.

There is another point to consider too, in the dependence some buyers place in their ability to re-stock later on, and that is the difficulty of obtaining what is wanted in the middle of the season. In this country all the factories find it necessary to work into the night during the busy season, and late orders must be passed by. Stock is never kept on hand, but all orders are filled in the order of their receipt, so that the buyer who expects to be able to

brighten up his stock during October or April and May, very often finds himself unable to do so. And customers will neither wait nor look kindly upon the lack of forethought in not providing for the season's demands.

In short, it is best to buy carpets as largely as can be stood, for delivery at the first of the season, so that all contingencies of particular customers and busy factories are provided for. Then if the stock runs out, the merchant will feel the money in his pocket, and have the satisfaction of knowing that it might have been worse, and that he has sent away many pleased customers.

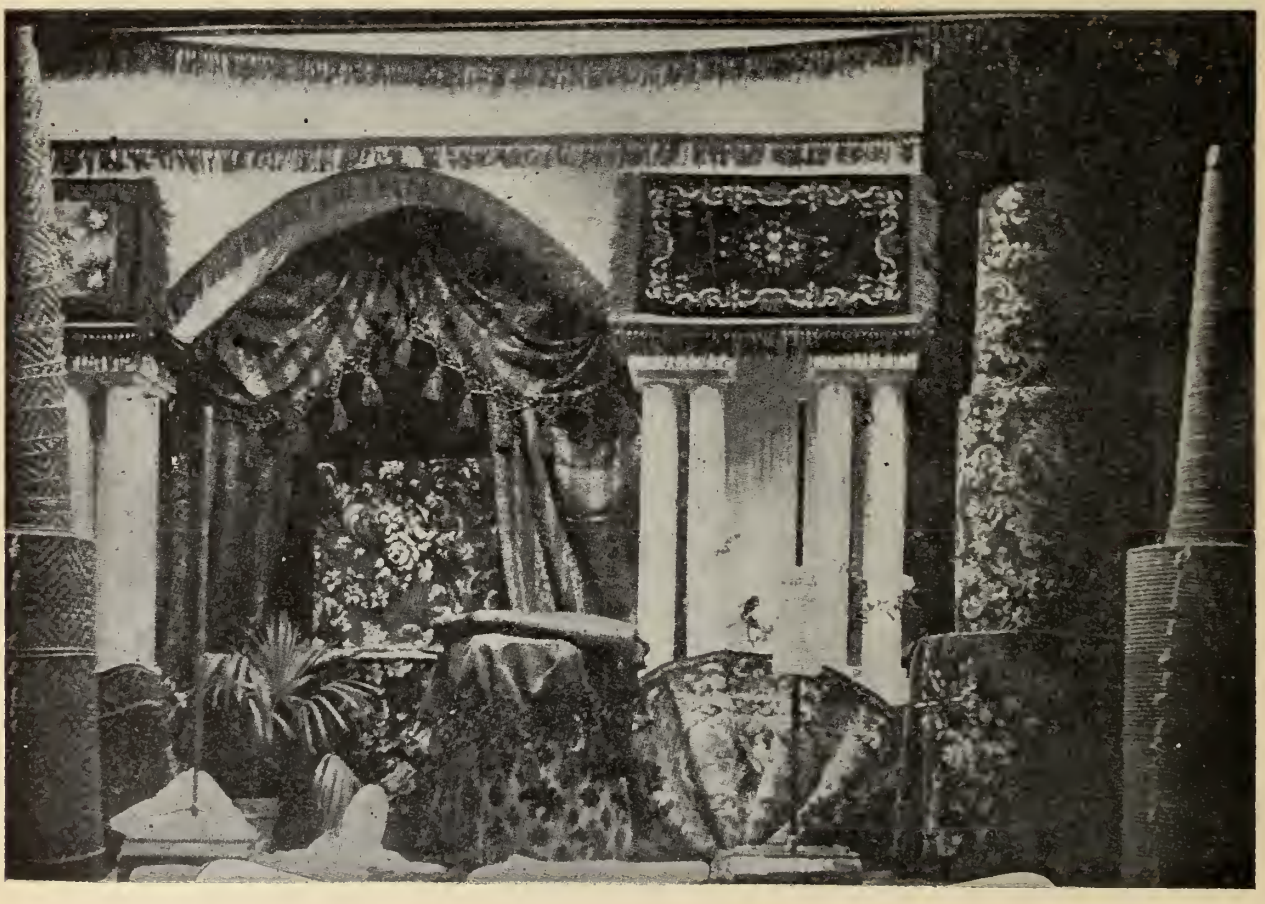
THE DEMAND FOR CONVENTIONAL DESIGNS.

IT is not very many years since the flower and the leaf, in as nearly natural shapes and colors as possible, formed almost the only style of pattern used. In every 15 to 36 inches appeared a pattern that was intended to represent a leaf or flower, but in the imperfect condition to which carpet weaving had at that time advanced, the pattern was only a caricature, at least in colors, and not at all natural in shape. Still the attempt was plainly visible and the result was a detached series of wreaths, bunches of flowers, stray blossoms, or leaves.

The incongruity of walking over such things, combined with the carelessness in color combinations and the over use of this style of pattern, brought about a reaction that seized the fancy of the people so strongly that from a monopoly of the demand these natural designs sank to a position of the greatest unpopularity. It is this lack of demand for the old-time rose and maple leaf that has induced buyers to stock nothing but conventional designs, and it is here that one of the mistakes of an otherwise choice variety occurs.

The manufacturers well know how little the very best flower patterns are called for, and this, in spite of the fact that some of them are really artistic, when produced by a good color artist. Merchants and the public have, however, brought themselves to a point where the most perfect rose is refused, where the most carefully shaded maple leaf is scorned, and to some extent their taste is proper, but it is to be feared that it is not a matter of taste, but of prejudice, and in this way the designer who produces, after immense trouble, an excellent flower, has his work refused by the mill. Were it a matter of taste, the tendency of the public fancy might be commended, but when a flower will not sell simply because it is a flower, and without any regard to its merits, it is time to show that public prejudice is not taste.

There can be no doubt that a flower in a textile is somewhat out of place, and it is also true that such a pattern was never intended to be walked on. Detached natural objects weary the eye in its unconscious endeavor to follow out the design, and the break in the pattern that must occur, at least at the ends of the room, is a breach of art, but no more so than in a wall paper, and how many hundreds of such designs occur in this class of goods? There are certain natural ivy patterns that are quite tasty and there are now many flowers that are woven in as nearly natural colors as most people would wish, and at any rate the natural designs that excel many of the conventional are not by any means few. This is one of the reasons why buyers should not pass by good flower patterns without a look, and confine themselves entirely to the popular conventional pattern that sells, however ridiculous the combination of colors and working out of the design may be.



A Carpet and Drapery Window.

The Dominion Oil Cloth Co., Limited Montreal



MANUFACTURERS OF

Floor Oil Cloths,
Stair Oil Cloths,
Mats or Rugs,
Table Oil Cloths,
Shelf Oil Cloths,
Enamelled Oil Cloths.

Decorative Burlaps—Double-sized and Oil-Coated.

The attention of buyers is called to the advantage of handling

Canadian-Made Oil Cloths

As the Wholesale Dry Goods Trade carry large stocks of our various lines . . . .

OUR DESIGNS AND COLORINGS WILL BE FOUND TO BE FULL OF ORIGINAL AND ADVANCED IDEAS.

But there is also another important reason why every stock should contain a few good unconventional designs. It is true that nine out of ten people will choose a conventional, but the tenth customer perhaps has taken a fancy for a flower, or may need the carpet for a room which adjoins a flower-carpeted room. Whatever his reason may be, he has a right to be served, and an endeavor to turn his fancy to a conventional pattern will only drive him from the store in anger. For such as he the flower or leaf, and nothing else, will do.

But in selecting the flower or patterns, a buyer should see that he not only gets a pattern that is true to life but also colors that exist in the real flower. A blue and green rose would be an anomaly that would repel any customer, and a pink leaf would be ridiculous. But there are colors that could be worked in that will represent to some extent the colors in life, and if these are used, not only will there be less difficulty in selling the carpet, but both merchant and customer will be better satisfied. A few rolls of flower patterns should be carried in every stock and if sufficient attention is paid to the selection of these patterns they are not likely to be carried over.

SOME REMARKABLE RUGS.

IN the collection of Henry J. Marquand, which was sold some time ago in New York, was a rug which brought the sum of $38,000. The rug is only 11 feet 10 inches long, by 6 feet 1½ inches wide, and this sold for $3.65 a square inch, or $4,730 a square yard. Woven in the latter part of the fifteenth century, it was given by the Shah of Persia to the then ruling Sultan of Turkey and was found among the effects of the Sultan Abdul Aziz after his death. Aside from the 600 knots per square inch, or 6,252,200 in the whole rug, the inscriptions in its border, as well as the arabesques in the medallions of the design, are woven in silver thread. The carpet is a companion for the celebrated one in the possession of Prince Alexis Lobanow Rostowsky, which attracted so much attention at the Vienna Museum's Exhibition in 1889.

The illustration shows the famous "Ardebil" Persian rug, which is shown, by the inscription upon it, to have been woven by "The Slave of the Holy Place," in 1535. The South Kensington Museum, London, Eng., which now owns it, paid $12,500 for it. The size is 34 feet by 17 feet 6 inches, and 32,500,000 hand-tied knots are contained in the fabric.

The Shah of Persia possesses a wonderful praying rug only about two feet square and yet it is worth so much that its value can only be guessed at. The elaborate design is worked entirely by precious stones. The ground is made up of rose diamonds, and the centre contains a bird with a neck of amethysts and a body of rubies. Vines which twine over the entire rug are formed of emeralds, and bands of pearls unite the stems. Its value has been placed at five million dollars.

To come down to more modern times, an Iowa Indian owns perhaps the oddest rug in existence. It is 150 years old and is made up of 77 scalps which were collected by his forefathers. Scalps of grey, black, red, white, brown, etc., make up the five feet square, and races of all colors contributed. This rug is brought out every April 1 at the annual Iowa onion feast. In olden times it was supposed to either cure all ills or send the Indian laid on it to the happy hunting-grounds.

THE SPRING SAMPLES.

IN about two weeks the travellers will be sent out with the Spring samples of carpets and merchants will be busy wondering how much or how little, and what kind, to buy for the large carpet season of the year. Just at present it is between seasons and the carpet travellers, as a rule, are busy in the factories preparing the new line of samples which they are to carry. In addition to this, those who intend to exhibit at the Toronto Exhibition are exercising all their care and ingenuity in making these exhibits worthy of the goods themselves.

As a forecast, to show the buyer the tendency of pattern and color, it may be said that although there is a great array of conventional designs, the floral promises to rapidly gain in popularity. Last season some prominence was given the floral design, after many seasons of almost exclusively conventional, and for Spring there are many more of the florals, showing that this style of pattern is steadily coming to the front for a renewed popularity.

In colors, it appears that a somewhat greater run than usual will be made on the lighter shades. Darks, as always, will see a large demand, but more lights than heretofore will be shown, and the carefully arranged combinations will overcome many of the causes of the unpopularity of this coloring. There promises to be a demand for reds far exceeding previous years, and several new shades of carpets in this color are being used. Greens will sell well, but their monopoly of the past few seasons will fall off a little.

And when suitable samples are seen, it will be well for buyers to remember that the early orders are first filled. Dozens of firms have been heretofore seriously handicapped during the Spring season by their inability to procure the amount they needed at the proper time, and when the real reason was sought it has been found that it was because of late orders. Every buyer knows what he wants as well in October as in February, and should know that late orders are filled late.

Buy as soon as possible, and as much as the trade warrants, use judgment in the variety bought, and the number of pieces in each price, stipulate the time of delivery, and if at all possible, take advantage of the cash discount.

NOTES.

The Dominion Carpet Co., Sherbrooke, Que., has closed down temporarily. One hundred hands are, for the present, thrown out of work.

Mr. John Hetherington, of The Empire Carpet Co., St. Catharines, is seeking a bonus of $20,000 from the city for the establishment of a new factory. A by-law is to be submitted.

It is reported that thirty new carpet looms have been purchased in Philadelphia for a Canadian firm. What is the name of the firm has not yet been made known, but the purchase has been made, and conjectures are placing them.

A steam yacht that had become disabled near the mouth of the Delaware River was blown out to sea about fifteen miles. The crew and passengers reached port safely by improvising sails of brussels carpets and rugs taken from the cabin floors.

Three carpet companies will exhibit at the Toronto Exhibition to be held the first two weeks of September. They are The Guelph Carpet Mills Co., The Toronto Carpet Manufacturing Co., and The Dominion Carpet Co., Sherbrooke. Each promises a good showing.

The latest statistics of the export carpet trade of Great Britain show for the first six months of the year a total of 1,434,600 yards as compared with 1,002,200 in 1902, and 3,963,600, in 1901. The United States received 30,400 yards in June, against 26,000 last year, and 8,400 in 1901.

"Now, this," said the carpet salesman, "is an odd design."

"You wouldn't recommend that carpet for a nursery, surely," protested Mrs. Kidd.

"Yes'm. Why not?"

"Why, that's so loud it would wake the baby."

CURTAINS AND DRAPERY.

HANGINGS.

THERE are several "pointers" which a merchant can give his prospective customer that will save time to both and future annoyance to the customer. And there are many little things which few merchants know or remember when laying in their stocks. A fairly complete knowledge is required in both of these phases of business life, and the man who pays attention to both is the man who succeeds.

There is a good rule to follow for hangings. If the walls are figured, choose plain hangings, and vice versa, as a plain material adds to the effect of a figure, even with a one color damask.

Portiers often serve to balance a room where the window hangings all come on one side, by carrying the color scheme to the other side. They hang best when made of silk or wool, and are at the same time of some practical use in shutting out drafts, deadening noise, etc., whether the doors be there or not. For bedrooms, cretonnes are most useful. Choose those made of cotton, with as little stiffening as possible, for when cheaply made they will not wash, and the "sizing" often has a disagreeable odor. Cretonne is quite different from English chintz, which has a glace finish, thus being useless for hangings, and as yet cannot be refinished in this country.

There are many pretty muslins, some with an all-over figure, others with printed borders, which do very well in Summer for the "only" curtain. Madras is most useful in city houses, as it appears heavy at night, while allowing the light to penetrate during the day.

Our ordinary roller shades when rolled half way up shut off the upper light, which is most needed. Double-sash curtains at top and bottom of the window, which will pull back and forth, are the more useful, if they are more expensive and not as neat in appearance.

The "Bonne Femme" curtains, which are so much used on the continent, have never been appreciated in this country. They are in two parts; a lower panel hanging on the lower sash, the upper part of silk or muslin, on a roller, with a deep border of lace or embroidery all matching the lower panel.

The color is most important in curtaining windows, as the light—which is our life—shining through a color, makes a room either bright and cheerful or dull and depressing. Of course, when the influence of red is desired, it is not necessary that you should use red curtains in a blue room, but the color should be carefully studied for each room with regard to its use.

The "bargain" advertising of to-day has made the present fashion of offering everything at almost impossible prices. So the manufacturers, to keep their looms busy, are obliged to devise ways of making linen appear like silk, cotton like wool, jute like linen, and to hide the threads which form the body of a fabric behind the costlier ones which form the surface. This suits the shopkeeper, for a fine-looking article at the money is like good wine, "it needs no push." But those who purchase a cheap fabric thinking "it will last long enough," will find satisfaction neither as to appearance nor wear.

Both cotton and linen have a longer fibre than wool, but are without spring or elasticity and when crushed retain the crushed form, while wool will spring back, an extremely important factor in hangings. Their length of "staple," strength and cheapness make them the most economical warp, (lengthway threads,) but the competing manufacturer is tempted to use them also for the weft (crossway threads); then their inferiority becomes apparent, as they are without lustre and "spring."

Cotton takes dye badly, with the exception of turkey red and indigo, but its true service is in its natural creamy tones. Linen is a little longer "staple" than cotton, but it never loses a certain stiffness and clumsiness. Jute, which is a strong, coarse kind of linen, is used in large quantities to cheapen materials. It has no beauty, however, and its proper sphere is for packing purposes only.

Silk has a lustre which no vegetable product can attain, but there is a vast difference between "net" and "spun" silk. Net is wound from the cocoon, and is so fine in thread that four are usually wound together, while at least twenty threads are used for embroidery silk. "Spun" silk is composed of spoiled cocoons, either where the worm has died inside, or eaten its way out, so the fibre cannot be wound off. It is irregular, as the silk fibres do not all lie in the same direction, but every bit is utilized sometimes even the body of the cocoon so it is very poor in comparison with the "net" silk.

All beautiful old velvets, often having, as in the Genoan and Venetian, threads of gold and silver woven in, were made from the silkworm's filaments, though sometimes with cotton back. The fine old damasks had both the warp and weft of the "net" silk, which made it the most beautiful fabric. These may still be seen on the walls of some old Italian palaces. Antique embroideries are entirely of the "net," while ours of to-day are almost entirely done of "filoselle" made from "spun" silk. We not only introduce cotton and wool in the manufacture of our velvets, damasks, etc., but adulterate the silk with sugar of lead. This can easily be detected, as silk treated with it burns like paper.

Wool has a fine lustre, and with its springiness is extremely good for hangings. What we call mohair plush is made from the hair of the Syrian goat, and is a most useful fabric, but this, like everything else, has been adulterated by having jute introduced, making it a dust trap and a quick fader.

The weaving of the goods has a great deal to do with the wearing qualities. Ordinary weaving is under one and over one, and all patterns are only a variation of this. But when, as with the Jacquard loom, they take liberties and go under one and over ten, the fabric becomes loose in construction. Then, too, it is "sized" to make it saleable, but when hung it will soon become shabby and worthless.

The tests are very simple—the tongue comes in good play, as wool and cotton reveal their natures more plainly when wet. A lighted match will enable one to distinguish between vegetable substances, which burn to an ash like paper, and animal, which burn to a cinder. The touch, of course, reveals a great deal, but only to a person of experience. One can often distinguish between different materials by smelling. Linen, for example, takes a long time to lose its original odor.

There is a vast difference between animal and vegetable dyes; the aniline dyes are a new preparation made from coal tar, whose colors do not soften with age. They are naturally brilliant and when softened lose their body. Vegetable dyes, which are very scarce now, are not only naturally softer and richer, but improve with age.

The longing for "novelty" is the root of much evil, and buyers had best keep to good designs until something else

equally good comes out. Yet nine out of ten persons, when buying furnishings to last for years, insist upon having "this season's novelties," though there may not be a really good design among them.

FOR THE SPRING OF 1904.

RIGHT after this issue of "The Dry Goods Review" is in the subscribers' hands, the travellers for the wholesale houses will start out with the new Spring samples which are now on their way from Europe. The buyers say patterns are especially attractive, but prices are somewhat higher on account of the present value of raw cotton.

All kinds of chenille goods—table-covers, drapes, etc.,—together with the damask lines, have experienced a rise in price.

Cretonnes, too, are firm in price. Many new patterns are to be seen, and there appears to be a greater effort for artistic shading and designs. The Turkish stripes are very attractive, one coming in a broad green stripe, then a succession of wavy lines of different shades, followed by a broad green and so on. Red, in another, takes the place of the green. The tapestry stripes are shown in all colors and a variety of pattern that will suit any purchaser. Oriental and floral patterns also are in new effects, some pretty florals having a hazy appearance, which does away, to a great extent, with the vividness of color to which so many people object in cretonnes.

ART FURNITURE.

THE CLEANING OF FURNITURE.

TO the dry goods merchant who handles furniture of any kind, an essential part of the successful business is the knowledge of how to take care of it, and the ability to assist his customer by telling him the best methods of cleaning furniture. The best of furniture will grow dusty and shabby in appearance, and a greasy appearance is sure to come. All these blemishes must be fought by the housekeeper, and the better methods the merchant can give her, the more business it will bring to him.

When oak wainscoting and furniture assume a greasy appearance, it can be removed by washing in warm beer. To give a handsome gloss, brush over with a mixture of two quarts of beer, boiled with a teaspoonful of sugar and a piece of beeswax as large as a walnut; when dry polish with a chamois or flannel. If oak or walnut articles are infected with a tiny insect that bores holes until the wood crumbles into a fine powder, stop its career by saturating the wood with creosote; do not allow it to dry for several days.

If furniture is very dirty it should be washed in water and vinegar—equal parts—using a flannel rag, and then, after perfect drying, rubbed with a clean flannel and a little linseed oil before using any liquid or cream polish.

If a table bears the tell-tale mark left by a hot plate, rub it well with lamp oil and flannel, finishing off with a clean cloth slightly wet with spirits of wine. Another notable housewife restores the original polish when it has been removed by a warm dish, with linseed oil, rubbed in with a piece of linen, changing the linen until the table top is perfectly dry. White spots are removed by rubbing them with a piece of flannel dipped in turpentine, repeating the application if necessary, and, in any case, rubbing with a good will until patience and strength are about exhausted.

Unsightly finger marks disappear from varnished furniture when rubbed with sweet oil, and from oiled wood, if kerosene is rubbed on the spots. A bruise should be treated with a piece of brown paper, folded several times and soaked in hot water. Over this hold a moderately warm iron until all steaming ceases. If necessary, repeat the process, remembering that one application does not always turn out a success. Always apply alcohol sparingly upon furniture, if at all, or it will destroy the polish.

Clean carved furniture every week by thoroughly dusting it with a new paint brush. If the mahogany table, that is the pride of your heart, shows stains, drop on them a mixture of six parts of spirits of salt and one of salts of lemon, or a few drops of oxalic acid with water and polish as usual. If mahogany only needs cleaning, rub it with a flannel dipped in sweet oil or cold-drawn linseed oil. In rubbing wood, follow the grain, and do not rub against it, or a roughness will appear that will be very difficult to overcome.

If an inkstain gets upon a mahogany writing desk, remove with a few drops of spirits of nitre in a spoonful of water. Put one drop on the ink, and rub it at once with a cloth wet with water, or it will make a white spot. Every day a dining table of mahogany should be wiped off with a clean flannel, dipped in barely warm soapsuds, using a pure soap to prevent staining, and then with a thick flannel wad pour melted wax until it forms a glazed surface. When cold and hard, rub the table, following the grain, until it reflects like a mirror.

All upholstered furniture must be beaten with a cane or regular rattan beater and then wiped with a cheese-cloth duster. A grease spot on silk upholstery is removed with equal parts of ether and chloroform; on woollen upholstery use turpentine. Cane seated chairs require a vigorous scrubbing with soapsuds, in which drop a little ammonia; scrub both sides of the seat, rinse, and dry in the air.

Among the many liquid and cream polishes given by excellent authorities, here are a few that are simple and effectual, but remember the rubbing is the main ingredient of every recipe given: Two parts of linseed oil, the same of alcohol, and one quart of turpentine; to a quart of this add an ounce of the spirits of ether. A polishing cream is made of equal quantities of linseed oil, beeswax and turpentine melted together and used cold. For very old furniture an especial polish that is recommended is half an ounce of gum arabic and two ounces each of copal gum and powdered shellac gum; dissolve in a quart of spirits of wine in a warm place and shake the bottle well every 24 hours until the gums are no more distinct; strain through a woollen cloth and rub on with a piece of soft flannel.

Equal parts of linseed oil, spirits of wine, turpentine and vinegar form a well-tried polish; but for mahogany this same authority declares in favor of a mixture of one pint of linseed oil, two ounces of alkanet root, and a pinch of rose pink. Let it stand for 12 hours, then rub on the furniture, and do not polish it for an hour. An excellent furniture varnish may be made of eight ounces of white wax, melted and gradually mixed with one pint of oil of turpentine.

Leather chairs and tops of writing tables are renovated by sponging them lightly with warm soapsuds, and then rubbing on the white of an egg whipped stiff; or, if this

A. R. BURROWS & CO.

—Manufacturers of—

Rug Fringes,
Carriage Fringes and
Carriage Dusters

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Write us for Samples and Prices.

FADED WALLS AND CEILINGS
may be restored to orginal brightness by
THE CLEVELAND WALL PAPER CLEANER.
A 25c. can will clean the average room. We supply free samples with every order Write us above it.

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Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO



SPRING 1904.

The Guelph Carpet Mills Co., Limited
GUELPH, CANADA.

It being our desire to further increase the popularity of our CARPETS, great care has been exercised in adding to our line a selection of attractive and private designs, for which these MILLS have long been famous. We have added to our already large selection a line of EXTRA HEAVY WILTON, which we think will make our line complete and suitable to the most careful buyer of CARPETS.

THE SELECTIONS COMPRISE THE WELL-KNOWN MAKES LISTED BELOW

BRUSSELS.....3, 4 and 5 Frame Qualities.
WILTONS ..... 4 and 5 " "
WILTONS .....Extra Heavy 5 " "
WOOLS and UNIONS .....in all grades.
KENSINGTON ART SQUARES WOOL and UNION .....3 and 4 yards wide, any length.

THE GUELPH CARPET MILLS CO., Limited,
GUELPH, CANADA.

P.S.—Our new plant for the manufacture of TAPESTRY and VELVET CARPETS is rapidly nearing completion and in the near future will have the pleasure of showing to the trade a line of CANADIAN-MADE TAPESTRY and VELVET CARPETS.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS
AND
TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART
27 Front Street West, TORONTO

seems like wasting the egg, rub over the leather a mixture of half a cup of sweet oil to a cupful of vinegar; boil together, and polish the leather with the useful piece of old flannel. When the willow chairs lose their natural color it is said that a solution of chlorine will restore it.

Fortunately for artistic furnishing, marble topped tables are growing less in number; but, if the owner of one wishes to remove stains and discolorations he can do so by applying the following: Boil together a quarter of a pound each of soft soap, powdered whiting and soda for 20 minutes; spread on the table for 12 hours, and then wash off with clean water. For the ordinary washing of marble use ammonia and water in place of soapsuds. To polish black marble, wash it in cold soapsuds, dry with an old cloth, and then rub for at least an hour with flannel spread with white wax. To remove iron stains from white marble, try lemon juice. If an oil stain disfigures the surface apply to it common clay saturated with benzine. Another stain remover is made of two parts of common soda and of powdered chalk; sift through thin muslin, mix to a paste with water, and spread over the marble, after 10 hours wash it off with warm soapsuds.

WALL PAPER.

THE COMING SEASON.

THE business for the coming season promises a volume that will be entirely satisfactory to the manufacturers and will repay them for the trouble and expense which they have been put to in preparing the beautiful patterns which they are showing. One and all they state that never have they been able to show samples equal to what are now in the travellers' hands. Great pains have been taken with the high-grade papers, and the results merit the close consideration of buyers. But this does not mean that the lower priced papers have been neglected. This year patterns similar to those previously used in the more expensive lines are being turned out in cheaper qualities, and thus a merchant is enabled to show a really expensive looking pattern in a cheap paper.



Tapestry Panel Treatment of Pattern No. 1535, manufactured by Stauntons Limited, Toronto

Reports are that orders taken thus far are encouraging the manufacturers to continue making the rapid advances in style that have characterized this year. Orders are large, and customers generally are expressing the greatest satisfaction in the new things.

Buyers should not postpone too long the sending in of orders. With the promise of an immense business factories will be very busy later on, and orders cannot, perhaps, then be filled as quickly as desired. Orders now and have the choice of the best patterns. They will sell first, and if oversold, will have to be taken out of the travellers' hands. A merchant knows the possibilities of his business just as well now as four months hence, and by ordering now he runs no chance of having to wait for his stock, nor of missing the best patterns.

THE PROPER PAPER.

DON'T put wall paper of warm, bright coloring in a south or west room or a cool paper of subdued tone in a north or east room. For south and west rooms the best colors are greens and blues, and in a room where there is plenty of sunshine a white wall paper often has a charming effect. For cold rooms facing north or east you can either have yellow wall paper or any tone of red or pink. Don't have a large patterned paper in a small room. For dining-rooms and libraries the self colored ingrain papers are as suitable as any. The surface being dull and rough gives them a subdued effect. For drawing-rooms and bedrooms the plain tinted lining papers are the best. Don't have a frieze or a dado in a low pitched room. It seems to make it much lower than it really is. A patterned ceiling paper has the same effect; therefore in low rooms plain color washed or painted ceilings are preferable to any other.

VARNISHING WALL PAPER.

VARNISH, when applied to wall paper, will soak in, unless prevented by the surface being well sized. It will be found necessary to use two coats of size, as there may be some skips in the first coat. When dark colored papers are to be varnished a pale glue should be used, and made up in the proportions of one pound of glue to a gallon of water. For the lighter shaded papers, a mixture of gelatine, glue and white paper varnish is the best. A difficulty often met with when sizing on paper is the frothing; for after the bubbles burst, there are spots that have not received the size. This can be avoided by mixing into the size a little turpentine.

WALL PAPER
MANUFACTURERS

THE RIGHT TIME

to place your Wall Paper order is when the "STAUNTON" salesman calls on you—there's no need then to wait for other lines.

The "STAUNTON" line does more than meet competition—it beats it—it is good from the first pattern in the first book right through to the end. Wait for our salesman

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DOWN COMFORTERS,
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BED PILLOWS,
WHITE CUSHIONS,
COSIES, MUFF BEDS, Etc.

FANCY CUSHIONS.



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Price lists on application.
Feathers Bought

THE TORONTO FEATHER & DOWN CO.
74 KING ST. WEST, TORONTO. Limited.

NOTICE !

Bed Comforters

ARE NOW IN DEMAND.

THE ALASKA FEATHER & DOWN CO.

ARE LEADING MANUFACTURERS.

Office and Works, MONTREAL

WRITE FOR PRICE LIST AND SAMPLES.

BEDDING AND FEATHER GOODS.

AMONG the many lines that have risen in price since raw cotton took to soaring, is bedding. Nearly everything in this line is either made entirely of cotton or cotton enters largely into its manufacture. For this reason comforters, which branch the home market supplies, have gone up in value about ten per cent. and still prices are not on a level with the cost of the raw material. A further rise is imminent if the manufacturers can get together. Cotton batting too, which is used to a great extent in the filling, has partially caused the rise. Notification of the increase has been sent some time ago to the wholesalers, and two or three dollars a dozen more to pay will mean a necessary raise of thirty or forty cents in the retail price. The thrifty housewife will soon notice this, and it behooves the buyer to lay in his stock before another increase takes place. In some cases, if he uses great despatch, he can still buy from the wholesaler at the old prices, but this will not last long.

* * *

The better class of bed-spreads, which come for the most part from England, have been affected just the same as the comforters. Prices have gone up considerably.

* * *

Feathers, too, which are in such demand at present for pillows, tea cosies, cushions, etc., have, on account of the shortness of supply and increase in the demand, experienced a sharp rise in value. Manufacturers who have been heretofore paying twenty-eight cents for a certain glass are now asked thirty-eight, and cannot at that keep up with the demand. Up to the present this has not inconvenienced the retailer, as the manufacturer has not raised the price of the manufactured article accordingly. This is not because former prices were high enough, but because, without a definite understanding among themselves no one dare take the initiative in putting up the quotations. There is no doubt but time will witness a change, and just as soon as they can agree, prices are sure to go much higher.

* * *

The burning of two large woollen mills some months ago has seriously affected the output of woollen blankets and wholesalers are lamenting the shortness of the supply. Bolton and Brantford have both lost considerable facilities for manufacturing in the destruction of mills. The wonderful influx of settlers in the Northwest has also had a great influence upon the available amount in the east. The thousands who have entered our western provinces within the past Spring and Summer, and who are still coming, have created an unprecedented demand for the heavier and better class of woollen blankets. In these the profit is greater than in the cheaper lines and it can only be expected that the mills will cater to this call before making the less profitable lines. The scarcity of wool the world over has placed prices for the raw material on a higher plane than ever before, and at present on the London, Eng., and Boston markets, prices for second grade quality are as high as first grade were some months ago.

CHEAP BEDDING.

THERE is room for extensive missionary work along the line of educating customers to the use of better bedding than the average person thinks it necessary to use. In conversation with a retailer recently, he stated that customers who think nothing of spending forty or fifty dollars for a sideboard, may consider a five dollar mattress good enough. There is a wonderful inconsistency in this respect. Some people will even put a cheap mattress and spring on an expensive brass bed. There are people who buy the very highest priced curtains and furnishings, as a matter of course, that cannot be induced to believe that money invested in a good felt or hair mattress is not extravagance. Retailers control more of this trade than most of them realize.

There are hundreds of customers who do not know why felt or hair is better than excelsior, or whether they are or not. When they buy bedroom furniture, they know that they require mattress and spring. Nine out of ten retailers will say: "we can sell you a mattress at from $2.25 up, and springs from $1.25 up."

Here is where they have an opportunity of showing the difference between a cheap mattress and one of good quality. They could not always sell the better one, but many customers can appreciate the economy in buying the best.

When it is considered that a person spends one-third of a lifetime in bed, it is a matter for wonder that more attention is not paid to the matter of bedding. Not only do many people buy the cheapest in the line, but continue their use long after they should have been destroyed.

The energetic retailer can make his bedding department a paying one if he will put more time and study into creating a demand for the best in this line. Good literature can be used to advantage. Because a customer at one time will not spend more than two or three dollars it does not justify the dealer in thinking that he cannot be induced to spend more at some other time.

SCARCITY OF FEATHERS.

THE unusual advance in the price of raw cotton has caused the bedding manufacturers considerable trouble and annoyance; but one manufacturer said to "The Dry Goods Review" recently that that was nothing when compared to the difficulty of procuring a supply of clean feathers.

The great quantity of rain last Summer and Autumn killed a number of young poultry, consequently a scarcity arose this season which it has been practically impossible to meet. Only such large dealers as The Alaska Feather & Down Co., of Montreal, who handle feathers in sufficient quantities to import from China, Japan and other Asiatic countries, have been in a position to protect their customers.

The quantity of feathers imported into this country is enormous, and would certainly be lessened considerably were the poultry farmers of the country to be encouraged to gather and market the feather product.

PLACING CONTRACTS FOR 1904.

MR. J. H. SHERRARD, manager of The Alaska Feather & Down Co., Montreal, is at present in the European markets placing contracts for quilt coverings, tickings, cotton, etc., for season of 1904.

"The Dry Goods Review" was shown a letter a few days since, received at the Alaska Feather & Down company's office, in which Mr. Sherrard states that he has been exceptionally fortunate in securing several lines of cloths at prices equal to the past season; also that he secured control for Canada of some exceedingly choice designs for their down quilt department.

CROCKERY AND GLASSWARE.

A TUMBLER SALE.

THE Summer season is, of course, the season for tumblers, and the months of June and July are usually found the best months for this line, but sufficient warm weather is still left to enable the merchant to do a good business, and, incidentally, to clear off his stock, if a sufficient inducement is offered the public, and if it is brought well before its mind. A tumbler sale could be profitably inaugurated during September to avoid carrying over a left over stock. Some quantity must be kept on hand all the year round; but the backwardness, or rather absence, of Summer, has, perhaps, left an over supply on the hands of the merchant.

Some push is required in this sale as in all other sales, and, for the moment, tumblers must be put forward more prominently than anything else. But this does not mean that other lines must be withdrawn and sacrificed for the sake of the sale. The stock of tumblers must not be left up on the shelves, but on the day of the sale should be brought down, cleaned and shined, and placed on tables where everyone can see them. The best plan is to use a table divided into trays with low partitions, and each tray or section must contain one price or one kind of tumbler. After each section is packed neatly with the shining glasses—not stacked or nested, but singly—a price card should announce in each section the price of the glasses in that section, either singly or by the dozen. The particular advantages of either way of marking are not much greater than the other. The price of a single glass may sell where the purse is thin, but the dozen price may sell a larger quantity at a time.

The price cards used should be small and neat, but plainly figured. A diamond shaped card with a piece of pasteboard attached to place in the glass will be held in a good position and not obscure the glasses further back. In case a regularly divided table is not at hand, the divisions can be easily and quickly made by nailing some cross pieces at the required distance between strips the length of the table, all pieces being about two or three inches in height. This piece of work can be made for permanent use, as it will be found useful in almost every sale, and can be removed at pleasure. Some use low flat baskets in the shape of trays.

Glasses should be set out singly and not nested, so that they can be readily taken up, examined and replaced without danger or trouble. When empty places appear, these should be filled in from the reserve stock and the arrangement always kept neat. Prices should grade up from one corner of the table to the highest price at the opposite end, to facilitate the selection of the required price.

Prices need not be lowered very much, as the extra attention given the line and the prominent position it takes in the store during the sale, will make up for some lowering of price. Glasses soon get broken, however, so that a good reduction in the price will not fill the available orders with glasses at cheap prices, at the sacrifice of the tumblers at full price. The chances are that they will be used in the house more often, and when next season comes around, new ones will be required.

An advertisement in the local paper should contain tumbler talk and well-worded descriptions, and distinct inducements should be made use of. Don't deceive, but make the best of everything. A window of tumblers on the previous day will also draw the attention of the people to the coming sale; then when it has been well advertised, stick to the advertisement, arrange the tables neatly, show them to everyone entering the store, and sales will surely follow.

ENLARGING THEIR TRADE WITH CANADA.

Mr. Harry White, jr., representing H. Northwood & Co., Wheeling, West Virginia, was in Toronto last week for a few days in the interest of his firm, Northwood & Co., manufacturers of glass and tableware, salt and peppers, pressed common tumblers and novelties of different kinds in the glass trade. The firm has been doing trade in Canada for some years, but has decided to make an effort to enlarge it, and Mr. White will hereafter make regular trips to this country for that purpose.

CREATING A DEMAND.

"MOST people ask no better than they see," is an axiom that applies to the glassware trade as well as to every other line. The average man is satisfied with the average article, and very few men are not pleased with the best they know of. Around small towns and villages there are hundreds of lines of glass and china ware that are entirely unheard of to the residents, and for this state of affairs the merchant is largely responsible. It is the merchant who keeps most closely in touch with the large centres, where he obtains his stock, who reaps the benefit, and it rests much with him, whether he will undertake to educate his customers to the use of articles that they would otherwise never think of.

Hundreds of stores vary little in their stocks from year to year; and hundreds of stores lose hundreds of dollars by their conservatism. No matter how many improvements appear on the market, they fear that because there has been no demand for them, they will not sell. There is seldom a demand for an article that has not been heard of or seen. In his frequent visits to the cities, and through the trade newspapers, the merchant is kept in closer touch with modern ideas than nine-tenths of his customers, and thus is enabled if he so desires to tell them of the latest and show them the newest things.

Nothing better can be said of a merchant, no higher praise can be given a store, than the assertions of his customers, that the very best grades and newest things are always on hand. Newness of ideas and stock makes up for many failings, and the merchant who keeps abreast of the times will get the custom, provided other things are nearly equal.

And in the line of glassware, the limited utilitarian stock, carried by so many merchants, speaks ill of their desire to create a better demand. A stock of white plates and cups, tumblers and pitchers, and the other staple lines, does not make up a china and glassware stock any more than a hull and engine make up a steamer. It is true it will go, but no one cares where. There are so many dishes that can be called trimmings, and that people in general find little need of, because they know nothing of them. Bread and butter dishes, bon bon dishes, cut glass ware, flower holders, entremets, oyster dishes, and dozens of others like them, can be done without, but if shown, a fairly ready sale will be found immediately, and it will ever increase. People are just waiting to have the beauties of such auxiliary dishes brought to their attention, and in these days they are willing as a rule to invest in them. All women take a great pride in the appearance of their tables, and these small, dainty and useful dishes assist wonderfully in this.

This point should be kept prominently before the mind, that it is in the special glassware and dishes that the greatest profit is found, and not in the staple lines, which everyone knows the price of, and which have been brought down by competing trade, both in the wholesale and the retail places of business. For luxuries a customer is willing to pay a relatively higher price than for the everyday wants of life. Good profits can be asked, and good customers brought to the store. These artistic wares always keep the store before the eyes of the purchasers, and in this a merchant profits much.

With the Christmas season now so close at hand, merchants will find a good sale for the ornamental wares, and if the handling of them is ever thought of, no other season will be found as suitable in which to make a start. As

presents these lines prove very acceptable, and, in addition, are both useful and ornamental. The merchant cannot do better than push them.

A PROPOSED POTTERY.

A COMMUNICATION has been received by Mayor Hamilton, of Guelph, from Henry Wycrow, Birmingham, England, in which he proposed to establish a plant in Guelph to manufacture Worcester and Staffordshire pottery and china of every description. He offers to bring over 50 workmen and their families, and to buy a large plot of land for the factories. Houses will be erected for the workmen, who will be required to pay for them in easy instalments. Mr. Wycrow thinks the scheme thoroughly practicable if the city will grant him a concession—a loan of $40,000 with interest at 3 per cent., repayable by instalments after the fifth year, and the whole to be repaid within 20 years. Release from taxation and water rates for a limited period are also asked.

DECORATION.

THE LIBRARY.

ALTHOUGH there are not very many houses that can afford a special room to be used as a library, educational inclinations are creating a demand for some room in every house where the books may be kept and where a quiet hour can be spent with them. In many homes the sitting-room serves the two uses; in some it is the den; but wherever it is some provision has to be made for the shelving of the books and the comfort of the reader. Where space and money will allow it, the library will be found as essential a room in the make-up of the house, and as frequently used, as almost any other room.

In the color scheme, one instinctively turns to the dark shades. Considering the amount the room is used, this would not seem, at first glance, advisable, but dark colors do not necessarily make a room dismal and if a light



A Well-Fitted Library.

ceiling overhangs, the darkness is relieved and all purposes are served. This color scheme is preferable as a background for the books, since shelves act as frames and a light frame on a dark picture is nearly always bad taste. Dark oak or mahogany provides the most suitable colors, and the furniture and carpet should carry out the general color. The light ceiling throws down the light and prevents the "brooding" feeling which a dark ceiling imparts.

The carpet in the form of a rug, that has little pattern, and is of a dark shade, is best. The furniture allows some variety in form, but little in color. The library should not be considered solely as a study-room, but the comfort, pleasure and recreation of the occupant is a wise consideration. Straight, solid chairs are the best writing chairs, but for an hour's reading, a lounging chair is required. Several of these should have a place in the room, and even the sofa will be found a useful piece of furniture. There is little call for chairs at the side of the room, and lightness in weight is not as important as in the other rooms, as they are moved very little. The table should be useful and not ornamental, and the same distaste for ornamental work should be shown in the shelving. A large, smooth table, clear of everything but books or papers, except it be a vase of flowers, is a requisite part of the room. For writing, many prefer this only to a writing table, although the drawers of the latter will be found useful. A writing-table, not a desk, is preferable, as the latter looks too business-like, and must be placed against the wall.

A large, cosy grate at one end, with a table that can be placed in the best position for warmth and light, will provide for the winter evenings. The artificial lighting should come from lamps on the tables, or from lights hanging above the tables. For reading, individual gas jets or incandescent lights scattered around the walls, are most satisfactory. Doors and curtains should exclude outside noise.

Shelving built into the walls is a necessary feature of every library, and even where the room is used for other purposes, it is more convenient, safer, and presents a better appearance. For small collections of books, these built-in shelves often extend up only about five feet, and windows are built above them. The shelves do not reach the floor, but sufficient space is left to allow for sweeping, and where they extend to the ceiling, a space of a foot is left on top, which is filled in with a solid board front.

In the library, properly speaking, bric-a-brac and other ornaments have very little place, but in the modern house private collections of curios nearly always occupy a portion of the room. Where this is found advisable, they should not be scattered around the room to any greater extent than is possible to prevent, but one end, or side can be devoted to them. The bindings of the books themselves, if the library has not to be used for a museum, will be found to be decoration enough. This does not mean that a gay collection of colors should appear in the bindings, but, on the contrary, uniformity should prevail, where possible. Brightly-colored, gilt-lettered, highly-adorned covers, are a breach of good taste, and in selecting a volume, attention should be paid to this point. Wide stretches of plain shelving are relieved from monotony by a fairly wide division every four or five feet. This division should not mark a separate shelving, but take the form of a strip of wood from top to bottom of the shelves. Where shelving does not cover the walls, the wood panelling is, of course, the best, but a dark tapestry paper will be found in keeping with the general tone.

Where the sitting-room must contain the books, a distinct division should appear on each side of the portion devoted to the library. A corner is better than a side and all the books should be confined to this corner. In front, a library table or writing table, will assist in showing the use of the corner and in separating it from the rest of the room. Such a corner would appear cosy and impart a feeling of exclusion to the occupant.

Fall 1903

Our Travellers are showing Best Values in

Dress Goods Novelties, Dress Friezes,
Dress Tweeds, Blouse Flannels,
Opera Flannels, Plain Flannels,
Meltons, Beavers, Overcoatings,
Etoffes, Serges, Vicunas,
Italians, Mantlings,
Beaverettes.

In Stock

A general assortment of Staple and Fancy Dry Goods for immediate requirements.

Scotch Tweeds, Suitings, Coatings, Silks,
Hosiery, Gents' Funishings, Laces, Smallwares,
Linens, Cottons, Shirts and Pants, Top Shirts,
Blankets, Fingerings, Carpets, Oil Cloths, Linoleums.

P. GARNEAU, FILS & CIE., QUEBEC
WHOLESALE DRY GOODS.

By His Majesty's Royal Letters Patent
PATENT No 8295
The Premier
ART PROOFING

Ladies' and M sses' Garments Bear this Label.

HIGHEST GRADE
BRITISH-MAKE

FOR LADIES, GENTS, MISSES AND BOYS.

(Guaranteed)
"PREMIER" WATERPROOFS and SHOWERPROOFS

The "Premier" Waterproofs are the absolute Guaranteed Garments in the Dominion of Canada, thoroughly waterproof and will not harden

BEWARE OF IMITATIONS

STANDARD OF THE WORLD.

Established 1873.

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Head Works:
MANCHESTER, ENG.
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The PREMIER WATERPROOF GUARANTEED TO RESIST ALL CLIMATES

Gentlemen's and Boys' Coats Bear this Label.

Tailored and Fancy Silk Neckwear



No. 443 Taffeta, any shade, with white trimmings. A smart Fall Collar.



"La Militaire"

No. 440—To retail at 50c. Made of Taffeta Silks in all shades; pearl or brass buttons. Send for a dozen assorted.



No. 436. Taffeta, any shade, with white silk edge; or white Taffeta, bound with color or black. A splendid 50c. line.

FINISH.

The finish of our goods we are proud of. Each one in the dozen will turn out as well finished as the sample you buy from. That is why they give such pleasure in the selling.

Note. These are only three of our large range of Fall Novelties. Do not fail when in the city to call and see us; you will not regret it. Our assortment of Taffeta Belts and Girdles alone is worth a visit.

THE ONTARIO NECKWEAR CO., Limited,

Makers of "Sterling Brand" Neckwear for Men and Women.

Cor. Bay and Wellington Sts., - - TORONTO.

KLEINERT'S

DRESS

SHIELDS

ON SALE AT ALL LEADING WHOLESALE HOUSES.

LADIES' NECKWEAR

NECKWEAR lines are far from complete yet, as most manufacturers have had such a busy Spring season that in some cases orders had to be cancelled to make time for the production of sample lines. The samples so far shown follow closely on the lines of what we have had, and there is a strong family likeness apparent that is in the shape. When it comes to the trimming and embellishing, the fancy of each individual designer comes into play and some beautiful effects are produced. Taffeta, as in the past, is the favorite material for the dressy stock, and the colors are about the same as usual, although reseda, or as it is now called, willow green, is more prominently shown. Mauve is talked about and has a place in all showings, but this is a color that the trade is shy of, saying that it is fickle and never develops much strength. Pale blue and pink are staple, and there is the usual amount of other colors. Combinations, as green and white, blue and white, are more seen than the plain colored stock. The only exceptions are in favor of plain black and plain white. The tailored stock in black comes out strong in most lines and is likely to be a leader when the cooler weather comes. There are few stocks that do not show the tab or tabs in some shape or form and many fanciful shapes are introduced. One stock presented a conventionalized fleur-de-lis. All kinds of fancy stitches are used on the silk stocks, and transparent effects are gained by the use of faggotting and drawn-work braid. All kinds of incrustations and medallions are in use, and small buttons—crochet, gilt, silver and pearl—are used; also a limited use is made of steel and silver beads.

Little bags of colored silk, generally in the colors of the foundation, both sewn on and swinging by little cords, decorate some of the new styles. More novel than all, tassels and fringes are being used with good effect. This has a novel effect when applied to the tabs of the stocks and makes almost a jabot of them.

WASH LINES FOR FALL.

IN sympathy with the styles for Fall in waists, wash neckwear is likely to be in prominent wear this Fall; and the neckwear houses are showing some pretty lines. They are similar in shape to the silk goods, only they are somewhat less trimmed.

What makes for the popularity of the wash neckwear is its usefulness and the feeling of cleanliness that it imparts. It launders and looks and feels clean. Madras, pique, cheviot, canvas cloth and linen are all employed in the make-up of this class of stock. Braid, small pearl buttons, small buckles, etc., are in general use. Inlets and medallions of lace and embroidery are much seen on the smartest washing stocks. Bindings, both in white and in contrasting colors, are well used and all the fancy stitches, such as drawn work, lace stitch, faggoting and many other varieties enter largely into their make up.

Though there are many pretty shapes, there are many that show a straining after something new and are more eccentric and noticeable than becoming. Varied arrangements, however, and groups of tabs are in favor, and a spoon shaped single one is very frequently seen. The greatest novelty shown, however, in washable goods, is on the collar order, and follows the lines of the collarless neck, but also having a V shaped opening at the neck. It is ornamented with medallions of drawn work and is made of fine Irish linen.

THE VOGUE OF LADIES' NECKWEAR.

THOUGH to the city retailer the vogue of ladies' neckwear has been well established for some time and whole departments in their stores are given up to the selling of the same, there are many of the country merchants who have little belief in ladies' neckwear as a trade winner and who are afraid to stock these goods. If these retailers when they are on their buying trips will only visit the stores where these goods are sold they will get a practical illustration of the attractiveness of this department. This Summer it has been one of the busiest in the stores, the counters having always a throng around them.

The prices at which a very sightly piece of neckwear can be retailed are not high and there is a good profit to be made. A display of them is always attractive. Those merchants who refuse to stock them are neglecting a profitable proposition, and helping at the same time the mail order department of the city departmental stores, as all the fashion papers give prominence to these goods. If the merchant's customers cannot get them at the home store, they will send to the city for them. They are the neatest style of neck dressing that has yet been invented, and women are well contented to pay 25, 50, 75c. and even more for a pretty style in these fashionable goods.

CHIFFON STOCKS.

SOME pretty chiffon stocks are showing, strengthened by bars of featherbone, but the trade, so far, is rather doubtful about them. They are elaborately lace encrusted and have rows of very narrow velvet or baby ribbon and knots of the same. Steel, silver and gilt beads are sometimes used to put on the lines of velvet with very good effect.

THE TARIFF AND THE NECKWEAR INTERESTS.

NO section of the Canadian Manufacturers' Association's delegates to Ottawa to interview the Government with regard to a change in some of the tariff rules were given a more favorable reception than those representing the neckwear interests. It was admitted by members of the Government that their case was a stronger one than the others. There are, however, so many complications in the neckwear situation, particularly since the adoption of the surtax on German goods, that the position of the Canadian manufacturers requires some explanation. Providing that they stand together there is a fair prospect of their grievances being redressed, as far as is consistent with the idea of preferential trade with Great Britain.

As about 90 per cent. of the silks used in the manufacture of neckwear are of German origin, the surtax has greatly affected the importation of such into Canada. But manufacturers are commencing to take silks of Swiss and Austrian make instead, on which, however, the duty is 30 per cent. It is in the ties made from these silks that the Canadian manufacturer is feeling English competition, more even than on the German goods. In the case of the latter silks, while the English manufacturer imports them free, against a duty of 10 per cent. here, he is required to put into the made-up tie over 50 per cent. of British labor if they are to be allowed to come into Canada under the preferential tariff of 33 1-3 per cent. In neckwear made from silks of countries other than Germany, only 25 per cent. British labor is required for them to receive the

benefits of that tariff. Canadian manufacturers look upon this as practically protecting 75 per cent. of foreign labor.

"There is no reason why Great Britain should be given a preference on silk neckwear in which there is 75 per cent. foreign labor," said Mr. J. Percy Black, of The Imperial Neckwear Co., Montreal, to "The Dry Goods Review." "The English manufacturers have an advantage of 6 2-3 per cent. over the Canadians on our own market, and when you add to this that they can manufacture at a much smaller cost and that their general expenses are much less—money can be had at 3 per cent. in England against 6 per cent. here—the Canadian manufacturer is in a very unenviable position. As regards the German silks, it is the other way round, and the Canadian manufacturer has an advantage in duty paid of 6 2-3 per cent. over the British, though after that, of course, comes the cost of manufacturing in Canada, which materially reduces that advantage. There should be at least 50 per cent. British labor in all silk neckwear receiving the Canadian preference, no matter whether silk comes from Germany or other countries."

Manufacturers who sell only to the wholesale trade are in a worse position than the others. The jobbers import from Great Britain made up ties under a duty of 23 1-3 per cent. The manufacturer pays 30 per cent. on his piece silks—40 per cent. on German piece silks—and must then make them up and sell to the jobbing houses in competition with the British manufacturer.

AMALGAMATION OF VANCOUVER FIRMS.

From Our Own Correspondent.

THIS season in the retail dry goods trade is to go down in the history of the city as one of the establishment of departmental stores in Vancouver. For a year past the movement has been on foot to expand the large dry goods store of The Chas. Woodward Co., Limited, into a departmental store, several other merchants in the city in other lines of business adding their stocks and combining to form the Woodward departmental stores.

The other move has been that of the two large dry goods firms of Gordon Drysdale and Chas. E. Stevenson to combine in what is to be known as Drysdale-Stevenson, Limited. This merging of the two big firms has been accomplished, though the two stores originally operated by the separate firms are for the present continued under the one management.

Quite recently the firm has purchased a large brick block on Hastings street, in a desirable and central location, and this is to be remodelled and adapted to the accommodation of the business of the new combination. The building is three storeys, with basement, and is at present occupied by four business men, who will vacate and find other quarters by September 1, when work on the alterations will begin.

The two firms which have been merged are well known in the dry goods trade of the Coast. Mr. Gordon Drysdale first opened a dry goods store in Vancouver in 1893 at 150 Cordova street, succeeding the firm of Haley & Sutton. He has continuously from that time conducted a most flourishing business, and has now a very large trade, his patronage in the city being liberal, for the store of Gordon Drysdale has always had a reputation for having the very latest in everything sold as dry goods.

In 1899, the business had grown so that a move was made to the handsome premises now occupied at the corner of Cordova and Cambie streets, one of the most prominent locations in the city. Here three floors are occupied, with a total selling floor space of 12,000 square feet. The growth of th business has been most wonderful during the four years the store has been in this location. Now it requires 65 employes to take care of the trade.

The firm of Chas. E. Stevenson & Co. has been but a little less than one year established in Vancouver. The firm, however, has been in business in Nanaimo, on Vancouver Island, some years. In that city a very large store is occupied, and the character of the business done is more that of a departmental store. The firm claim for their Nanaimo house a trade second to no other retail business west of Winnipeg. The Nanaimo store occupies a ground floor space of 120 feet frontage, with a depth of 100 feet. The employes number 38.

Since coming to Vancouver Stevenson & Co. have succeeded in securing a very fair share of the city's best class of trade in dry goods. Not only have they successfully operated the Vancouver and Nanaimo businesses, but Stevenson & Co. is a name known in the provincial towns of Cumberland, Ladysmith and Duncans, on Vancouver Island, and Kamloops, Revelstoke and Grand Forks on the mainland.

It is the arrangement, so the firm announces, that Mr. Gordon Drysdale, who is one of the best dry goods buyers in the country, will take entire charge of that department of the new business, the active management of the stores being under the charge of Mr. Chas. E Stevenson.

The Woodward Departmental Stores, Limited, will in a few months occupy a large four-storey block which is now in course of erection for them on the corner of Hastings and Abbott streets, in a very favorable central situation. The original firm of Chas. Woodward & Co., Limited, will amalgamate with Davidson Bros., jewellers, one of the oldest and most favorably known firms in the city, and R. G. Buchanan & Co., a young firm of five years' standing and splendid reputation.

GEO. S. B. PERRY.

Our travellers are out with Spring Samples.

The Ladies' Shirt Waist assortment is elaborate.

STYLE

QUALITY

DESIGN

For beauty and workmanship our Waists are unequalled.

TOOKE BROS., Limited,
MONTREAL.



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE

Makes all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of buttons.

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,
266 Greene St., Cor. 8th St.,
NEW YORK, U.S.A.

CANADIAN PACIFIC RAILWAY CO.

ATLANTIC STEAMSHIP LINES.

Montreal to Liverpool.
Montreal to Bristol.
Montreal to London.

These fine large steamers have twin screws, side keels, midship saloons, spacious promenade decks, electric light throughout, and are of the most modern type.

WINTER RATES.

First Cabin, $50 and upwards. Round trip tickets at reduced rates.

Second Cabin, to Liverpool, single $37.50, round trip, $71.25; London, $73.75.

Third Class to Liverpool, London, Glasgow, Belfast, Londonderry and Queenstown, $25.00.

To book passage and for all particulars apply to

Canadian Pacific Railway Company Atlantic Steamship Lines,
6 ST. SACRAMENT STREET, MONTREAL.

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.
28 Wellington St. West, TORONTO, ONT.

SEE our exhibit of

Eiderdown Dressing Jackets and House Gowns

TORONTO EXHIBITION

Woollen Manufacturers' Section

The Galt Knitting Co.

Limited,

GALT, ONTARIO.

Cartwright & Warners'

Celebrated All-Wool

UNSHRINKABLE UNDERWEAR.

CARTWRIGHT & WARNERS' name on a garment carries with it the value of a hundred years' successful experience in the manufacture of the best Knit Underwear in the world, and stamps it with the character of superiority that places it above and beyond all other in a class by itself.



R. FLAWS & SON, Agents, Melinda St., Toronto

NEW ASSISTANT COMMISSIONER OF CUSTOMS.

MR. JOHN BAIN, the newly-appointed Assistant Commissioner of Customs at Ottawa, is well deserving of the position to which he has attained. He has during his life made a habit of performing to the very best of his ability every task imposed upon him whether it be for private employers or for the Government. One of his old employers was recently asked by THE DRY GOODS REVIEW for an estimation of him. One sentence which he gave in reply is worthy of repetition, namely: "He was exceptionally good at his work."

Mr. Bain was born in Scotland 35 years ago. He came to this country early in life and settled with his parents in Paris, Ont., eventually engaging in law and newspaper work. In 1896 he was appointed private secretary to the Minister of Customs, in which position, by unvarying courtesy and strict attention to duties, he won the esteem of those with whom he



Mr. John Bain.

was brought in contact and the approval of the head of the Department in which he was employed. Last year he accompanied Hon. William Paterson to Great Britain where he performed most of the secretarial work in connection with the trade questions discussed at the colonial conference. In the negotiations with the French Government in regard to trade matters his services were also utilized.

It is a grounded belief in the minds of not a few that promotion in the Civil Service is only attained by persistent wire pulling. Whether this statement be founded upon fact or not does not matter. In Mr. Bain's case, however, his promotion is beyond question due to his own ability and to the faithful manner in which he has performed his duties.

THE QUICK GAIT.

RUSH, rush, rush! That is the keynote of life in this busy world. The active business man naturally is in a hurry, for there is a certain grain of truth in that old saw that "time is money," but in his haste he sets a pace that everybody tries to travel. No matter what a man's mission may be—even if it is only to kill time—he seems to think he must commit that murder at the highest possible rate of speed. The rush fever is contagious. Did you ever notice how people take the fastest train, as though their lives depended upon getting to their destination, and then saunter away from the station as though they had hours to spare? There is a great deal of unnecessary wear and tear in this high tension habit, and we miss some good things by rushing past at such a pace that we cannot see them.—The Four Track News.

HANDY LAW BOOKS FOR BUSINESS MEN.

THROUGH the courtesy of Mr. R. R. Cromarty, of the Canada Law Book Co., THE DRY GOODS REVIEW has received a copy of an important new work on "Frauds on Creditors and Assignments in Benefit of Creditors," by Mr. W. R. P. Parker, B.A., LL.B., of Osgoode Hall, barrister-at-law, a well-known writer on company law.

The work is a treatise on the Canadian law of fraudulent transfers, fraudulent preferences, assignments for the benefit of creditors, composition and extension deeds, and contains as well a complete list of forms, and a compilation of the statutes in force in the various provinces bearing on these matters. Mr. Parker has made a special study of this branch of law for some years. The effect of the enactments of the different provinces is considered, and the decisions in all the provinces, other than Quebec, as well as English cases, are cited, and, where of service in throwing light on unsettled points, American cases are also referred to. A distinct gain to legal literature, the work treats of matters commonly arising in connection with all large mercantile concerns, and is written in such a way as to be of practical use to the mercantile community, and should prove a handy work of reference for a merchant or manufacturer to have in his office. The book is handsomely and serviceably bound in half calf and is sold at $5.50 by The Canada Law Book Co., law publishers and binders, 32 to 34 Toronto street, Toronto, Canada.

THE MILLERAIN PROCESS.

MR. JOHN MILLER, representing The British Millerain Co., Croft Mills, Halifax, England, and Mr. C. G. Barber, representing Chas. MacIntosh Co., Limited, of Manchester, have spent the past three or four weeks in Canada in the interests of their respective firms. Mr. Miller is managing director of the firm who are proprietors and sole patentees of the Millerain process, which renders perfectly rainproof and dust and dirt proof the most delicate fabric without in any way affecting the porosity, wear, elasticity or color.

A DRY GOODS REVIEW representative was permitted to see several tests made of various fabrics perfected by The Millerain process and the result was most surprising. By the process the fibres are so treated that they will not take up any moisture and retain their properties permanently. They are absolutely rainproof, and the effect of a shower upon garments made from this class of goods is to wash all dust and dirt off the cloth entirely, instead of into the garments, as is usually the case with any not treated in this way.

Cloth treated by this process is what is used so largely by the British Government in tents, blankets, khaki uniforms, etc., in their various departments.

The British Millerain Co. proof only the manufactured cloth, which they guarantee absolutely unshrinkable. Chas. MacIntosh Co., Limited, manufacture garments made from the proofed cloth. They are of high-class English manufacture and Mr. Barber has been very successful in introducing them in Canada during his trip.

An Invitation to Buyers

THE DRY GOODS REVIEW

cordially invites

Visiting Buyers

to make use of its offices, as their business headquarters where mail can be sent, and where they can conveniently drop in to write a letter or have a restful read, during their stay in the city.

There will be ample accommodation and a cordial reception for all who find it convenient to accept this invitation.

Call and shake hands, anyway.

232 McGill St., MONTREAL.

10 Front St. E., TORONTO.

CEETEE

PURE WOOL.

Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new features in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO., 30 Wellington St. East, TORONTO.

JOS. W. WEY, 7 Bastion Square, VICTORIA, B.C.

If you are not already familiar with the superior qualities of

PERRY'S FASHION UNDERWEAR.

—the health, comfort and general satisfaction which customers derive from its use—you ought to ask to see our new lines at your jobbers, and try them on your best customers next season.

Discriminating buyers, who study the best interests of their houses and value a reputation for selling high-class goods, always favor "Perry's" when it comes to underwear.

Ask for and look at our samples.

The G. B. Perry Knitting Co.

Park Street N., HAMILTON.

A PEN SKETCH OF THE CANDID MR. GOURLEY

By H. F. GADSBY.

SEYMOUR GOURLEY, member of Parliament for Colchester, N.S., is the most prominent meteor we have in Canadian politics. His advent was entirely unexpected, and to this day no one presumes to gauge his orbit.

The story runs that when Gourley decided to contest Colchester in 1900, Sir Charles Tupper politely asked him to "go away back and sit down." Gourley replied that he knew whom his country needed better than Sir Charles did, and the event seemed to prove that Gourley knew what he was talking about. The Conservative organization in the county reasoned with him, also counseling the mute, inglorious life of a private citizen. They pointed out how hopeless was the prospect of wresting the seat from Freeman McClure, the Liberal candidate. They threw all the cold water they could on his fire. But the meteor soul of Gourley burned on. He told them that he scorned Tupper, and snapped his fingers at their fears, and said that if the machine didn't work for him he would do without it. Both by conviction and by tradition he was a Conservative. The people knew that. If his party put up another candidate, he would bite his way in on his own account and detach enough votes from the nominee of the convention to let the Liberal slip in. At this juncture everybody surrendered to Gourley. Like Caesar, he came, he saw, he conquered, he was elected. All of which goes to show that Gourley is a great man because he can take opportunity and choke it till it is black in the face. Your truly great man moulds circumstance; he does not wait to be moulded by circumstance. In the way he dealt with the Conservative party in Colchester, he appears to have been actuated by the same spirit as that famous Roman general Sertorious, who never shirked a battle because the omens were bad. He simply invented new ones that would do the business, and won out every time.

When Gourley came to Ottawa he behaved exactly like a man of destiny. There was a certain aloofness about him which showed that his was a superior nature. He could not bear the sordid details of politics. Having trodden the Colchester clique under foot he hastened to forget the stepping stone on which he had raised himself. He did not blaze forth in the House. He was biding his time. But privately he would discuss nothing less than continents and world movements. It was evident that his was a master intellect, handling everything in the large. One of his most godlike attributes was a pervading absent-mindedness. He would take soup twice, being under the impression that he had not had it once. He would place his cigar carefully in the soap-dish and throw the soap out of the window. Once, indeed, he went to church on Saturday, which indicates that his thoughts are generally twenty-four hours ahead of the rest of the world. It was only when the verger admonished him that he had jumped a day that he would consent to retire. Up to that moment he had wondered why Ottawa was so tardy in its devotions. The incident was a trifling one, but it demonstrated to all and sundry that here was a fine, impetuous, proleptic personality that was going to make itself felt.

It also came to be known that Gourley was highly original. It had been noticed that he insisted on viewing the world from his own corner—which is, of course, what originality comprises—but the pivotal episode occurred in No. 6, the Conservative smoking-room, when Gourley was conversing with some of his friends. Gourley's seven-year-old son was with him, and Gourley's theory of education is that the legitimate curiosity of every child should be satisfied as far as the resources of the parent or instructor will allow. The topic under discussion was independence and independents in Parliament.

"Father," said this little pitcher, which had the usual amount of ears, "What is an Independent?"

"An Independent, my son," here the fond father beamed on his precocious offspring, "An Independent is generally a blankety blank scoundrel."

Anecdotes like these soon made Gourley a marked man. It was apparent that presently he would say something brilliant and startling like a Catherine wheel. In short, this meteor was bound to coruscate. Meanwhile Gourley showed that he was an immortal by his indifference to costume. Emancipated intellects have always flouted the rules of the toilet. Socrates didn't trim his beard often enough; Diogenes dressed to suit his tub; Gourley dressed to suit himself. The daily newspapers have printed pictures of Gourley as he first impinged on the horizon of the capital. It being the depth of winter, the member for Colchester wore Arctics, which reached halfway to his knees, striped trousers, a frock coat, over that a pea jacket, and perched on three hairs a Persian lamb cap at the proper military angle. What the critics seized on was the fact that the tails of this frock coat protruded some two feet beyond the limits of the pea jacket. It was only when Gourley, in the House of Commons, expressed his eternal readiness to step into the trenches against the hated Yankees that the scoffers realized what an ingenious compromise between comfort and occasion this costume of his was. Take off the cap and the pea jacket and there was the statesman *en grande tenue*, frock coat, cravat and all the rest of it! Take off the frock coat and the stand-up collar; put on the pea jacket and the cap, and there was the soldier ready for hard work in the trenches. No doubt Gourley had figured out exactly how he could slip from one role to another by a few trifling alterations. His conduct in this regard reminds one of Napoleon, who used to bewilder his courtiers by his lightning changes of costume. One minute he would be in the throne room, slippers with gold buckles, silk stockings, white knickerbockers, and a flowered coat, the king; five minutes later he would be on the street, mounted, boots, spurs, chapeau bras, hand in his bosom, a scowl on his brow, the great hero and commander. The secret was that always ready in the next room was a pair of top boots, satin lined, which Napoleon exchanged for the slippers. The boots hid the silk stockings and disguised the knickers, which were of the regulation military color. The civilian thus became the soldier in a minute and a half if the boots went on easily and the groom had the horse at the door. Gourley's costume was built on the same principles.

As Summer waxes, Gourley relaxes. That is to say, the military idea does not show so plainly in his clothing. It is natural in a being so original as Gourley that his martial ardors should burn more briskly when the weather is cold. As the mercury falls the flame of his spirit mounts and the soldier is revealed, the Yankee hater, the eagle snatcher. Gourley is more combative in Winter because he believes that the Yankees will make a Winter campaign of it. Consequently, he must be ready to do trench-work at any minute. In Sum

mer he can sink the soldier and let the statesman come forward. But, statesman or no statesman, he must not be cribbed, cabined and confined in uncomfortable garments. When the days grow warm Gourley sheds his vest—as sure a sign of Spring as the first robin. June comes, and the suspenders give way to the belt. July enters, and the bowler hat surrenders to a linen slouch. But all this time Gourley has not parted with his morning coat, a tailed and sombre thing quite as impressive as a Prince Albert. Button this coat up, and you forget the neglige. Unbutton it, and you are arrayed for the dog days. The simple, almost Spartan, utility of this arrangement is admirable. And if Gourley should be charged with eccentricity in these matters, he can reply that Jabel Robinson, being invited to dinner at the Speaker's, makes a practice of wearing top boots with his evening dress, hidden, of course, but unmistakably there, as the bulge near the knee reveals. Indeed, Ottawa encourages these daring incongruities. In really hot weather the aides at Government House affect silk hats, frock coats and duck trousers. At any time of the year almost you may see a Cabinet Minister attired in sack coat, silk hat, the other etceteras and tan shoes. The sergeant-at-arms and the usher of the Black Rod take their afternoon strolls in light tweed coats and black broadcloth trousers. Other exceptions are numerous. Perhaps Gourley is not so original as we at first imagined.

Gourley has been promoted rapidly since he came to the capital. After his first speech he was breveted Major; after his second he became Colonel; after his third he was General, where he sticks. He can't go any further unless Lord Dundonald moves out. Gourley is a doughty fighter. Samson himself could hardly kill more Philistines with his peculiar weapon than Gourley does. Gourley is by profession a Conservative. Only the other night he spoke scathingly of the dastardly Liberals who had approached the sacred shrine of the National Policy, stabbed it to the heart with sacrilegious hands and seized its cloak, which was far too large, to conceal their faults. It will be seen from this that Gourley does not hesitate for words. On the contrary he suffers from an embarrassment of riches. But Conservatism represents only a small part of his politics. Gourley's outlook is continental, imperial, universal. He calls on geography to prove that if anybody is to be absorbed in North America it will be the United States. He believes resolutely in an Anglo-Saxon confederacy, in which the monarchy will prevail. We are to be the people under an emperor. Gourley is a United Empire Loyalist in the largest sense of the term. Until all the English-speaking nations are gathered under the aegis of Great Britain Gourley would have Canada vie with the United States in everything, tariffs, railroad building, naval and military defence, anything in fact that will put the Yankee nose out of joint. The republic is destined to be our enemy until the Empire swallows it. The curious part of Gourley's creed is that while he has a tremendous, almost sanguinary, enthusiasm for the cause of empire, he thinks very poorly of the fellows who are bungling matters in Downing Street. He says that Great Britain no longer breeds statesmen. Chamberlain is a ward politician. Balfour has no spine. Rosebery stands by with his hands in his pockets. What the Empire wants is new blood from the colonies, men, let us say, like Gourley, who will rise up in the British House of Commons, trample on their insular pride, take the conceit out of the hereditary peerage, flout their obsolete and lethargic institutions, and tell them how to manage the Empire in a truly imperial manner.

Towards the United States, which is meanwhile our hated rival, Gourley expresses the most bloodthirsty sentiments. Gourley has a soft voice and a mild brown eye. These prickly speeches of his are quite as surprising as honey in a lion's mouth.—Ottawa, August, 1903.

AN OPINION REGARDING THE PREFERENCE.

By a Representative of a British House.

HAS the preference given to British-made goods been of much assistance to British manufacturers? Most certainly I think it has been of the greatest assistance. It came at the right time, too. Statistics show that for a time British trade with Canada began to fall away most alarmingly, and that now this trade is on the increase.

A GREAT ADVANTAGE.

Personally I have found it to be a great assistance. On most of the goods I handle the duty is 20 per cent. The third off makes the duty 13⅓c on the $1 instead of 20 per cent. This does not seem much, but it practically brings the British manufacturer up alongside the Dominion. It means the freight, and in some cases the packages as well.

SOME DRAWBACKS.

The time it takes to make deliveries is the great drawback to this trade with Britain. Canadian merchants cannot wait for six weeks for goods. Six weeks is, however, a record time, and it seems to me it takes nearer three months from date of order to secure deliveries.

Amongst firms on this side who do not do much importing the time seems to be lost after the goods arrive at the point of destination. This, of course, is the buyer's own fault, and arises from his want of knowledge of the customs and shipping formalities.

Again, Canadians ordering goods have to buy much greater quantities from home than they can possibly do from the United States. The United States can make deliveries in days as against months from Britain

The trade has been saved to me by the preferential tariff, I honestly believe, and in this way: The buyer is very loath to order goods so far away from home. He has to have inducements in price offered him every time. This preference allows for a cut against the American deeper than what might be without it. I find a want of consideration amongst the buyers for the old land. What there is of it don't count 1 per cent., and my position, but for a long connection of a personal nature, is not a strong one.

Local manufacturers have built up their facilities for turning out goods now as good as is required. I find less and less American goods in my line being used on this account. In other lines it may be different.

TRADE METHODS IN CANADA.

Canada as a colony has a totally different way of doing business with the old land from other colonies and dependences. They buy direct from representatives who come to see them and sell from samples, or they send over buyers and buy direct. Australia, New Zealand, South Africa, India and China order through their London shippers. That is to say, the orders are sent to this London firm, who place the business, largely where directed, at the best price and terms, receive delivery or ship on account of their foreign correspondent. Payment is made by the London shippers for cash discount against shipping documents. In this way the manufacturer gets prompt cash for his goods, whereas he has to draw on Johnny Canuck at 30 days to four months, thus taking some risk.

If British manufacturers are to do trade here they must send their men out and allow them to do the business thoroughly, watching carefully to whom they sell. On the other hand, if Canadians want to see the home trade increase they must meet these gentlemen half way and give them all the chances they can to meet requirements.

It is no good to rush things, it pays to take time.



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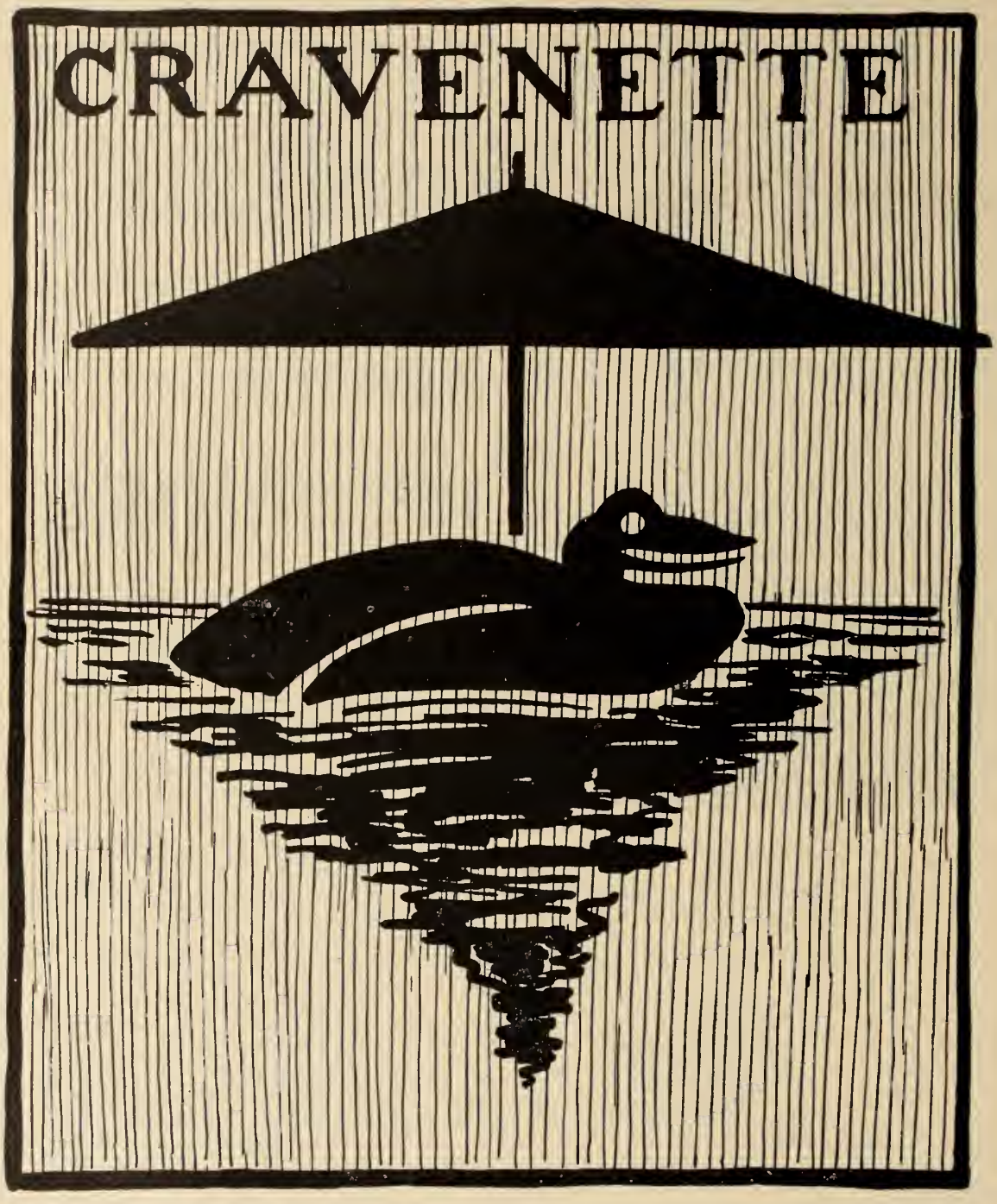
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MONTREAL AND TORONTO, SEPTEMBER, 1903.

MR. ROSS' TWO MASTERS.

JAMES ROSS, has resigned the presidency of The Dominion Iron and Steel Co. His explanation is that while he has every faith in the ultimate success of the Sydney enterprise, he cannot serve two masters. The two masters to which he has reference are of course The Dominion Iron and Steel Co. and The Dominion Coal Co., whose financial relations with each other are at the moment not altogether satisfactory

There is some food for thought in Mr. Ross's explanation. Mr. Ross is a business man of large experience. He knows what he is talking about. When, therefore, he says that he cannot serve two masters, it is well for business men to stop and consider whether they are not attempting to do the impossible.

One cannot in business serve two masters and attain the highest possible success. He who would be successful in business, must serve his business, work for it, plan for it, and give it his undivided attention. By all means let him have relaxation, but let relaxation have its proper place. Do not let it encroach upon business duties.

But one of the greatest evils in the way of trying to serve two masters is when merchants or manufacturers draw upon their capital for the purpose of speculating on something altogether foreign to their ordinary business. Speculation is just as exacting a master as any business enterprise ever can be, and it is impossible to faithfully serve both these masters. Both masters suffer when an attempt is made to serve both.

He is a wise merchant who decides to serve his own business. It is better for his peace of mind and better for his bank account. Mr. Ross evidently had this thought in view when he decided to leave the service of one of his masters.

• • •

It is not necessary that a merchant should be musical in order to teach his customers to sing his praises.

• • •

KNOWLEDGE AS A HELP TO SUCCESS.

DRYGOODSMEN cannot afford to be ill-informed. Their business is of such a peculiar kind that in order to be successful they must be up to date. There is probably no branch in the commercial world in which inefficiency is more damaging than in that appertaining to dry goods.

To be successful, dry goods merchants must know the character and quality of the goods they carry in stock, the kind of goods that are most in vogue, and that will best suit the trade in their particular locality. Though they may learn a great deal about the goods to-day, to-morrow there will be new goods and new fashions to become acquainted with. And the merchant must become acquainted with them if he is to sell them intelligently.

The successful dry goods merchant should at all times be a close student of everything pertaining to his trade; and not only that, but it will be all the better for him if he is well-informed in regard to current affairs at home and abroad.

Knowledge broadens the mind and increases efficiency.

• • •

If that which a merchant sells does not tend to increase his business reputation it would be more profitable for him to cast it into the fire.

• • •

LET US AVOID BEING SYCOPHANTS.

A MOVEMENT is on foot in Great Britain to erect a monument in Westminster Abbey to the memory of General George Washington. The movement seems to have quite an impetus, and possibly may attain unto consummation; whether a happy consummation cannot be said.

George Washington was certainly a great man, but, with others, he took advantage of the taxation disabilities under which the North American colonies labored to breed a revolution against the Mother Country, and by the aid of France set up an independent republic at a time when Great Britain was contending against Napoleon for the liberty of Europe.

As we have said, he was certainly a great man, but his quality of greatness was exercised for the seceding colonists and for the republic which they afterwards formed. In pre-

revolutionary days his sword was drawn in behalf of the British Government and he at times used it well.

But the deeds which have caused his name to be placed in a niche in the temple of fame were directed against and not in behalf of the Mother Country. His greatness was achieved, in part at least, in the weaning of a child from its parent, and when the grievances which had rightly created its indignation had been practically removed by the intervention, not of American armies, but by the efforts of Burke, Fox and other champions of civil liberty in the Motherland.

And the fact that Canada is to-day part of the British Empire is not due to absence of effort on the part of George Washington and his fellow-revolutionists to alienate her therefrom. They tried both coaxing and coercing, but both alike proved abortive.

If the leaders of the revolution had had their way, Canada to-day would have been a star in the United States national flag and not a jewel in the British crown. And after all this it is proposed to immortalize Washington in Westminster!

We are afraid that in the spirit of adulation of the United States which now seems to possess Governmental and society circles in Great Britain, the facts of history are in danger of being forgotten.

Let us be on good terms with the United States. Let us get as close to them in trade matters and in the work of advancing civilization as is wise and prudent, but do not let us become sycophants.

Let the United States honor Washington to their heart's content. They call him the father of their conntry, and no greater eulogy can be bestowed upon any man. Let Westminster Abbey be reserved for the great men of the Empire, not for those who attempted to dismember it.

* * *

He is a wise merchant who strives to educate his customers as well as his clerks.

* * *

SHOULD BUSINESS BE PUSHED IN GOOD TIMES?

THE opportune time to push for business is when times are good. This is the theory that the mariner works on. He does not wait until the winds are unfavorable before he puts forth his best efforts. It is when breezes are most favorable that he crowds on the most sail and endeavors to make the best headway.

Business men cannot afford to follow the contrary rule, and the most successful men are those who employ progressive business methods when trade is active as well as when it is inactive. They may have all the business they can well take care of at the moment, but they know there is a time when this happy condition of affairs will not exist.

Depression as well as prosperity has its cycles, and when they come those who have not taken advantage of the good times to push and expand their business cannot expect to be in as favorable a position to contend with those of their competitors who have been steadily and consistently grasping opportunities for enlarging their trade.

The head of one of the largest manufacturing concerns in Canada was recently asked why it was that while he was overcrowded with orders he still occupied a liberal space in the trade and daily newspapers. His reply was to the effect that, while it was quite true he was overcrowded with orders, he knew there was a time coming when he would not be, and that he had to be mindful of the future as well as concerned in the present. In other words, he could not afford to sink his identity because he was loaded with orders. The methods he had employed to build up his business he had to continue in order to maintain it.

In the race for business no one can afford to rest on his oars. Everything was going so well with the fabled hare that he thought he could afford to take a nap. He took the nap, but the turtle, by keeping everlastingly at it, took the prize.

* * *

More gold is made by scratching the soil in the Canadian Great West for wheat than in digging for the yellow metal in the Yukon.

* * *

THE ADVANCE IN PRINTS AND COTTON WARP.

THE new price list on Canadian prints recently issued shows that advances have been made on all the lines save one, and these advances are so great as to seriously affect the retailer and his customer.

The lowest is ½c. and the highest 1½c. No. H cloth in light colors, which last Spring was sold for 5c., has gone up ½c., and the triple H variety has in anilines and navies advanced 1½c., or almost 19 per cent.

It has always been the opinion of those who knew that prints were selling below their value. Considering the present price of raw cotton, the old prices were made impossible. Certain lines of HHH are still at the old figures, but this is a matter of policy rather than warranted by the cost of manufacture. Where a cloth will not sell at 9½c., 8c. is better than nothing, and, after pressure from the wholesale houses, the manufacturers decided to make no change.

Two cents advance in cotton warp, which is demanded by the mills, is not so far-reaching in its effects, but is important in showing the strong upward tendency of all cotton goods. Manufacturers have taken advantage of the present conditions in labor and raw material to place their productions on a paying basis.

* * *

Hope is the soil in which the business man develops his ideas.

* * *

EXPORTS OF BRITISH DRY GOODS TO CANADA.

THE British Board of Trade returns show a number of increases in the exports to Canada of the various dry goods lines for the six months ending June 30, which make very satisfactory reading. In wool the increase amounted to £3,000, and in woollen tissues to £12,000; in worsted tissues, £83,000; carpets, £49,000; haberdashery, £52,000; linen piece goods, $2,000; jute piece goods, £26,000; lace, £4,000; apparel and slops, waterproofed, £22,000; apparel and slops, not waterproofed, £9,000.

The only decreases occurred in cotton piece goods and silk, £4,000 less of the former having been exported and £2,000 of the latter.

THE QUESTION OF IMPERIAL TRADE.

IT is to be regretted that the Congress of the Chambers of Commerce at Montreal could not concur in anything more tangible than a compromise resolution in regard to the question of Imperial Trade.

The compromise resolution merely touches the fringe of the great question, but not the merest inkling does it give as to how it is to be solved. It declares that the "various parts of His Majesty's dominions would be greatly consolidated by the adoption of a commercial policy based upon the principles of mutual benefit, whereby each component part of the Empire would receive a substantial advantage in trade as a result of its national relationship."

There is nothing new in this. It only expresses what has been time and again expressed. Every business man wishes to see trade within the Empire developed, and the more substantial its development the greater will be his pleasure. This is just as natural as for the moral man to desire the growth of morality. He knows it is a good thing. But as to the actual basis upon which the desideratum is to be obtained the resolution is meaningless.

The phrases of the compromise resolution were coined and the sentences turned with the evident object of avoiding the different theories as to how the desired extension of Imperial trade was to be brought about. It is to be regretted that the congress was so barren of results as far as the promulgation of a definite plan is concerned. We know what the views of the protectionists and the free-traders are. But it would have been interesting, and, what is more, valuable, to have had a resolution outlining what, in the opinion of the 500 or more business men present, would be a workable plan for the development of trade between the component parts of the Empire. This is what they had journeyed from all quarters of the globe to do, but this is the very thing they failed to do.

We do not, however, consider that the congress has been abortive, even in regard to this particular question of trade within the Empire. It has emphasized both the importance of closer trade relations between the component parts of the Empire and the obstacles which stand in the way of their consummation.

There are problems to be solved in connection with all undertakings. And the greater the undertakings the greater, as a rule, are the problems. Because the congress at Montreal has clearly shown that there are difficulties which stand in the way of a closer union between the Mother Country and the colonies in the matter of trade and commerce, it by no means follows that the difficulties are insurmountable.

Even under the existing conditions, trade between the component parts of the British Empire is increasing. But the rate is not sufficiently rapid. What is desired is a definite plan that will accomplish this.

Before that which is desired can be obtained the business idea must predominate. In other words, the problem must be worked out along the lines of business common sense. While we are disputing over the relative merits of free trade and protection, like the early fathers of the churches, we are troubling our minds chiefly over the non-essentials. Let us get down to business.

At present there does not appear to be much disposition to do this. We hear a good deal of preaching about the morality of give and take, but there does not appear to be much disposition to practice it. And no one part of the Empire has a monopoly in this respect. Each is affected.

One thing, however, that we should not overlook: each of the component parts of the Empire must work out its own salvation in matters of trade and commerce. They may, after the manner of business men in a given community, by an arrangement among themselves, remove barriers to the interchange and development of trade, but the success of each does not devolve upon the efforts of all; it is dependent upon the efforts of each.

We in Canada are fully persuaded that, while closer trade relations within the empire would help us, the measure of success which we attain in the development of our resources will depend upon our own efforts, not upon any legislative arrangement with the other units which, with us, compose the British Empire.

Any arrangement that did not recognize this would not be business-like, and would loosen rather than tighten the bonds of empire.

* * *

An ill-dressed window is an indication of badly-clothed ideas.

* * *

A SUGGESTION FOR CIVIL SERVICE REFORM.

IN spite of all the efforts that have been made in the direction of civil service reform, there is still a great deal to accomplish before the service can be said to be in anything like as efficient a condition as it should be.

Appointments to office are seldom made on the ground of efficiency. It depends more on the pull the applicant has than upon his ability.

The result of the present system is that notwithstanding the number of men who are seeking positions or desiring promotion, the heads of the various departments in the Government service of Canada are experiencing a great deal of difficulty in securing the right kind of men for responsible positions.

What is wanted in the civil service system is a radical change, and a change that will place it on a business basis—upon the same basis as that which prevails in large and important commercial enterprises.

It seems to us that the way in which this change could be brought about would be to delegate the appointment of men to the different branches of the civil service to a commission or a board. This board could be composed of the permanent heads of the different departments. These heads would have no political axe to grind as a rule and would be more independent of the influence of the politicians than would the Minister himself.

We believe that if the Dominion and the Provincial Governments as well would turn their attention to reform on this line not only would the service become more efficient, but the Ministers themselves would have greater peace of mind, for, as everyone knows who has had anything to do with politics, patronage is the bane of the average Minister's life.

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☞Correspondence and personal interviews are invited.

FINANCE AND INSURANCE

THE sale by London of over 100,000 shares of stock on the New York market recently, when there was no balance to the account of New York bankers with foreign correspondents, had the effect of putting up the price of sterling to 1c. per lb. above the rate at which gold can be bought in at a profit. But this state of affairs cannot last long, as the commercial bills in connection with the cotton and grain industries will now begin to come in and will last well on into Spring. These bills will put a balance in the hands of the foreign correspondents that will lower the price of exchange by making it of no volume, and America can then, if necessary, reimport part of the gold which she exported during the early Summer.

• • •

These commercial bills play a conspicuous part in the money markets of the world, and "documentary commercial acceptances" are papers of great influence on the possibilities of gold importation. Such acceptances are simply drafts drawn by the cotton or grain shippers in this country on the English or continental firms to which they have sold cotton or grain, or on banks upon which they have been authorized by these firms to draw. To these drafts are attached the bills of lading and perhaps a certificate of insurance and, in the case of grain, of inspection. When these drafts are drawn on a reputable firm or bank, the New York bankers readily buy them and discount them on the foreign market where the firm or bank is situated. These bills are usually 60 or 90 day bills and the discount at present in London amounts to about 3 per cent. Of course, the possibility of gold importation depends upon the amount of these commercial bills, and although at present exchange is too high to favor importation, the entry into the market of the cotton and grain bills is looked forward to as of sufficient volume to lower the rate of exchange more than the cent by which it now overtops profitable importation.

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Recently discussing the situation as far as the issues of new capital are concerned, Bradstreet's says that it must be admitted that all announcements that industrial or railroad corporations contemplate an increase of their share capital or funded debts or that they have borrowed money temporarily on their credit in the loan market are not only received unfavorably, but have a positively chilling effect on the financial situation. It can, of course, be readily understood that a corporation like The Consolidated Lake Superior Company should meet with but scanty encouragement in response to its management's appeal for subscriptions by the stockholders to an issue of $12,500,000 4 per cent bonds at 60 per cent. of their par value, even though it is plainly stated and is perfectly understood that failure to supply the $7,000,000 or more which it is hoped can be raised in this way means that the embarrassments of the company will be increased to an extent which would endanger the $26,000,000 of cash which has been invested in the enterprise through its stock. New industrial undertakings, or those like the Consolidated Lake Superior, which are in an incomplete state, and therefore need additional capital to place them in a position where they can prove their earning capacity, find, in fact, no favor whatever at present.

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Railway earnings continue to be of a most gratifying nature. The earnings in the United States and Canada during the first seven months of the year aggregated $449,355,044' an increase of 13.7 per cent. compared with the same period in 1902. It is significant that out of 35 enumerated railways on this continent, two of the Canadian railways stood second and third respectively in regard to increases in earnings during July, as compared with the same month last year. The Canadian Pacific showed increased earnings of $750,000 and the Grand Trunk of $603,186.

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At the meeting of the directors of the Canadian Pacific Railway held in Montreal on August 10 it was decided to increase the common stock dividend from 2½ to 3 per cent. for the half year. The usual 2½ per cent. dividend on preferred stock was declared. The gross earnings for the fiscal year ending June 30 were $43,957,373; working expenses, $28,-120,527; net earnings, $15,836,845; other income, $1,286,-612; total net income, $17,123,658; less fixed charges, $7,-052,197; less amount applied against ocean steamships, $150,000. Net income available for dividends, $9,921,460.

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The demand for tornado insurance on Southern cotton mills continues, but the sizable mills cannot get sufficient indemnity in the few companies writing the business. Some underwriters get one per cent. for three years, others seventy-five cents, and there are rumors indicating a few policies at lower rates. In view of the inadequate supply some managers question the wisdom of those who write for seventy-five cents risks which readily pay one per cent. to other companies.

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The officers of the International Association of Accident Underwriters elected last month are: President, Edward S. Lott, United States Casualty Co., New York; vice-presidents, Arthur L. Eastmure, vice-president Ontario Accident Insurance Company, Toronto; George S. Dana, Commercial Travellers' Mutual Accident Association of Utica, N.Y.; treasurer, A. E. Forrest, North American Accident Co., Chicago, Ill.; secretary, G. Leonard McNeill, Massachusetts Mutual Accident Association, Boston, Mass. Executive Committee, W. B. Smith, Hartford, Conn.; W. H. Jones, Boston, Mass.; H. G. B. Alexander, Chicago, Ill.; F. E. Haley, Des Moines, Iowa; F. J. Moore, Philadelphia, Pa.; R. A. Kavanagh, Chicago, Ill.

A FAVORABLE FORECAST.

IN spite of large purchases from Europe of securities by American investors and operators in recent years, the American excess of exports over imports of gold in August, September, October and November of last year amounted to £4,400,000. In the corresponding months of the previous year the amount of gold imported on balance reached four millions. This year, with America selling instead of buying securities, and with Europe buying instead of selling, with probable large shipments of cotton as soon as the new crop comes forward, and with heavy exports of general produce, it is quite possible, indeed probable, that the quantity of gold imported by the United States in the three months up to the end of November may be twice as great as last year—a sum which, added to the surplus cash balance of New York bankers, would enable them to meet the usual Autumn demand for cash amounting to some ten millions with ease and with a con-

siderable surplus. Further, it must be borne in mind that after the beginning of November cash usually returns from the interior to New York, and although there is an increased demand for currency at the end of December, in January the return of cash is very rapid. So far as it is possible to gauge the outlook, we anticipate that the cash reserves of the New York banks will show some further increase before the Autumn demand is experienced, that by the aid of gold imports the Autumn demand for currency will be met with comparative ease, and that early in the new year the supply of money in New York will be excessive. Under these circumstances investors on this side having command of resources will probably make considerable profits by purchasing securities during the present month with a view to holding them into the new year. That American railroad securities at their present prices are intrinsically cheap cannot be doubted.—London Statist.

STATISTICS ON MISCELLANEOUS RISKS.

The Standard's figures for 1902 on miscellaneous insurance make interesting analyses. As will be seen in the table below, employers' liability constitutes the leading line in this department, showing premium receipts of $11,549,616 out of gross premium receipts of $26,986,832 on the eight lines of risks compiled. In loss ratios, health insurance makes by far the worst exhibit:

	Premiums Received.	Losses Paid.	Ratios. Losses to Premiums.
Accident	$ 9,365,098	$3,935,056	42.1
Employers' liability	11,549,616	4,951,583	42.8
Burglary	843 401	232,315	27.5
Health	571,849	253,417	44.4
Plate glass	718,792	286,493	39.8
Steam boiler	1,718,951	182,624	10.6
Sprinkler	409,391	131,988	32.2
Fidelity and Surety	1,809,634	553,308	30.5
Totals	$26,986,832	$10,526,784	39.0

GOLD PRODUCTION AND PRICES.

"The world's gold production is increasing now and bids fair to pass all records," says The Wall Street Journal. "The Transvaal output is not so large as it was in the record months of 1899, but on its present ratio of increase promises to reach the total of $45,000,000 for 1903. Alaska is a factor now, and, altogether, it is plain that we have entered upon a series of years in which gold will increase in supply, and commodities will advance as its purchasing power becomes less." Continuing its analysis of the subject of increasing gold production and its effects, our contemporary reasons that "the average rate for time money will be higher in the next five years than it has been in the past period of the same length, even allowing for its special dearness at present. Equities, on the other hand, and railroad stocks, as a concrete instance, should sell at higher figures. If commodities are higher, wages should be higher; railroad supplies of all kinds should be higher, and the railroads would be able to charge a higher rate, which should naturally show in increased gross earnings. Although industrial corporations should have to pay more for the expense of their output they would require and receive a greater price for it."

DIVIDENDS AND PRICES.

A RECENT article in The New York Times by Milton J. Platt under the above caption is full of suggestion. The first impulse on observing an unexplained movement in stocks is to attribute it to manipulation, when very probably it has been the result of causes which have escaped recognition on account of their very magnitude.

Mr. Platt contends that it would be safe enough to say that the market for stocks which has been running down hill for months has acted in no other way than might have been expected had presented phenomena and indicated tendencies been correctly interpreted. The whole pith and marrow of the late fluctuations he finds in the matter of dividends, the records of which, as declared by leading railways, he proceeds to analyze and digest.

Tabular statistics show that only four American railways have averaged 5 per cent. dividends on their common stock for the last ten years. The dividends of many of the western roads during the bad years from '93 on were non extant, and only in the last few years have they become respectable. The really steady dividend-producing stocks are few.

Marshalling the figures as to the fifteen important railway stocks, it is found that in 1890 one share of each stock would yield an aggregate dividend of $60.40, an average percentage of 4.56. In 1893, just preceding the period of depression, the percentage was 4.60. In 1895 it had sunk to 3.21, and in 1902 risen again to 5.68. In the corresponding years of 1893, 1895 and 1902 the average market prices of these stocks were, respectively, 105¼, 99¾, 190⅜, from which actual return for money invested would be: 1893, 4.33 per cent.; 1895, 3.22 per cent.; 1902, 3.08 per cent.

Thus, while the dividends on the par value of these stocks declined 1.35 per cent. in 1895 and then advanced 2 65 per cent. in 1902, the actual return on money invested was 14 per cent. less in 1902 than in the depth of the depression of 1895.

"As to whether an average of 3 per cent. was a fair yield for a representative group of stocks whose dividend records, except in a few cases, have been anything but continuous," concludes Mr. Platt, "events have decided."

WHEN A MAN DIES.

"HE left no will,"—familiar words to us all, and to-morrow's newspapers will almost certainly record the death of some prosperous business man who left no will. There are even distinguished lawyers who neglect to do for themselves what they have insisted times without number upon their clients doing. The making of a will is unfortunately one of those things that do not appear urgent, one of the things we are "going to do some day," and so postpone until we are in the valley of the shadow of death, or defer forever.

With many men the reason for not making a will is that the estate to be disposed of is so small, consisting of a home and some life insurance. With others it is a natural distaste to deal with those things that relate to the dissolution of the body. There is, however, another reason that operates powerfully in causing precise and prudent business men to neglect the all-important matter of leaving their affairs after their decease well ordered, and in the custody of trustworthy and competent executors; namely, the disinclination to name executors from among their acquaintances and friends. Most men do not care to act as executors themselves. The time an executorship requires; the troubles involved; the possible lack of sympathy between them and the beneficiaries; the responsibilities incurred; the uncongenial association with fellow-executors; these and other considerations make the office of executor not always one to be desired. In view of these things many men are reluctant to ask a service of others they themselves would be unwilling to render.

That there should be organized bodies of men willing to act as executors, governed solely by business considerations, belonged to the evolutionary processes of our times. Thus arose trust corporations. From the very nature of their operations these companies demanded men of the highest personal character, conspicuous alike for business ability and integrity. The rise and growth of trust corporations has been remarkable. The courts of the land have endorsed them and have committed to their charge many vexatious, but important, estate matters in which wills, investments, guard-

ianships, and trust funds demanded skilled and responsible management.

Lawyers in cities, in towns, in villages learned to appreciate the services of such an organization. Another of the influences at work to make trust companies prosper is the record of criminal or careless conduct on the part of executors by which funds have been wrongfully or wastefully dealt with.

There is extreme satisfaction in knowing that one's estate after one's death is safeguarded by a competent body, familiar with every process of the law affecting wills and trusts, to whom the investing of funds, or the custody of property, or the guardianship of minors is an impersonal matter, protected by stringent legislation. These trust corporations are made up of men of the highest stamp, whose wealth and honor are pledged for the fulfilment of the fiduciary obligations the company assumes.

The fear may be entertained by some that the cost of appointing a trust company as executor of one's estate is excessive. Such a fear is without foundation. The charges are all regulated by legislation, and are declared just. Quite apart from the question of expense it is worth a good deal to know that the conditions, bequests and requirements of the last will and testament are discharged with the utmost of business wisdom and legal exactitude.

In this limited consideration of the advantages of trust corporations as executors, only one of the several functions of these institution has been dwelt upon. The intention has been to impress upon our readers the importance of attending to a matter of great moment, and to point out to them that one of the chief objections for not leaving their earthly affairs well ordered in view of inevitable and certain death is removed through the establishment of trust institutions.

GERMAN FINANCIAL STATISTICS.

THE United States deputy consul at Frankfort, Germany, sends an interesting report regarding the stock and bond situation in Germany. He says that during the first six months of 1903 the new emission of stocks and bonds listed in the German bourses amounted to 923,180,000 marks ($219,716,840) nominal value and 923,990,000 marks ($219,909,620) market value. Of these, 804,780,000 marks ($191,537,640) represented domestic securities and 118,400,000 marks ($28,179,200) foreign securities. The shares of joint-stock companies amounted to but 91,460,000 marks ($21,767,480) in the foregoing. During the corresponding six months of 1902 the new securities placed on the market aggregated 1,483,390,000 marks ($353,046,820). During the first six months of 1903 the number of new joint-stock companies organized in Germany was but 42, having a total share capital of 78,000,000 marks ($18,564,000).

Since the year 1899 the creation of joint-stock companies has steadily decreased, owing to business crises, which checked industrial and financial activity, more especially in the lines of metal-working industries, machine building, electrical plants and breweries. A few of the large banking joint-stock companies have increased their share-capital, having extended their business by buying out private banking concerns or taking up the business of joint-stock companies which had failed.

CURRENT BANK NOTES.

The Bank of Hamilton has opened an office at Melfort, N.W.T.

A branch of the Molsons Bank was started in Frankford on August 1. W. Alex. Blott will be manager.

S. A. Jarvis, manager of the Union Bank at Indian Head, N.W.T., has been transferred to the managership at Calgary, and has been succeeded at Indian Head by E. E. Corle, of the Winnipeg branch.

The Imperial Bank and the Bank of Ottawa recently built very handsome buildings at North Bay, and the Traders Bank hope to occupy their new premises now in course of erection before the end of the year.

The Imperial Bank has purchased the property at the north-west corner of Front and West Market streets, Toronto, for the purpose of establishing a branch bank there. This branch will be quite a convenience to those doing business at St. Lawrence market.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $1,000,000.00.
TOTAL ASSETS, $1,861,730.13.
LOSSES PAID SINCE ORGANIZATION, $22,527,817.57.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

GEO. A. COX, President. J. J. KENNY, Vice-President.
P. H. SIMS, Secretary.

WESTERN ASSURANCE COMPANY. Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital - $2,000,000.00
Assets, over - - 3,333,000.00
Annual Income - 3,536,000.00

HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

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THE accompanying cut shows one of the sure things for Fall trade in medium-priced goods. Other leading designs are the Pompadour and the 38 to 42-inch Coat, either fitted-back or loose. We have them all. Costumes and Skirts of our making, in your stock, would be a guarantee to you of a profitable Cloak Department.

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LADIES' READY-TO-WEAR

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OLD CHANGE BUILDINGS. OLD CHANGE, LONDON, E.C.

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are asked to look in at our showroom when in London and see our samples. Patterns shown are sure to be the latest and most popular, and our lines include full ranges of medium-priced

English Tailor-made Ladies' Coats, Costumes, Childs' AND Maids' Coats

ALSO MACINTOSHES, SKIRTS, BLOUSES, FURS, ETC.

OLD CHANGE BUILDINGS. OLD CHANGE, E.C., LONDON, JUST OUT OF ST. PAUL'S CHURCHYARD

CLOAKS, COSTUMES AND SKIRTS

RAINCOATS.

A JOURNEY down town on a rainy day is no longer a dreaded event. No longer is one's oldest dress and most battered hat donned and over all a floppy and strong-smelling waterproof cloak. The invention of the cravenette and other water-proof fabrics has altered all this, and rainy-day garments are just as smart and as stylish as those for any other occasion.

Raincoats are now-a-days as varied in color, cut and trimmings as fair-weather garments, and, now that the rainy days of Fall are drawing near, smart styles in raincoats are making their appearance.

The long coat to the hem of the gown seems to be in greatest favor for the stormy days that are coming, but showings are by no means confined to this style, and the three-quarter length coat will be quite as stylish as the longer coat. As in all lines that pertain to women's dress at the present time, variety reigns, and not only all tastes, but all purses also may be suited. One thing, however, must be remembered, and that is, that a raincoat which may be called on to do duty as a weather protector one day, will also be used as an evening wrap the next. This shows the need of care and elegance in its make-up.

Belted styles are very popular, not only those that are bloused and have the added skirt, but also those that are a little shaped to the figure, have a belt; while one stylish coat is full and loose, but the back is drawn in, military fashion, by a strap across it. These are only a few of the styles followed, and a model that is loose enough to be comfortable, provided it is smart looking as well, is in good style.

In colors, also, there is the same latitude displayed as there is in the cut, and though there are the usual mixtures in grey, black, dark blue, etc., there is no lack of lighter and brighter colors.

Many of the new coats have double or triple capes, and are finished with a stitched shaped piece around the neck; but those that have a medium collar and small revers are quite in favor.

Hanging sleeves and those that are drawn into a cuff are equally stylish, and a new idea is to line the sleeve of the coat.

THE AUTO GIRL.

MANY and wonderful are the feminine fads; and new ones are ever being added to the already long list of other and by-gone girls. The bicycle girl is a back number, and we have grown accustomed to the rainy-day girl, the golf girl, the bathing girl, etc. We are all ready to welcome back the Summer girl, as she returns each season. These girls are old friends; but at the first sight we are apt to be doubtful about the latest addition to the long list of our girls.

If, on a cool fresh September day you should happen to meet an auto tearing along, for, in spite of laws, authorities and regulations, autos will tear along—and seated therein is a vision, but not one of beauty and grace (the girl in the auto presents more of the appearance of an electrified mummy than anything else), you will then know you have seen the latest expression in costumes feminine—a girl of the day in all the panoply of the latest French ideas for automobiling. She will be enveloped in a big loose coat of rough cloth or rainproof gloria, covering her from head to foot, with a baggy hood drawn over her hat so closely that there is little visible beneath it but a pair of goggles or one of the new veils and mica mask combinations. She will wear heavy perforated leather gauntlets, high leather boots, etc., and present the general appearance of a life-saving recruit on hard service. But wait, if you can only see the butterfly that will emerge from this ugly chrysalis when the country club house, or whatever social function may be her destination, is reached. Then will come the change. The ugly skin will be shed, and all the radiance of soft frills, laces and furbelows, that have been hidden safely away, will show, and the grub will become the butterfly.

If a well known journal on the other side is to be believed in, the auto girl is not the latest. Those who are responsible for new styles have yet another. This takes the form of a correct costume for the appearance in the courts of law for producing the best possible effect on the judge and jury. What a field of possibilities this opens up, and we may prepare ourselves for divorce veils, plaintiff paletots and defendant stoles, for, as our contemporary remarks, who ever knows where the eccentricities of fashion may be expected to stop!

A HEAVY FAILURE.

ON demand of The Montreal Cotton Co., The Imperial Clothing Co., 1924 Notre Dame street, Montreal, assigned, a statement of their assets and liabilities showing that the former amounted to about $20,000 (which includes plant, stock and book debts), while the liabilities amount to $120,000. There are some 150 creditors, among them being some of the largest dry goods houses and manufacturers in Canada and England. At a meeting of the creditors A. L. Kent and F. G. Robertson were placed in charge of the business till an assignee is appointed.

The following is a list of the creditors, as far as is now known: W. Agnew & Co., American Button Co., W. R. Brock Co., R. E. Boyd & Co., Bell Telephone Co., Brophy, Cains & Co., British American Import Co., Bagley & Wright Mfg. Co., G. H. Blackley, Bargain Clothing Co., Geo. Brettle & Co., Canada Woollen Mills Co., Chaleyer & Orkin, Central Agency Co., Corticelli Silk Co., B. Cohen, Commercial Twine Co., Canada Paper Co., W. J. Cheetham, L. Cohen & Son, Dominion Paper Co., Dominion Cotton Co., John Dick, Dickerhoff, Ratlloer & Co., Pignum & Monypenny, Debenham & Co., Empire Mfg. Co., Edelstein Moser & Co., J. Fisher, Son & Co., Gault Bros. Co., Glickman & Glickman, S. Hird, R. Harrower & Co., Henriques & Co., Hall, Debham & Co., Harris & Co., Kelly Bros., I. H. Kaplan & Co., J. L. Lafleur, Letendre, Fils & Cie., H. Levy, Liddell, Lesperance & Co., J. W. Mills & Sons, Montreal Cotton Co., G. A. Mace & Co., Montreal Woollen Mills, Maple Leaf Woollen Mills, M. Markus, Morten, Phillips & Co., Thos. May & Co., A. McDougall & Co., Palmer, Simpson & Co., A. Racine & Co., G. D. Ross & Co., Rushworth & Co., Geo. Ridout & Co., E. Schultz, Son & Co., E. J. Scott, Stewart & MacDonald, J. C. Wilson & Co.

Walter Williams & Co., H. H. Wolff & Co., Dominion Bank.

The members of the firm were I. Haltman and Ab. Cohen, who came from New Yosk a few years ago and opened up a factory in Montreal for making ladies' cloaks, skirts, costumes, etc. They turned out a good class of garments, and in a short time managed to work up a large trade. As readers of "The Review" may remember, a few months ago they almost doubled their manufacturing capacity, and turned out children's reefers and blouses and underskirts. They employed over 100 operatives at the time of the failure.

Jacobs & Garneau have applied to the Superior court for an order to summon Haltman to Montreal, from where he disappeared at the time of the failure. According to the books Haltman drew from the business some $18,000 during the fortnight or three weeks previous to the assignment, and Mr. Cohen, his former partner, stated that the money had been lost in speculating on the Stock Exchange.

Surprise is expressed in many quarters at the assignment, the company having been believed to be in good financial condition.

BUYERS IN TOWN.

NOW is the time when the buyers flock to town in search of Fall novelties, and, as well, if they are wise, to see as much as possible of what the other man is doing. There is reason to believe that a greater number than ever will avail themselves of the opportunities that special railway rates, etc., will give to visit their buying centres. This is a progressive feature that all the trade should welcome and encourage, as nothing is better for both the retailer and his store than frequent personal visits to his buying markets. He meets other retailers, and exchanges experiences, and, if he is wise, visits the large city stores and studies their methods. To no man is a visit of this kind more useful and interesting than to the buyer for the ready-to-wear department. As he well knows, the mail-order departments are his chief competitors, and it is time well spent that is given to studying his opponent's plan of campaign.

This season, when there are so many opposing and diversified styles, as many visits as possible to buying centres are a necessity; as nowhere else can the trend of styles be so well studied and an opinion formed of just what would be suitable for sale in his own departments, and where buyers can see and judge, they are in a better position to make discriminating purchases. The buyer knows his own trade and what is suitable for it.

The selections of one buyer will not meet the requirements of another; as, what would prove desirable in one part of the country would be very difficult to sell in another section, and there is such a large variety of lines that it requires much thought and judgment to select what is best suited to each merchant's particular needs.

The proper cutting of garments is always of first importance, but this season it is even more than usually necessary that garments should be well cut. This is a point which every manufacturer makes special efforts to attain, as the better the lines on which the garments are cut, the less need there will be for alterations, as garments that are well cut are sure to be easy fitters..

In buying his stock every merchant should keep in view the advisability of having enough high-class novelties to keep the best trade from sending away for them; but, at the same time, he must remember that the popular part of his stock should show some uniformity, and that the same broad characteristics should be prominent. If he makes up his mind that a certain style is what he can sell best, let him see to it that he has a sufficient range of garments in that style. Then, if he has not the size in the particular line, he can turn to his rack and produce another that, though different in detail, is still the same in style. It will be much easier selling from a stock selected on these lines, than one that has a few garments in the loose style and some tight, or semi-tight; some short or some long; so that both salespeople and customers looking over the stock carried, become confused, as there is no particular



"Lou"—Being shown by The W. R. Brock Co., Limited.

style emphasized, and they are at a loss to buy. By choosing your stock in this manner you are not sacrificing variety, as 40 coats may be cut from the one pattern, yet the cloth, sleeve and trimmings may be so varied and arranged that each is a distinctive style. No two women would buy coats that looked alike, but the average woman would not buy a tight coat or one with a tight sleeve when her neighbors were wearing a loose one or vice versa.

Hitchcock, Williams & Co.



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43, 44, 45, 46, 49, 50 Paternoster Row.
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Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application.

Our Mr. Cliffe visits Canada twice a year. He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

EARLY SHOWINGS OF FALL SUITS.

ALREADY in the large retail stores they are beginning to make advance showings of Fall suits. One large firm is keeping up the interest by showing in their suit department just a few new models every day. These they advertise as being in the very latest and most advanced styles. They include the new corset coats—tight-fitting, all but the front,; Prince Alberts, Norfolk and Louis XV. coats. The skirts under these long coats are very plainly made, generally with seven or nine gores, and the inverted pleats at the back. Many of them have a



"Ethel and Dolly"—Being Shown by The W. R. Brock Co., Limited

decided train, but these suits, as we learn from other sources, are a little out of style, as the skirt that just touches all around is decidedly the favored skirt for a long-coated suit.

The materials of which these suits are made are zibelines, fancy and knop tweeds, cheviots, and covert cloths in navy, brown, grey, green and reseda. One of the handsomest of these suits was of black panne cheviot with a Louis XIV. coat, the cape collar of which was divided up the back. The sleeves were large and pouched at the wrist, and the trimmings were a black and white fancy wood silk braid, and very handsome metal buttons, with black drop ornaments at the back and in front of the girdle and on the cuffs of the sleeves.

A mixed zibeline in grey with a fleck of green, had a vest inserted of hunters' green cloth up the front of the long Louis XIV. coat, and cuffs of the same. The fancy braid used to trim this vest and around the cape and cuffs was in ivory white and two shades of green. The metal buttons were to match.

Another good model was of shirred brown zibeline with an occasional long hair in white and moss and hunters' green, with a fancy trimming braid to match these colors. The very long coat was another Louis, and had a box pleat all the way down the back, narrowing-in down to the waist and widening out as it reached the hem of the coat. All of these coats showed the cape effect, opening generally in some form or other up the back, and coming well down over the shoulders. This gives the long-shouldered effect, so much desired. The dip is modified, and on all these suits, the blouse effect is not too pronounced. The coats are all single-breasted, and, generally, have a straight trimming of some description of fancy braid down the front, and where this is not used, there is an inset of cloth or velvet in some fanciful style, edged with the braid. Corset coats and very long semi-fitting coats have a small velvet collar and lapels of cloth.

A very exclusive house was showing a beautiful costume of light brown broad-cloth that had many merits. The single-breasted and tucked blouse coat had a long cape collar that fitted smoothly over the shoulders and rippled slightly from the shoulder down. It rounded off to the back and crossed slightly in the centre. Round the neck and down the front to the bottom of the coat was a band of golden brown velvet edged with a wool passementerie in cream. The cuff was of velvet and showed the same trimming. The skirt was of the nine-gored pattern, and on the front gore were inserted two half diamonds of the brown velvet, framed in triangles of strappings of the cloth. Each alternate gore showed this trimming, and the one between was stitched down to form a panel. The skirt was the fashionable sidewalk length.

MANY NOVELTIES BEING SHOWN.

THOUGH the loose coat is expected to lead in the popular trade, when it comes to more expensive lines there are many novelties showing. These are all more or less fitted to the figure. Just a word or two about fitting these garments: All garments are to be fitted very loosely this Fall—there is nothing like a skin fit; quite the reverse. In the large outfitting departments they are selling a size larger than what is asked for. Thus, if a woman takes 36, a 38 is fitted on. This is because a very wide shoulder is the style now, and all salespeople should be instructed to fit for this effect.

When fitting a blouse coat the back should be perceptibly shorter at the back than at the sides, giving a decided slant to the front. This style of coat is very easily altered, as the skirt can be taken off and the waist line shortened at the back and sides. The Prince Albert, which is another coat that is taking well with the trade, is also an easy coat to alter, as in most cases if the shoulders are either taken up or a little let out, or it is pinched a little under the arms, it will make all the alterations necessary.

IT TAKES MORE THAN MERIT TO SELL GOODS.

Merit is a mighty good thing to have as a foundation, but a foundation isn't a house-top, and the house-top is the thing that sticks up.

Your goods may possess the most merit and your ads the east—perhaps they don't balance.

Your announcements should be as far superior to the announcements of your competitors as your goods and methods are superior to theirs. Nowadays "a man is known by his advertisements."

Trade paper space is like good land. Of itself alone it will produce something, but properly worked it yields abundantly.

If you'd like to accomplish more with your advertising expenditure—if you'd like your advertising to become conspicuous for its merits—to be, above all, resultful—make use of our Department of Advertising Service.

We can be your advertising-manager if you say so, originating and executing plans for the extension of business—or working with you simply to the extent of preparing good ads, booklets, mailing cards, catalogues, etc.

We devise plans, write copy, design, illustrate and supervise the printing of high-class advertising literature. All or any part of this assistance is available at reasonable charges.

Consultation as to methods and samples of work done will illustrate our usefulness. Free, of course.

DEPARTMENT OF ADVERTISING SERVICE

"IDEAS FOR ADVERTISERS"

MacLean Publishing Co., - 232 McGill St., Montreal
10 Front St. E., Toronto

THE LARGEST EXCLUSIVE WAIST HOUSE IN CANADA

PERFECT FIT FINISH



VALUE STYLE QUALITY

MADE IN CANADA.

We do not show cuts of our Waists because they do not do justice to our styles and, besides, a manufacturer of low-grade goods could show probably a better picture and get the order, but, we will cheerfully and at our cost send samples which will speak more in our favor than all the printer's ink used in this book.

HEADQUARTERS FOR

SILK WAISTS JACKETS SKIRTS

EIDERDOWN (Kiminos)
FLANNEL WAISTS

The New York Silk Waist Mfg. Co.,

40 St. Antoine Street, MONTREAL.

"Salem"

Highest grade Waists made in Canada.

Silk, Lustings, Cotton, Flannel.

Makers of "Salem" Suits.

Salem Company Limited
323 St. James Street
Montreal.

FEATURES OF THE FALL WAIST TRADE

SHIPMENTS from the different waist factories are going forward to retailers in all parts of the Dominion at present, and on early Fall goods they have about been completed. The travellers, having secured all the Fall and Winter orders possible, are returning to the warehouses pretty well pleased with the result of their trips. The representative of a big Montreal manufacturer said to "The Dry Goods Review" that he had never found it as easy to "work off" his higher-priced lines in waists as it had been this season. "I have noticed in your paper more than once," he continued, "reports from different manufacturers to the effect that the Canadian trade were gradually increasing their purchases of the highest quality and most expensive waists and skirts, but it never struck me so forcibly as on this trip. An old friend of mine, and one of my best customers, who would never handle silk waists that he couldn't retail at $7 or $8, gave me a fairly good order for an assorted line to retail at $10. He is a canny old gentleman, and told me that when he noticed his sales of $8 waists were increasing to such an extent, he knew that he could do business in the $10 article. That's only one case. I have witnessed, on this trip, something of the same tendency all over my route."

* * *

An unlooked for feature of the Fall trade in waists is the movement in flannels. All the manufacturers prepared lines of flannel waists, but on the approach of the season, conditions apparently indicated that there would be little demand for them. In spite of this, there has been a fairly good demand for flannel waists from Winnipeg to the Atlantic coast. In Quebec and the Maritime Provinces, especially, French opera flannels have sold well. Among the favorites have been some handsome effects in white pin-dot patterns on colored grounds. The pin-dot, by the way, appears to have completely eclipsed the large dots in the coming Fall styles; which is a satisfactory feature, as the pin-dots are more suitable for blouses, and produce a quieter and more attractive effect.

* * *

A big trade is doing in heavy cottons for Fall. All houses making cotton waists have been pushed to their utmost to get out their orders on time; and one manufacturer, working exclusively on cottons, has been compelled to operate his plant day and night. The demand in cotton waists is principally for white, though white and black effects (small black squares or dots on white) are a close second. The self-colored patterns, in the cottons showing for Fall, are exceedingly handsome, and are found to attract attention in any store. Cream, sky and black are the best selling colors, next to white, though a number of pretty shades are shown in dark blues, reds, browns and tans. But, as a rule, when any other color than white is wanted, it is sought for in some more expensive material. There are, however, some high priced cotton waists selling; one house having secured fair orders for a line to retail as high as $7. The tailor-made effect is in greatest demand, the wide shoulder effect being still the proper thing for the coming season. While some manufacturers find the demand for cottons fairly well distributed through the country, with the exception of the Northwest and British Columbia, others are receiving their orders from Ontario and as far west as Winnipeg, while in Quebec and the Eastern Provinces a better demand is felt for other materials.

* * *

The silk-waist trade has been good. Though the raw material has advanced in price in most cases, still manufacturers are giving values equal to those of last season. While the demand for waists has been quite satisfactory, business with British Columbia has not been up to the mark, as yet, though manufacturers are confident of doing a good mail order business later on. Manitoba is still a good waist centre, and, in the words of a waist manufacturer, "bids fair to rival the Maritime Provinces."

* * *

Crepe-de-chine, louisine, peau-de-soie and peau-de-cygne silks have all sold better than ever before in this country, though they have by no means displaced taffetas, nor are they likely to do so. The soft, shiny finish of peau-de-cygne is bringing it into prominence, and in a future season there may be a much heavier demand for it, but at present peau-de-soie leads. Both the tailor-made and the soft, dressy effects will be shown in the Fall, and both are in demand. In the latter, the drooping shoulder is entering the field again in the United States, though the demand in Canada continues strong on the tailor-made shapes, with their square shoulder effects, which have been so well liked for the past few seasons. Still, the tendency toward the drooping shoulder in the dressy, silk waists is noticeable, and is worthy of the attention of the trade.

* * *

Pleats and tucks are largely shown on the popular Fall waists, some of them showing elaborate front effects in clusters of tucking, combined with two or three rows of Mexican stitching. The sleeves in such waists show almost as much work as the front. Fancy lace and silk thread, or cord, ornaments form a great part of the designs in the Fall waists, and it must be admitted that they are used with splendid effect. The shoulder cape has taken well in the trade, both in the waists, where, generally, only a cape effect is wanted, and in the new coats and jackets, where there is an actural cape projecting over the shoulders slightly. The tab collar is much used, and to match it, one or two houses have produced a tab cuff, the tab running from the wrist band up the sleeve four or five inches. The use of tabs is apparently growing. In some of the new waists there are seen tabs, usually two, running from the waist up the front of the garment, and another pair coming from the shoulders close to the collar down.

* * *

In almost all the waists the soft collar predominates. This is stiffened by small strips of whalebone in some cases, and the idea is one which has already been appreciated by the trade and their customers.

* * *

The leg-of-mutton sleeve is not taking as well as that in which the puff comes nearer the elbow, something be-

tween the leg-of-mutton and the bishop sleeve. There are some very large puffs shown, and these are best liked; though, if asked for, a range of sizes can be supplied, running from the largest to a medium puff.

* * *

Lace waists were never more popular, and are selling quite freely with all houses. An elaborately trimmed waist is shown by one house at $10 to $12, to retail at $16 to $20, and, in spite of the high price, the makers have been much more successful with it than they had expected. Cluny and plauen laces, perhaps, lead, though hand-made effects are in good demand. Allover lace waists sell in limited quantities. On the higher prices lines, some beautiful jewel buttons are shown.

Large pearl buttons lead in sales, though for collars and cuffs, and for use as trimmings, smaller sizes have also been found handy. Next to the pearl, in point of popularity, are the gun-metal buttons, which can be used on many dark waists with good effect. Other metal buttons are shown, including oxidized, silver and gold. Fancy glass buttons are also in some demand. A handsome line of hand-painted buttons is shown by one house, which are really striking in appearance. They are of German make, and the only thing against them is that the price is as striking as the appearance. They are worth 35c. each. Metal buttons are used in a variety of sizes and shapes, including bullet-shaped buttons, the ordinary flat button, and that with a shank, as well as pearl buttons in the shape of stud buttons.

GOSSIP OF THE TRADE.

A new departmental store has been opened on Main street, Fairville, N.B.

Burglars blew up the safe of the Preston Woollen Mills and stole about $100.

W. S. Milla, Holmesville, Ont., has purchased the stock of J. F. & H. G. Mulholland.

J. V. Lannin has sold his general store at Bradwardine, Man., to Mr. E. Fenson.

The new woollen mill in Rapid City, Man., is in perfect shape, awaiting only the engine.

W. Young, Rossburn, Man., has sold his general store to Mr. Wyness, of Huron County, Ont.

A. E. Ham, manager of The Imperial Dry Goods Co., Winnipeg, has been east on a business trip.

The woollen mills of Cronkhite Bros., Thessalon, consumed 15,500 pounds of wool during the month of June.

Fred. Bryant, of The Imperial Dry Goods Co., Winnipeg, is taking a month's holidays at eastern points.

A carding mill owned by John Carr at Lequille, N. S., was recently destroyed by fire. There was no insurance.

E. Campbell, late with J. Sutcliffe & Son, Lindsay, has accepted a position with A. Wright & Co., Winnipeg.

Mr. Gledhill, of England, has succeeded J. R. Berry in the managership of The Canada Woollen Mills at Hespeler.

T. S. McPherson, Nelson, B.C., has opened a new store at Poplar Creek, B C., under the charge of Mr. W. J. Tilley.

The Atwood, Ont., flax mill will not run this year, as it has not succeeded as yet in disposing of last year's dressed flax.

The application of The Regina Trading Co., Limited, for an increase of their capital stock from $20,000 to $50,000 has been granted.

R. Roome, London, Ont., has taken over the dry goods business of I. R. Strome, Brandon, Man. The new firm will be known as Roome & Co.

A disastrous fire at Hespeler, Ont., gutted the dry goods and grocery store of The Keeler Co., with a loss to the company of $6,000 fairly well insured.

S. Munro, senior partner of John Marshall & Co., dry goods merchants, London, Ont., has left on a business trip for Montreal and the Maritime Provinces.

S. G. Little, dry goods merchant, Toronto, died recently after a lingering illness, in his 55th year. Deceased had been 13 years in business in Toronto.

The retail clerks of Minnedosa, Man., have formed an association and appointed a committee to interview the merchants as to the hours of closing.

Peter Foley has retired from the managership of the dry goods department of Lawrie Bros., Morris, Man., and enters business for himself at Stonewall, Man.

A new cotton company, with an authorized capital of $40,000,000, has filed its certificate of incorporation in the United States. Boston men are financing the concern.

James Paton & Co., departmental merchants, Charlottetown, P.E.I., have recently completed a new brick addition to their premises. It will be occupied by the furniture department.

The firm name of D. Cossey & Co., merchants, Orillia, has been changed to Brown & Walker, Messrs. Cossey and Orton retiring and Mr. D. Brown, of Coldwater, entering.

The Melville Hat Co., of New York, have opened a sample room at 39 Lemoine St., Montreal, which will from now on be their Canadian headquarters. The business is in charge of Mr. Gudin, who has represented them in Canada for some little time.

J. R. Grant & Co., Listowel, Ont, have closed their business on the Thompson corner, and are removing the stock to another stand. Messrs. John Thompson and Fred. Wright have entered partnership and purchased a new stock of dry goods and groceries, and will open up on the corner.

W. R. McColl, dry goods merchant, who is pulling up stakes here, will go into business at Berlin about the 1st of September. Mr. McColl has had a long and successful career in Owen Sound, and though leaving a good town, we hope he will find the future German city up to his expectations.—Owen Sound Sun.

The new linen factory proposed for Bracebridge will, in all probability, be located at Orillia instead. The town has offered 300 horse power at $16 per h. p., free site for five years, tax exemptions, and guaranteed bonds of $50,000. The representative of the company says that they intend to build a plant costing about $250,000, and would employ 100 hands to start with and increase them to 500 if the business came up to expectations. The proposition is to be placed before the ratepayers.

"THE BEST THAT HAS BEEN SHOWN"

is the expression of every buyer that has looked through the full range shown by

The American Silk Waist Co.



and the results are shown by the orders placed with them.

If our traveller failed to call on you, drop us a line and we will arrange to show you them.

The American Silk Waist Co.

30 ST. GEORGE ST., MONTREAL



The
LIGHTNING TAPERED NEEDLE
is
Needle Perfection.
Sews
with half the effort of other needles.
A Favorite With all needle workers.
Sold By
Sig. Blumenthal,
591 Broadway, - NEW YORK CITY.

A Good Impression

is produced when a parcel reaches your customer well wrapped up. For this nothing is better than our brown and manilla wrapping paper.

IT IS STRONG AND DURABLE.
FULL WEIGHT IN EVERY ORDER.
MADE IN CANADA

CANADA PAPER CO. Limited
TORONTO and MONTREAL.

The Sovereen Mitt, Glove and Robe Co., Limited

DELHI, CANADA.

Manufacturers of

Fur Coats, Astrachan Coats, Fur Robes, Persian Lamb Coats.

ALL KINDS OF MITTS AND GLOVES.

We would ask all our customers who visit Toronto to call and see a full range of our goods now in the hands of our selling agents,
McCLUNG & BURNS, 58 Bay Street.

Selling Agents:

McCLUNG & BURNS, TORONTO, ONT.
HUGH W. HOOD, MONTREAL, QUE.
J. H. PAYNE, WINNIPEG, MAN.

DRESS GOODS

FEATURES OF THE TRADE

IN the wholesale houses, shipments of the placing orders for Fall are now about over. The entry rooms and shipping staffs of the large distributing firms have been busily employed all the last month getting out the goods; as retailers are no less anxious to receive them than the wholesale houses are to have them shipped. Since the beginning of August, there has been heavy trading in the country stores, and stocks of Summer materials have been largely reduced, so that the country retailer is in fine shape for receiving his Fall shipments.

* * *

The dress departments in the jobbing houses are now busily preparing for the large influx of buyers that it is confidently expected will make it a point to attend the Fall openings, and then they will make bargain prices to clear the balance of light weight materials. Retailers this season seem to be exceptionally well posted as to what are the up-to-date styles in dress goods, and are more anxious than formerly to secure the latest novelties for their customers. This is a refreshing change for the wholesale houses, as the country merchant, taken as a whole, has a reputation for over caution when dealing with novelties. He waits to see what demand he may have for them. When he finds that his customers are asking for them, if he cannot supply the goods, he sends to the wholesaler, only to find that the other fellow has acted exactly in the same way and he has to wait his turn for the goods. While he is waiting he often loses the cream of the trade.

* * *

If the retailer would only study his trade paper, its Paris, London and New York information and the reports of what is doing in the trade in Montreal and Toronto, he ought to be able to lead his customers and not to follow. He would find it a paying policy to do so. The women in the country districts subscribe to the many fashion journals, and study the women's pages in their local papers, and are just as well posted as to styles and materials that are fashionable as the retailer is; and, depend upon it, if they cannot get what they want at home they send where they can get it. And the inducement to send, and the information where to send, are not lacking

* * *

No one advocates caution in buying more than THE REVIEW, but it is a poor kind of caution and one that injures rather than helps the country merchant that leaves him without goods when they are wanted. Stocking novelties, while they are novelties, is a policy in which there is far more gain than loss.

* * *

Prices are still very firm on both foreign and home made dress goods, and there is no sign of any softening for the present, as all correspondents from Europe lay stress on the high price of all grades of wool. In fact there is scarcely a line of goods that is in popular demand now, that the wholesaler could replace at the prices at which present stocks were purchased.

MOVING THE DRESS GOODS DEPARTMENT.

AN innovation, the result of which will be watched with interest by the trade, is being made by a large Toronto firm—that is, the removal of the dress goods and silk department from a prominent position on the main floor to the second floor of their building. The advantages gained by the removal are more space and more light, this move being the only possible solution at the present time, as there is no building space available in any direction. The effect of this move on the trade of the department is a matter for much debate, but certainly, as far as appearances go, it has been a success, and the department presents a beautiful appearance. Fine dress goods ought to look better and sell better because of their more artistic surroundings. This is the day of shopping made easy, and there must be plenty of facilities for reaching a department, and, given these facilities, the innovation ought to be a success, but this is a direction in which this store is at present deficient. The elevators are all in one place, and are scarcely sufficient for present needs, let alone the added wants of an upstairs dress department.

POSITION OF MOHAIR FABRICS.

MOHAIR is a material that is pushing its way into popular use and promises to be an all-round favorite. Though it may suffer a temporary eclipse with the advent of cold weather, it is expected to be prominent among the Spring lines. The makers of this fabric have introduced many new effects. Many of the more popular forms that characterize the wool materials now showing are being reproduced in mohairs, and the new weaves are as far removed from the plain, flat-finished alpaca.

In the plain materials are showing shepherd's checks. Sicilians, which are of the same family, are also showing.

VELVETS AND VELVETEENS.

AS the season opens up, pile fabrics take a strong place in the trade, and the shirt-waist costume is to be translated into velveteen for Autumn wear. The new velveteens are so soft, pliable and silky that they are just the thing for making up into present day modes, and are so rich looking that they require but little trimming. For those who have a longer purse, handsome dresses of silk velvet are to be the vogue. Panne velvet costumes in the metal greys are also spoken of. There is to be another attempt this season to run corduroy.

In New York wide-ribbed corduroy is featured as one of the materials that will figure in the smart walking costume, though whether they will follow Paris and wear it in white remains to be seen. Mulberry red is spoken of as a popular shade in velvet, and with a suit of this fabric a shirt waist in peau-de-cygne of the same shade is worn.

SILK GROWING IN KASHMIR.

IF the man who makes two blades of grass grow where there was only one before is to be regarded as a public benefactor, what must be said of the man who plants a new industry in a country and, at the same time, increases the world's supply of a wanted raw material ?

Six years ago Sir Thomas Wardle, when at Srinigar, in Kashmir, distributed £600 worth of silkworms' eggs, believing that the district was well suited to the production of raw silk. How well founded were his opinions is shown by the amazing increase disclosed by a recent visit made to learn how the industry he had planted was progressing.

He distributed the eggs among 500 heads of families in 1898 and the increase has gone on, until at the present time

FALL FRIEZES

We are showing the largest assortment of Fall Friezes in Canada, and at last year's prices. In many lines this means less than to-day's mill quotations.

We have

At	50c.	a yard,	Black,	2	shades	Blue,	Brown,	Cambridge	and Oxford.
"	55c.	"	"	2	"	"	"	"	"
"	60c.	"	"	3	"	"	3 shades	Brown,	Green, 3 shades Greys.
"	65c.	"	"	2	"	"	2 shades	Greys.	
"	75c.	"	"	2	"	"	2	"	"
"	85c.	"	"	2	"	"	2	"	"
"	90c.	"	"	2	"	"	2	"	"
"	1.00	"	"	2	"	"	2	"	"
"	1.10	"	"	2	"	"	2	"	"
"	1.25	"	"	2	"	"	2	"	"
"	1.50	"	"	2	"	"	2	"	"
"	1.75	"	"	2	"	"	2	"	"
"	2.00	"	Claret and Oxford (Irish).						
"	2.25	"	Black, Blue, Oxford (Irish).						

in correct makes, shades and weights.

Early buyers will have the advantage of price and assortment.

NISBET & AULD

TORONTO.

£4,000 worth of eggs are supplied to no less than 11,500 villages, and there are now about 50,000 persons, old and young, engaged in an industry that did not exist six years ago.

This reads like an Arabian Nights' story, but only goes to show how much can be done when natural conditions are favorable to an enterprise.

The Kashmiris, Sir Thomas says, are a people marvelously clever with their fingers, and it is a sight to go down the bassines in the filatures and see the beautiful way the men and boys can handle the fine threads of the cocoons, even those who have been engaged in it for a few weeks only. They do it with a readiness and skill which compare favorably with the south of Europe fileuses, who have gone through an apprenticeship to learn cocoon-reeling.

VOILES AND VEILINGS.

THE popularity of suitings and tweeds for street wear point to the fact that they are only suitable for that occasion, and for a more formal use voiles and veilings are again to be worn. These are made on a silk foundation that often is in harmony, but it may be also to match. White retains its popularity, and shades just off white are all in vogue, as cream, oyster white, putty, etc. For evening wear the lace gown takes precedence. Robes of alencon, chantilly, etc., are mounted over white liberty and a veiling of spangled tulle.

The many handsome imitation laces that copy the real ones so accurately are all used in the make-up of evening gowns. There are a large number of beautiful dress nets prepared for evening wear, and these will be made up with chenille fringes and embroideries of jet into charming costumes.

BLOUSE MATERIALS.

BLOUSE waists are to be as popular as ever this Fall, and the wholesale houses are well prepared to meet the demand. Certain lines in blouse stuffs which have hitherto been bought in France are being replaced in this market by Bradford goods.

When extreme fancies were the vogue the French goods had the advantage, but now that the tendency in blouse materials is towards plainer effects, British goods have the advantage, as the change in fashion is not only in favor of the Bradford goods, but the preference makes them cheaper.

Dresden stripes, lace, open-work effects, knickers, etc., in all the leading colors, such as nile, pink, sky, reseda, bluette, grey, cardinal, beige, etc., are fashionable. White and cream serges, lustres, bedford cords, and all kinds of soft woollen materials are selling extremely well for Fall again. Present indications are that they will have as great a run as in the Fall of 1902-'03.

UNDERSKIRTS.

MANUFACTURERS of underskirts are now busily employed getting out their Fall lines. This is a branch of the trade that is in the hands of only a few houses in Canada, but these have had a most encouraging run of business for the Spring season and report that prospects are bright for the Fall trade.

The foundation of a fashionable woman's costume is the underskirt she wears, and if this is not properly cut the overskirt cannot but hang badly. Indeed the maker of the outside skirt is often saddled with the faults of the under garments. Manufacturers of skirts in both silk and in the cheaper materials are realizing this, and the skirt shapes for Fall have been designed with great care, and with an eye to wearing under the skirts that are now coming into vogue.

Taffeta is still the favorite silk, as it has all the qualities that are a necessity in a silk used for skirt-making, and then it has one valuable property dear to the heart of all wearers of silk underskirts—it rustles. Not that this has any influence on the wearing qualities of the silk, but it is a notorious fact among buyers and makers of silk underskirts that taffeta is a favorite with the majority of womankind because it announces its presence in this unmistakable manner.

Black taffeta is the skirt chosen for useful wear, and if a woman can only afford one silk skirt it invariably is a black one. In a dozen skirts sold five of them will be black. Creme and shades off white come next at present, and the balance is made up of blue—the newest shade of which is the hyacinth—apple green and red. Mauve has been put out tentatively, and plum is said to be good. Pink, pale blue and green are also good for evening wear.

The trimmings take the form of medallions, insertions and laces, rather than the pleatings and ruchings that we have been accustomed to so long. Insertions are used in diamond and other fancy forms with a medallion in the centre on the deep flounces, while the edge will show a flounce of lace set up enough to be protected by the edge of the skirt.

These skirts are all cut to suit the new style of skirt—tight at the hips and hanging fuller below. There is a fulness around the bottom that makes the overskirt stand out around the feet. A totally new shape is being copied from a Paris skirt for Fall wear. In the new skirts the front gore is flat and all the fulness is massed at the back—almost pulled back, as it were. This skirt is specially designed to give this effect and is cut with an almost circular flounce that, though very flat in front, ripples full at the back, and is somewhat in the style of the old flare flounce.

SATEEN UNDERSKIRTS.

IN sateen, moire and mercerized cottons, that are so much in evidence for useful wear, the same careful cutting is observed and the lines follow closely on those of the better-grade goods. Trade in these skirts is growing to large proportions and makers of this grade of goods are all full of business. The attention to cut and details is one of the chief elements of success in these skirts, and they are reducing the number of home-made skirts to a minimum.

Some few skirts that have no pretentions to being anything but a skirt are being put on the market to meet the competition of one manufacturer, who makes cheapness his standard; but in regular lines proper shaping and fulness, where required, as well as careful sewing, are the order of the day. These skirts, being for hard service, are self-trimmed, and riffles and small frills and accordion-pleated flounces are most in favor.

All skirts are being worn a trifle shorter in accordance with the new style in gowns.

A PROPOSED LACE FACTORY.

MR. CHARLES TWINNING, representing a number of English lace manufacturers, is investigating labor conditions in the province of Quebec with a view to the establishing lace-making factories after the plan of those in Nottingham, Eng.

There is no lace-making plant as yet in Canada, but from what Mr. Twinning has seen it is quite possible that lace curtains may be made in Quebec province before long.

DRESS ACCESSORIES

BELTS.

MANUFACTURERS of fabric belts this season have made a great bid for trade, and the lines they have prepared are both numerous and varied. Indeed it seems as though each woman could have the proverbial one for every day and two for Sundays without exhausting the long list of styles. And the prices are as varied as the styles, for while there is a long list to choose from at popular prices, there is a splendid range in the better grades, and in many cases the better are the cheaper lines, as materials, trimmings and workmanship are so much in advance. No particular style can be said to lead, but the girdles and semi girdles are the most noticeable. Taffeta seems still to be the leading silk in the belt line, though some satins are shown. The ordinary belt will range from one to two inches in width, though in the high-priced lines there are seen some that are considerably wider, but these are not general, and the popular run of trade will be done in the narrow belt.

Beside the fancy varieties there is showing a strong line of tailored silk belts with the harness buckle. A smart little belt of this variety was in black taffeta with close rows of white stitching, and the slight dip now fashionable was obtained by a curved piece in front that fastened on each side with two sterling silver buckles. This belt was also reproduced in all black with the black buckles.

There is a feeling for white in belts, and with them are gilt buckles and trimmings. Though this tendency may not be very pronounced at present, it is expected to make good before the season is much older, as white waists are showing up strongly again for Fall wear.

The latest fad in the belt line, though hardly suitable for the belt counter, is the bead girdle woven Indian fashion. When iridescent beads are used they are very effective. There is great scope for the exercising of good taste in these bead belts, and one in white beads with a simple pattern in black is most effective. They are fringed and tasseled at the ends and there are looms and patterns for the weaving of them at home to be obtained. This would form an attractive novelty for the fancy goods counter.

GLOVES.

WITH the waning of the Summer season the interest in fabric gloves naturally lessens, the only wish now being to clean up stocks so that the season may finish well. Complaints are coming to hand from European makers about the unprofitable nature of the kid glove trade. They attribute it to the fact that the large departmental stores have chosen the kid glove for an advertising medium to attract business and they are keeping the prices at a low level. The regular dealers are rather to blame for this, and have somewhat lost their hold on the public by their lack of attention to this department. There are signs, however, that they are beginning to wake up and are trying to better selling conditions by paying more attention to their stocks. It is evident now in the larger towns that the retail houses are keeping better-assorted stocks and are more open to suggestions from reliable sources.

In fabric gloves the delivery is active for the Fall trade. In Spring lines, in which the trade is now beginning to take an interest, prices show a considerable advance.

Advices from Chemnitz and other glove centres show that manufacturers are busy filling orders in Fall and Winter lines. Orders for golf gloves are not nearly so large as those received last year, and goods are not being made ahead of orders.

LACES.

BUYERS who have been in Paris and the other lace and trimming sources confirm all that has been said about the vogue of lace. There is some little difference of opinion as to which is most in favor, but the yaks and the wood-silks are the greatest novelties. These are not only showing in blacks and whites, but in colors as well.

In the wool yaks are some curious mingled laces in grey and red, grey and black, grey and blue, and in grey with other fashionable colors that are more curious than beautiful off the gown, but no doubt they will develop into things of beauty in the hands of an experienced trimmer. Clunies, antiques, in both the linen and cotton threads, will have a great share in popular favor, and there are coarse laces such as craponne and macrame that are also spoken of as extra stylish for dress trimmings.

Turning to more familiar lines, it seems as though a little of everything in the lace world was showing in the lace world, only in new and improved patterns. Indeed the great beauty of the designs is the most noticeable feature of the lace section of the trade for this Fall.

Plauens are likely to be very good property and though they have been somewhat side-tracked by the vogue for cluny and antique, they are coming to their own again, and particularly in the Venise laces, which occupy an exceedingly strong position. In these heavy laces there is quite a showing of two-toned effects in champagne and white that is both new and attractive.

In England they are showing a large number of repousse or punched laces and orientals, but these do not seem to take with the Canadian buyers, and have hardly made their appearance on the Canadian market yet.

Black silk laces are in better demand than they have been for years, and particularly in venise galons and guipures. Chantilly and other fine laces are showing in a large variety of lovely patterns, and especially in the wide bands some extremely effective patterns are shown.

In the valenciennes and in the calais laces many new and effective patterns are shown, and the grape designs have even penetrated into the patterns in this class of laces; indeed, it is a long time since there was such an immense range and so much novelty displayed in the patterns shown in this class of lace. But the coming novelty in the lace world is the Mexican or Teneriffe laces. Indeed, wheels and stitches from this lace are incorporated in nearly every kind of machine-made lace that is shown. Collars and stoles of this lace have an indescribably filmy, lovely effect that is totally different from any other variety shown, and it combines well, too, with the guipures into the large collars and stoles so much worn at the present time.

Neckwear Novelties

Popular Prices



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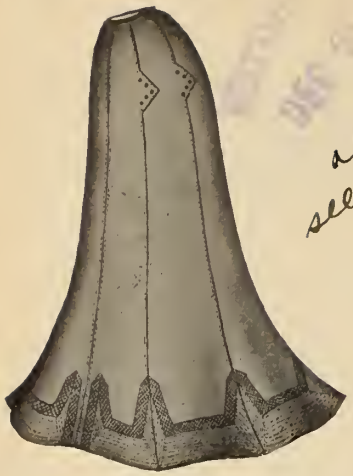
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737—This is our leader, only for month of Sept.; price, $2.50, frills and trimmed with narrow Satin Straps, made in Cheviot, Black, Navy and Oxford.



751—Made of Melton, trimmed with Taffeta Straps and Buttons, very staple and stylish Skirt, Black, Navy and Oxford.



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Time is money; life is short. Don't waste your time; but if you are at all interested take advantage of the opportunity. The season is on. There is no time to be lost; if in our town, give us a call. If not, we will send you samples on application. We have a range of over 100 samples; prices from $1.85 up. When ordering please state price, approximately. Our skirts are strictly tailor-made; our styles are unexcelled. We have the reputation for them. We are **in styles the Originators;** others the Imitators. We are the only house in Canada who make a specialty of **Ladies' and Misses' Tailor-made Skirts only.** We manufacture for **Masses** and **Classes.** Prices to suit.

Buy your Skirts and don't delay till morrow,
If too late, you may not get the best to-morrow,
While you can get them use your breath,
Remember there will be no Skirts after death.

New York Skirt Manufacturing Co.

8 Lemoine Street, MONTREAL.

OUR LONDON FASHION LETTER

Coming Season's Ideas in Millinery — Features in Collars — Short Frocks and Underwear.—Mantle Jackets.

London, August 15, 1903.

THE dress, mantle, and millinery designers are apparently all determined that the Second Empire is the period from which they intend to take their ideas for the coming season's modes. In form, coloring, and textures employed, the new models shown now in the Paris salons are strongly reminiscent of that interesting period; and if, later on, the fashion chronicles to be written of the coming season are compared with those extant in the Second Empire, they will read curiously alike.

In velvets, silks, millinery trimmings and dress stuffs generally, old-style plum and purple tints, greyish or slate blues, curious peony reds and pinks, moleskin browns and similar colorings will prevail, and the manner of their making up will be in close following on the form of the period named. The milliners, for instance, show quaint velvet or plush-covered hats (of plush known as hatter's silk, and used for men's hats), that are long and narrow, and are laden with splendid ostrich feathers shaded to match the hat. Large hats of brown, purple, or plum-tinted velvet have quaintly drawn brims gathered upon a succession of wires. A group of handsome ostrich feathers dyed in varying tones of the same shade droops gracefully over the left or right side. Again, a long shaded feather is wound tightly around the lower part of the crown, and is passed through a slit in the brim on the left side to dangle over the hair.

Many hats are seen bound with a flat, silky braid, such as the best class tailors use to trim cloth gowns, and this braid is sometimes the only ornamentation used in addition to the ostrich feathers. A lovely grey beaver hat has the brim slashed into deep tabs, and bound with silver grey braid to match. Each tab in the brim is strapped with a curved piece of this braid, the points finished with a silk braid-covered button to match, and a couple of long ostrich feathers in exactly the same shades, are placed with their stems flat on the crown and their tips drooping over the back hair.

New editions of the Marquise hat, in beaver, velvet or hatter's plush are either bound with this flat silk braid, or a dull oxidised gold, silver, or tarnished-looking galon.

An odd fancy is a hat with a mitre or tiara-shaped crown, which is a copy in form of the celebrated "Sarta pharness" tiara, which deceived the Paris Musee authorities. This tiara is also used as an idea for brooches and hat ornaments, but it is only an odd fancy of the moment that will have little following.

PELERINES AND MUFFS.

With the large and quaintly-designed velvet hats the Paris milliners show old-style velvet and fur pelerines, or long stole-shaped boas with big muffs to match. They are mostly straight and long bands of gathered velvet, with narrow borders of fur, and many quaint ruffles or quillings of taffeta silk.

A most picturesque hat in velvet, to match exactly the shade of the moleskin used for the flat crown, has a band of satin ribbon loops to match placed around the crown or head band. In this is fastened, on the left side, a market bunch of violets, in a dark purple shade, that is almost black. With this is a very long flat stole of moleskin edged with gathered velvet and narrow satin ribbon loops to match. At the ends the loops of ribbon are divided with bunches of violets, or, rather, pompons or balls of the blossoms, and the big muff is en suite.

Very long and narrow toques of velvet are made in the flat and oval shape that you may see by turning up the old volumes of Punch. These hats are just what were worn in the hooped-skirt period, so deliciously portrayed by



A smart coat shown by Peter Robinson, Regent St., London.

Of fawn cloth, faced with black velvet ornamented with gold braid and gold buttons.

Leech. The brims are spoon-shaped on the back and front, and long ostrich feathers are placed low on the brims, "en Amazone," in the old-world style.

Sometimes the saucer-shaped crown is encircled by a band of velvet and silk-petalled blossoms, or a curious looking trimming, made of many loops of satin ribbon to match the velvet.

Again, a sable skin and head complete is placed around the crown, so that the tail part depends over the back brim.

In other hat styles many small silk roses, in shades of light and dark peony reds, are mounted into a tightly

packed wreath laid around the crown, with a similar half-wreath to provide a bandeau under the brim, which tilts the hat upwards in a very becoming fashion.

WHITE LINEN COLLARS.

Of indisputable "chic" and much charm is the neat white linen collar, now so much worn in Paris, at Trouville, and, indeed, at all the continental Summer resorts.

With tailored gowns of woollen cloth, tweed, canvas, or voile, the dainty Parisienne chooses to complete the effect with a turn over linen collar, that may be straight cut the whole way round, or, else, may have a stylish slope that permits a perfect fitting at the back.



The favorite style for London tailor-made costumes for Autumn.

The model sketched is by a Regent street tailor, and is made of rough Irish woollen in grey. The fronts are faced with emerald or empire green velvet, and the woollen ball drops are in grey to match the costume.

The celebrated Paris house for linen and underwear, the Grande Maison de Blanc, showed the writer one day last week over 20 new patterns in these smart finishing touches for Autumn gowns.

Some of the patterns were like straight-band Eton collars, cut with novel rounded edges in all white linen. Others were made with a straight band and a short turn-over of white linen piped at the edge with pink or blue.

Perhaps the smartest were in all white, either perfectly plain and smooth, or with slight ridges to border them. These collars have been taken into great favor in Paris, and are certain to become a great vogue here for the Autumn. Neat little black or colored satin knots are sold to slip in under the fronts, where they fasten.

SHORT FROCKS AND UNDERWEAR.

The utmost consideration is given to the cut and hang of the newest petticoats, as the vogue of the short walking gown affects these points very considerably.

The fulness swings, as it were, entirely from the back, and the smartly gowned French woman pays even more attention to the petticoat, which slightly distends her tailored frock at the back, than she even does to the costume itself. She appears to walk more lightly, with a quick, springing step now that she is unencumbered with the weight of lifted dress skirts, and it is certain that the new mode makes for more youthful appearance.

The delightfully-flounced and hand-worked muslin petticoat, worn under short frocks of woollen cloths, tweeds, voiles, canvas, or the new silken fabrics, are set into narrow shaped waistbands, and have very fussy volantes or shaped flounces on the lower part, that just clears the full length of the short frock.

Short petticoats and corset-cover combinations are beautifully made, and, like all Parisian lingerie just now, is distinguished by more hand-work and embroidery than lace trimming.

A silk revival is anticipated, and many of the new model costumes shown now in Paris salons are in various grades of silken fabrics. One striking costume model is a frock in taffetas, made in the new way, with a high-banded bodice, and ornamented with taffetas ruches. These ruches are used in many ways by the French dressmakers, and are sometimes wrought into scroll, festoon and imperial knots upon chiffon or tulle evening gowns.

MANTLE JACKETS.

Three-quarter length coats in quite a new form have been a rage for a little time in Paris, and are now being taken into high favor in London. The sleeves are loose capes in reality, and are the new feature which has caused these garments to be popularly spoken of as mantle jackets. The backs are usually fitted and the fronts are semi-fitted. First made in linen for Summer wraps at the continental health resorts, they are now being well taken up when made of various light-toned cloths. In white and cream toned cloths the favorite ornamentations are gold or oxidized silver buttons and braids.

REEFER COATS.

Very smart three-quarter reefer coats in rough cloths, with triple shoulder capes, are very popular styles just now at the fashionable seaside places. Some are faced with self-colored cloth; others are strapped with leather and have the button holes bound over with the leather. For ordinary wear the only relief is that afforded by big gold or silver buttons.

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Cool and Clean.
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LETTER ORDERS PROMPTLY FILLED

FEATURES IN STAPLES

WITH the new crop of cotton so near, hopes were entertained that the price would drop. But now, when the picking has just started, the price is still maintained at 12.75 and 13c., and the leaders of the bull movement look for no drop before well on in October. On the last day of July there was a great flurry in the market, and spot cotton rose to 13.25, and Brown, the bull leader in New Orleans, offered even 15c., but could get very little. The very steadiness of the price shows that it is not entirely a matter of manipulation, but a fair idea of the value of the raw material at the present time. Of course, had there been no such thing as dealing in futures, the present price of 12.75 would be quite a bit lower, but with the crop two weeks behind, some complaints of rust and the boll weevil, and a total visible of 50,000 bales less than last year, cotton is worth more than its average of 7 or 8c. The United States Government report of August 4 put the percentage of condition of the crop at 79.7, against 77.1 last month and 81.9 last year.

• • •

But, while everyone but the bulls temporarily bemoans the scarcity and price of cotton, England and the outside world generally have cause to feel some consolation in the fact that the cotton industry of the world is receiving great encouragement to spread and leap its present confinement in the United States. English commercial men and manufacturers are using their greatest efforts to commence and develop the growing of cotton in British territory. Already Egypt has come forward as a formidable rival, and India has found her soil and climate suitable. The visible supply in the United States is 230,000 bales less than this time last year, while the contribution of Egypt, Brazil, India, etc., has increased 180,000 bales. The West Indies, too, are experimenting. The result will be that, inside of 10 years, it will be a practical impossibility to corner cotton, and the world will be independent of Yankee growers and brokers.

• • •

The effect of the price of cotton on the mills of the world is startling. More than 2,000,000 spindles are idle in New England cotton mills and $8,000,000 has been lost in wages during August. In Fall River alone 755,000 spindles have stopped, throwing 7,500 employes out of work. Out of 91 prominent mills, 44 have curtailed their output and 55 announce their intention of reducing during August, making the estimated reduction of that month over 25 per cent. In England 700 of the Lancashire cotton mills are working on short time and 360,000 operatives are affected. In the United States several informal attempts have been made to get the manufacturers together and agree to a general shortening of hours or a shut-down for a stated time. Canada's mills have profited by their foresight in laying in large enough stocks of the raw material to carry them into next season, and none of them have found it necessary to shut down.

• • •

In the British House of Commons considerable attention has been paid to the cotton situation. One member complained bitterly of the re-shipment of American cotton from London to New York, thus increasing the famine prices in England, and invited an enquiry into the effect of the system of future options on the price of cotton. Replying to another question, Gerald Balfour said the facilities for cotton growing in the British Empire were being thoroughly considered and the Board of Trade was prepared to give any practical help to those interested in the matter.

Colonial Secretary Chamberlain replied to a question concerning the possibility of the taxation of raw cotton imported into Great Britain, that he had never thought of it and was much against it.

• • •

Some very interesting figures are contained in the following list of the average price for middling cotton in New York during the past fifty years:

Year.	Price.	Year.	Price.
1853	11.02	1878	11.22
1854	10.97	1879	10.84
1855	10 39	1880	11.51
1856	10 30	1881	12.03
1857	13.51	1882	11.06
1858	12.23	1883	11 88
1859	12.08	1884	10.88
1860	11.00	1885	10 45
1861	13.01	1886	9 28
1862	31.29	1887	10.21
1863	67.21	1888	10.03
1864	101.50	1889	10.65
1865	83.88	1890	11.07
1866	43.20	1891	8 60
1867	31.59	1892	7 71
1868	24.85	1893	8 56
1869	29.01	1894	6.94
1870	23.98	1895	7 44
1871	16.95	1896	7.93
1872	22 19	1897	7 00
1873	20.14	1898	5 94
1874	17.95	1899	6.88
1875	15 46	1900	9 25
1876	12.98	1901	8 50
1877	11.82	1902	8.75

According to these figures cotton reached the lowest price on record, 5.94 cents, in 1898. Since then the tendency has been upward, reaching in July 13.50 cents, the highest price in 28 years. At New Orleans in the same month it was quoted at a fraction over 14 cents.

• • •

The new Spring list for Canadian prints has been issued and shows, in almost every case, an advance. H cloth, which sold in light colors at 5c. last Spring, is now 5½c.; No. 1 which was 6c. is now 6 1/16c.; No. 2 and W2 are now 7 3/16c. and 8c., respectively. HHH, except in anilines and navies, remains at 8c., the same as last year, but the two lines mentioned have jumped from 8c. to 9½c. C cloth remains the same.

As will be seen, HHH and C are the only cloths left at old prices, and the reason given for this is, that the manufacturers decided, after considerable pressure, that any higher prices would seriously interfere with the sales.

• • •

An advance has also taken place in cotton warp. About the middle of the month the Dominion Cotton Mills and the Cornwall and York Mills issued new quotations showing a rise of two cents per pound. Some time previous to this they had withdrawn the discount of five per cent.

• • •

Wholesales are complaining about the slowness of cottons in delivery. These goods should have been in some time ago,

but very little has yet arrived, and fear is felt that the delivery to the retailers will not be as prompt as both would like. It is the shortness of supply and price of the raw material that is at fault.

* * *

Prices in raw silk remain firm, and in most cases show an upward tendency. Lyons and Milan cable that the market is very much better, with prices tending upwards, and Canton reports an advance on account of heavy buying for Europe and America. The following are the comparative prices for raw silk in Italy on August 14:

	1903. Lire.	1902. Lire.	1901. Lire.	1900. Lire.	1899. Lire.
Classical	54	47	47	49	59
Best No. 1	52	45½	46	47	57½
Best No. 2	50	44	44	45	56

* * *

The Philadelphia textile strike, like its predecessor at Lowell, has ended in a dismal failure for the strikers. After 10 weeks of idleness and loss of wages to over 60,000 workmen, they have for the most part submitted, without any concessions being granted. Some thousands are still out, but their loss does not impede to any great extent the work of the mills. Their principal demands were a 55-hour week with a 60-hour pay, and in many cases an increase in the pay.

* * *

The London and Boston wool markets remain very firm, with prices looking for an opening at the top. In Boston Canadian wool is very scarce, and its scarceness is felt, as it costs clean on that market only 38 to 40c. The grease price, however, has advanced to 31c., and none can be obtained at that. The duty on Canadian wool is 12c.

* * *

The quantities of raw cotton and cotton yarns imported into Japan have undergone a reversal during recent years. In 1902 Japan imported £139,423 worth of yarn, as against £1,105,539 worth in 1889, while in 1889 the value of imported raw cotton was £138,113, as against £827,685 in 1902. Cotton prints, and white and grey shirtings, all show a considerable increase in the value imported, the United Kingdom controlling 24-25ths of the trade.

* * *

One of the greatest drawbacks to the proper supply of wool blankets for the Fall and Winter trade is the shortness of help. A visit to one large mill revealed the fact that fully a third of the looms were idle, and the necessary workmen were unable to be obtained. Over the whole country the cry is the same: "Give us more workmen." The unions are trying to drown this cry by repeated issues of statements that Canada has sufficient help, but a visit to the factories will soon convince anyone of the absurdity of such a statement.

* * *

The Royal Mail Steam Packet Co. have decided, with a view to encourage the efforts now being made to cultivate cotton in the West Indies, to offer to the British Cotton-Growing Association the free conveyance of a number of gins and baling presses, about to be sent out from England to be used in connection with this new industry.

KNITTED GOODS.

THERE is nothing new to be remarked in the situation regarding Fall underwear. First shipments are now in the hands of the retailer, and in other respects prices and conditions are the same as when we made our last report. But for Spring there is another tale.

CASHMERE UNDERWEAR.

In fine cashmere underwear there has been quite an appreciable advance, but as the class of wool from which this underwear is made has for a considerable period been steadily on the rise, and there is no sign as yet of any softening in its price, buyers should carefully watch their stocks. There is no cause for alarm, but buyers will be consulting their own interests by being early in the market. In England, when times are hard, there is always an increased demand for goods made from the lower grade of wools. This has been aggravated by the high price at which colonial wools are held, and these coarser wools have advanced even more than those of the better class. As there is no prospect of a drop in the near future, buyers owe it to themselves to be well prepared.

CANADIAN-MADE GOODS.

The most interesting question in the Canadian branch of the trade is, what will be the prices of Spring knitted underwear? The manufacturers seem to be holding back, as neither samples nor price lists are yet in the hands of the agents, but there is sure to be a perceptible rise in price. In the United States the situation is somewhat similar, but where samples have been submitted the complaints are rather as to quality than price. In the few instances where deliveries have been made, according to an exchange, the goods have not been equal to the samples shown. Manufacturers justify themselves by asking if it stands to reason that on goods that in an ordinary way pay 2½ to 8 per cent. profit, and now, when the cost of production has jumped on the same article from 20 to 30 per cent. more than the small advances jobbers and retailers are willing to pay, how qualities are to be maintained? It seems that manufacturers are facing what will be at the best an unprofitable season, and no doubt we shall find the conditions somewhat similar over here when the season opens up.

HOSIERY.

Fancy hosiery is still the vogue, and there are many novelties in stripes and in printed hosiery shown, but for the popular trade the black stocking is always the leading seller. There is again to be a fine season for lisles and cottons in drop-stitch and lace effects, and the tendency is towards the lacier, gauzier kinds. Sheer is the name that best describes them. Some solid colors and some rather startling combinations are showing, but the regular seller is the black lace hose.

Price lists have been received from the German makers, and, as expected, there has been an advance. This, coupled with the surtax, bears heavily on German-made goods, and it is a matter of speculation just what position they will take in the market, as the rise in price, combined with the surtax, makes the advance so great that, notwithstanding the known excellence of the Hermsdorf dye, many merchants will not have the nerve to stock them, and either British or home-made goods will be substituted. Many lines of hosiery will, however, have still to come from Germany, and the trade will still have to stand for the advance, as they are not procurable elsewhere.

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We Quote herewith a few "Good Sellers" in long Boas.
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No. 1609—Black French Coney Pelerine; length, 2¼ yds.; finished with 2 large brush tails and silk girdle	$1.50
No. 1626—Black French Coney Pelerine; length, 2½ yds.; wide tab effect; finished with 6 tails at the bottom and silk girdle	2.75
No. 1632—Imit. Black Fox Pelerine; length, 2½ yds.; extra wide tab effect; finished with 6 tails at the bottom and silk tail-trimmed girdle	4.25
No. 1630—Blended Watermink Pelerline; length, 2¼ yds.; finished with 2 large brush tails and silk girdle	3.00
No. 1639—Nutria (Imit. Beaver) Pelerine; length, 2½ yds.; fine quality; finished with 2 large genuine bear tails and tail-trimmed girdle	5.50
No. 1668—Hudson Bay Opossum Pelerine; length, 2½ yds.; finished with 2 large brush tails and silk girdle	5.00
No. 1617 Hudson Bay Opossum Pelerine; length, 2½ yds.; XXXX quality; finished with 2 large fox brush tails and silk tail-trimmed girdle	7.00
No. 1618—Isabella Opossum Pelerine; length, 2½ yds.; XXXX quality; finished with 2 large fox brush tails and silk tail-trimmed girdle	7.00
No. 1615—Choicest Hudson Bay Opossum Pelerine; length, 2½ yds.; finished with 6 tails, silk tail-trimmed girdle and braid ornaments	8.50
No. 1614—Choicest Isabella Opossum Pelerine; length, 2½ yds.; finished with 6 tails, silk tail-trimmed girdle and braid ornaments	8.50
No. 1635—Choicest Black Marten Pelerine; length, 2½ yds.; finished with 6 tails, silk tail-trimmed girdle and braid ornaments	9.75
No. 1833—Black French Coney Stole; length, 2½ yds.; lined with mercerized satin and finished with 4 tails and silk girdle	1.75
No. 1823—Black French Coney Stole; length, 2¾ yds.; wide shoulder effect; satin-lined and finished with 4 tails and silk girdle	2.50
No. 1815—Black French Coney Stole; length, 3 yds.; wide tab effect; satin-lined and finished with 6 tails and tail-trimmed girdle	3.25
No. 1816—China Bear Stole; length, 2⅓ yds. (large, full stole); satin-lined and finished with silk girdle	4.75

We carry the LARGEST ASSORTMENT and the HEAVIEST STOCK of Reliable, Up-to-date, Popular-Priced LADIES', MISSES' and CHILDREN'S FURS.

If you can't call on us here WRITE FOR SAMPLES and PRICES. You'll get them promptly. COMPARE them with others. It's INTERESTING, to say the least.

THE FUR HOUSE!

MAX NEUBURGER & CO.

No. 102 GREENE STREET, NEW YORK CITY

Wholesale Millinery

Our Opening Displays At

Toronto August 31st and following days, 12 and 14 Wellington St. East.

Winnipeg September 8th and 9th, 54 and 56 Albert St.

Montreal August 31st, 112 St Peter St., cor Notre Dame St.

Quebec September 8th and 9th, 74 St. Joseph St.

Ottawa September 14th and 15th, Warerooms (Russell House.)

THE TRADE CORDIALLY INVITED.

The D. McCALL CO., Limited.

Debenham, Caldecott & Co.

MONTREAL

Season 1903-04

FALL OPENING

on TUESDAY, SEPT. 1st., AND FOLLOWING DAYS.

We will show a very fine lot of strictly imported

Pattern Hats

from the best makers in

PARIS and LONDON.

Also large assortment of all the latest novelties in the Millinery line.

INSPECTION SOLICITED.

DEBENHAM, CALDECOTT & CO.,

18 ST. HELEN ST., MONTREAL.

The Canadian Millinery Review

The Fall Openings

SOME LEAKS IN THE MILLINERY DEPARTMENT.

THE way millinery is handled in a dry goods store is largely responsible for its success or non success as a department. In too many cases it is looked upon as a risky venture, or as a department that one is obliged to have to complete the store equipment. Certainly it is a department that requires a more thorough understanding, and more thought and care, than is bestowed on many of the other branches. Yet when this department is properly run there is not a more attractive one, or one that gives better results. There is money in millinery, lots of it, only you must go the right way to work. It cannot, as some merchants seem to think, and attempt to do, be run in the manner that it pays to run staples or hosiery, but to compete successfully with the millinery stores it must be run on millinery lines. A general supervision is necessary, as many milliners, though splendid trimmers, may be ignorant of the general principles of merchandising. Remember it is as a trimmer that she has been trained; so there must be a guiding, but not a meddling hand; and just how far interference must go is a subject for nice discrimination.

Care must be taken that your milliner does not load up her department with unnecessary stock, which will get out of date and have to be sacrificed, thus wiping out the profit on her other work. This is one of the most important leaks to watch, and it takes a constant study of what is worn and what is going to be worn, and this knowledge must be gleaned from all possible sources, to guard against this leak. Then you must have a thorough idea of just what class of goods will suit the character of the buying public that frequent your store. All this is essential to the judicious buying of stock, so that there will only be a reasonable amount left over to clear at a sacrifice at the end of the season.

Though leaks are easily made in the buying end they are more guarded against than leaks in the work-room, and some milliners who are most careful in other ways are lax in what they permit there. In the first place no trimming-room is properly conducted that does not keep track of the amount of work done in a day, and a trimming book in which the hats made and trimmed are entered in consecutive order is a necessary part of the equipment of an up-to-date millinery workroom.

It is in the trimming-room that the real success of your department is made. It is the very backbone of your business, and the place where it is made or marred. Possibilities go into it in the shape of materials and out of it comes success and profit, or failure and loss. It is not so much what you pay for your goods, as what is done with them, what use is made of them, that yields you the profit.

Set a stern face against waste in the trimming-room. One thing, and that perhaps a small matter, if you like, but one which amounts to a large item in time, is the matter of scraps. Scraps there are and scraps there will be with the best of management, but see that the scraps are not wasted Pieces of wire should never be thrown away, but should be kept in a box handy, as they can be used up for bandeaux, and the small pieces in the scrap box can be made to do duty for the covering of the same. Silk can often be as well used as velveteen. Soiled ends can often be made use of, if only they are cleaned and pressed, and most milliners know the value of steaming and pressing old and crumpled goods. Remember there is only one way to keep the scraps from accumulating and that is to insist, and that constantly, on their being used.

But it is not in the neglect to use each scrap to advantage that the largest leak occurs. It is in the hurried way of grabbing up a bolt of goods and using what is needed and then guessing the amount. Perhaps the customer is waiting. Well, let her wait just a few minutes longer until what's wanted is measured and cut off before taking it into the workroom. If the bolt goes into the workroom there is the temptation to use just a little more than is paid for, and in such expensive materials as are used for millinery purposes this soon runs into money and eats largely into the profit. Chiffons, mousselines, laces, etc., have a knack of disappearing in a truly wonderful way. It's so easy to use two yards where only one was figured on, especially where the whole bolt of trimming is taken into the wordroom to use from, and the trimmers allowed to take what they want by "guess." Every milliner knows that this is just what is done more or less in many workrooms. These goods are bought by the yard, and the manufacturer when he put up the goods did not guess. He knew to an inch how much was cut. This loose habit of guessing is a bad one for the storekeeper and for the department and should be guarded against.

One retailer has a simple plan that makes it pretty nearly impossible. He uses a rubber stamp and prints on ribbon paper a trimming ticket that goes into the workroom with every hat. This ticket shows the number of the hat, the customer's name and address, when the hat is wanted, the price, who sold by and the quantities of material required Then, after the trimming is done, the trimmer's time is added on. This ticket is very simple, and has been used with great success. The cost is put on in private characters until it reaches the proprietor's hands, when the percentage for lining. bands, etc., boxing, advertising and other store expenses is figured on and added to the general amount.

In figuring up the amount of work done in the trimming-room do not put the amount of work done before the effect gained. This is a fatal mistake, and soon shows itself in the sameness and poorness of effect and in many repetitions in style of the millinery turned out of your workroom; in fact, a system like this defeats its own aims, for extra time taken and more artistic work produced mean a gain and not a loss.

BUYERS FOR THE MILLINERY OPENINGS.

THE millinery openings in Montreal and Toronto promise to be liberally attended. Among those who have already arrived for the openings or who will arrive in a few days are the following :

Buyers from Winnipeg—Miss Rogers, for The Hudson Bay Co. ; Miss Baldwin, for The Imperial Dry Goods ; Miss McGregor, for The J. Robinson Co., Limited ; Miss Kitching, for The Geo. Craig Co., Limited ; Miss Menzies, successor to Jas. Turner & Co.

From Moncton, N.B.—Miss Raymond, for Peter Sweeney Company, Limited.

From Brantford, Ontario—Miss Clark, Miss Page and Miss E. Gilby.

LOOKING FOR AN OPENING.

A gentleman, who has recently arrived in Canada from Great Britain, and has had a long experience in the wholesale and retail millinery trade, writes THE REVIEW that he is looking for an opening in Canada, the Northwest Territories preferred. He is, among other things, a good window dresser. If any of the readers of THE REVIEW desire to place themselves in communication with him, they can do so through the editor of THE DRY GOODS REVIEW.

THE PICTURESQUE IN MILLINERY.

Though many toques and turbans are shown, and hats on the flat order that we are now getting so tired of, it is the large picture hat and the poke that is the influencing and inspiring idea in millinery. Picturesque styles, even in the flatter shapes, are the rule, and the lower-crowned hat is slowly but surely being succeeded by the high jam-pot shape. This crown is often seen on the slant. In hats that are now showing there are a few of the perfectly flat ones, and some with a very low crown; but the majority show a moderately high and large bell. Some few round crowns are also shown. In the turban and semi-military hats there are some novel shapes, such as the Napoleon, torpedo, wedge and flatiron.

The Napoleons, both large and small, are very military looking, are becoming to a youthful face, and suitable wearing for a miss in her teens. The torpedo, the wedge and the flatiron explain themselves, and there are any amount of intermediate shapes showing.

With the exception of the bonnet toques and small bonnets, hats are very large ; much larger than we have seen them for some time. In untrimmed hats large shapes also rule, and Gainsborough and Rembrandt shapes and shapes with picture brims are the more prominent shapes. Beavers are selling extremely well, and all the hats shown are on the rough order, not a plain felt showing. A pretty turban shape comes to a blunt point at the front, and has the square back ; in fact this is the accepted shape in turbans. The high roll at the side is showing on many, both in the dress shapes and in the untrimmed hats. In trimmed hats the back on some shown is rolled almost over the crown.

In sailors there are many kinds, and from all reports they are selling well, too. They seem to be more prominent than for some seasons past.

A TRIO OF BRANTFORD BUYERS.



Miss Clark



Miss Gilby



Miss Page

From Galt, Ontario—W. W. Wilkinson, of W. W. Wilkinson & Co.

From London, Ont.—Miss A. Howard, Miss M. Kippen, John G. McKay, for J. H Chapman & Co.; Miss J. O'Brien, Miss Donald, Mr. Gray, for Gray & Parker; Miss Hill, T. F. Kingsmill, Sr., T. F. Kingsmill, Jr., for T. F. Kingsmill ; Miss Walker, Miss Kirkland, R. J. Young, for R. J. Young & Co.

SOME NEW YORK MILLINERY OPENINGS.

John Miles, of New York, had a successful opening on the 10th and 11th of August. He showed a fine range of his famous ready-to-wear hats that for value were simply remarkable. The styles were good, sensible and salable, and his "tree of trade," nourished by such offerings, will undoubtedly soon spread its branches over all the continent.

Hill Brothers have a very fine showing in exclusive original designs in hats this season, which is receiving widespread comment of praise from out-of-town buyers who desire exclusive goods. Among the many new and pretty hats were noted a boat turban shape, the crown of which was trimmed with Autumn foliage of velvet in which nestled a three-foot black snake (about life size) ; the under brim was trimmed with allusian chiffon ; the colors were soft and blended well, and it certainly had a very artistic effect. Another was a large velvet hat with a pope crown trimmed with ostrich plumes and large rhinestone buckle, a very striking production. Another was an English walking hat in black and white, trimmed very high on the right side (a popular innovation this season). It had the new maraboro feather and was one of the dressiest hats in the show-room.



W. W. Wilkinson, Galt.

S. F. McKinnon & Co.

Limited

Our Lace Department

is always replete with the LATEST NOVELTIES, and is so well known as containing the most up-to-date stock in the trade in Laces, Lace Trimmings, Dress Trimmings of every description, Embroideries, Lace Collars, Embroidered Neckwear, Lace Curtains and Curtain Nets, that it is only necessary to say that a visit to the department would be well worth while for any merchant in Canada doing a lace trade.

Write for Samples.

We desire to draw the attention

of the trade to the completeness of our stock of MILLINERY and MILLINERY NOVELTIES.

Every department is sparkling with new goods.

Toronto Montreal

Quebec London, Eng.

THE STYLES OF YESTERDAY.

From Mother Eve's invention
Of the very first farthingale
To Fashion's last intention
Is a dream-like passing tale.
Brief is each mode's existence,
But Beauty is always here,
Its change is still persistence
Through the dead modes of yester year.

I'faith each month has its fashions,
From Eve's to the days that are here.
But where are the passing passions,
The dead modes of yester year?

WHERE are they, those dead fashions? If we take a peep into the past yesterdays and compare them with the nows, we shall find that all these dead fashions are well taken care of. Dame Fashion has them safely stored away, ready ticketed and labelled, to make their appearance again in due time as the very latest mode.

"Nothing is new but the old," said the Empress Josephine's dressmaker, who must have been a close student of Dame Fashion's ways, and she proceeded to make her saying good by copying the modes worn by the women of ancient Greece



Style of 1780.



Style of 1825.

and Rome, who copied as near as may be the famous petticoat that Eve created, and that is the first fashion on record.

The truth is, if the yesterday is only far enough back, its modes are those of to-day, just as those of to-day, when they are old enough to be forgotten, are those that will be on the backs and heads of the women of to-morrow. Changes and



Style of Louis XVI.



Style of Louis XVI.

modifications there are to suit the requirements and tastes of the time, but the general outlines are the same and easily recognized.

Fashion is like a kaleidoscope. The colors and pieces of glass are the same, but the turning of Time brings to view an endless number of combinations, and yet the component parts do not change.

There is also another way in which Dame Fashion cunningly tricks us, and that is into thinking that the present mode is the prettiest and most appropriate that ever was worn. How often you hear the remark, "Well, I think the styles now are just the prettiest we ever had," while we are gravely told through many mediums "that we were never better dressed than at the present time." Women repeat this with approval to their looking-glasses, and the men think so, whatever they may say. Some of them even go so far as to



Style of 1830.



Style of 1835.

take credit for it, saying, "Just look at how sensible and how becoming are present-day styles. We made them." They forget that they are only giving us the old over again in a new form.

Let the kaleidscope of fashion take another turn, and what happens to our vaunted styles? The glamor falls away. The follies and defects stand out plain and clear, and away they go to join the rest of old styles in the limbo of dead fashions, to reappear when their cycle comes around, triumphant and rejuvenated, as the very latest mode. Nowhere is all this better understood than in Paris. Every attic and workroom there has its set of old prints and books of modes, and most thoroughly are they studied, designers having all details of the costumes of the different epochs so well in mind that they make no mistakes about them. They have long known what we are only beginning to realize, namely, that millinery is an art more than a trade. That is the main secret of Paris suc-



From Lawrence's portrait of Lady Peel, painted about 1780.



Large hat and collarette of 1830.

cess and supremacy. Even when their combinations of color and form are most daring they are never lacking in harmony, for they have the true artist's instinct and know just when to stay their hand.

The hat styles they are sending us this Fall are closer copies than ever from old pictures and modes, adapted, it is true, to modern needs and requirements. Improvements innumerable have been made in the manufacture of materials, and there are numberless colors and shades in use now that were never dreamed of in the days when these hats were worn before. The utmost has been made of all these improvements, but, for all that, the forms and trimmings are strikingly alike. The headgear of a lady of the time of Marie Antoinette or of the days of the Restoration, or Charles X., would excite little remark if worn now. Picture hats were the mode then, and picture hats are the mode now, while the bonnets and toques of 1830 have been resurrected for the Fall of 1903.

How much ridicule we have heard directed at the poke bonnet? and how numberless have been the jokes at its expense? But now that it is the mode of to-day we are all prepared to admire and to praise. We are right, too, for pokes

Fall Trimming Material ?

Opening

Tuesday, September 1st and following days.

Plushes !

Will positively be one of the strongest articles of Fall hat trimming.

"Angora," "Ermine," "Panne" and "Fancy" Plushes.

Different qualities and all latest shades.

We are ready for all early orders.

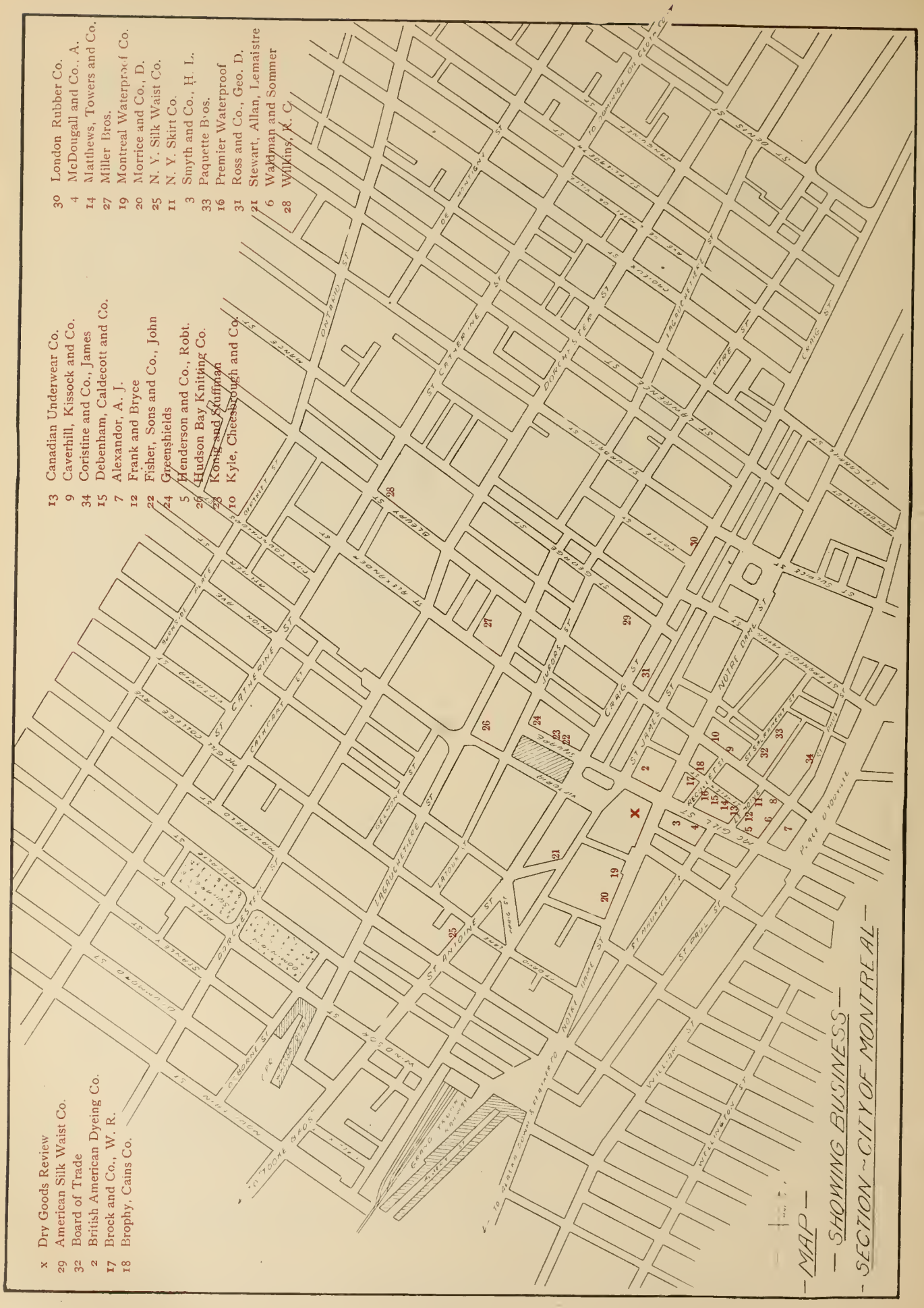
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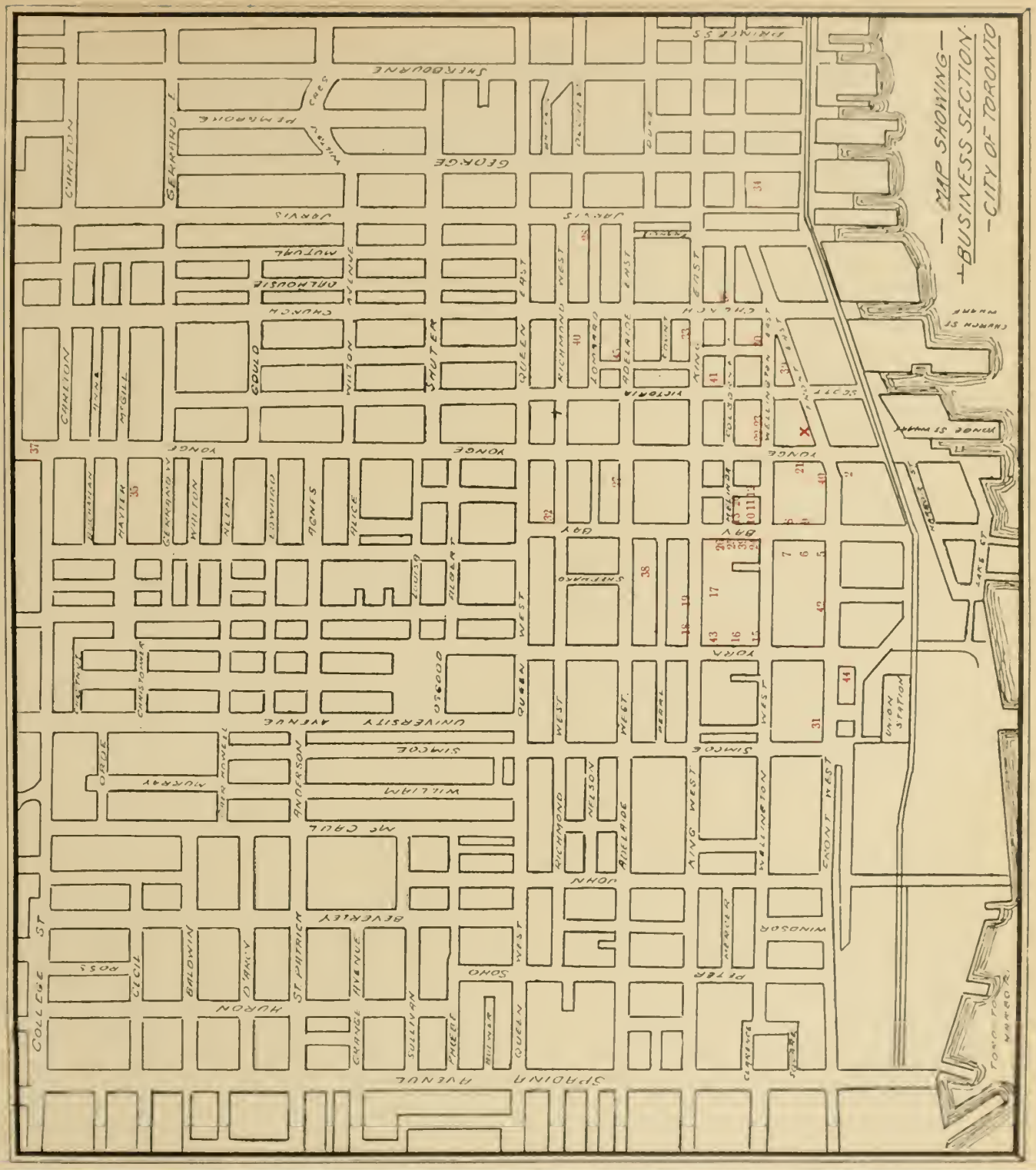
CAVERHILL & KISSOCK

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72 St. Joseph St., QUEBEC.

91 St. Peter St., MONTREAL.


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Millinery Buyers' Index

A Convenient Buyers' Directory of Representative Houses

The D. McCALL CO., Limited

12 Wellington St. East

Toronto

Don't Fail to Inspect Our Stock.

G. GOULDING & SONS

WHOLESALE IMPORTERS OF

MILLINERY AND STRAW GOODS

55 Bay Street
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Montreal
230 McGill St.

Winnipeg
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CANADA VEILING CO.

50 Bay Street

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Dress Trimmings and Accessories

Inspection Invited.

SMITH, WHYTE & RUNCIMAN

9-11 Wellington St. East

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A Complete Line of Millinery—

Call and See Us.

S. F. McKINNON & CO., Limited

Cor. York and Wellington Sts.

Toronto

Wholesale Milliners

We invite you to make our house your headquarters during the openings.

The JOHN D. IVEY CO., Limited

18 Wellington St. West

Toronto

A full range of everything in millinery offered for your inspection.

J. M. WOODLAND & CO.

10 Wellington St. East

Toronto

Ladies' Ready-to-Wear, Ready-to-Trim Hats

Made in Canada.

DEBENHAM, CALDECOTT & CO.

Cor. Wellington and Bay Sts.

Toronto

18 St. Helen St.

Montreal

Hats, Feathers, Fruits, Ribbons, Silks.

are the fashion, and they are both pretty and becoming when they are the latest mode. Even in the simpler hats we are harking back to these bye-gone times—in modern forms, of course. The military turban has its prototype in the days of the first empire, that, though ridiculous to our eyes, was no doubt thought "too sweet for anything" in those days. The tricorne, too, is only an adaptation of the hat worn by all men, whether gentle or simple, in the days when the "Grand Monarch" and his immediate successors wore the crown of France.

Even the materials in use now show a striking similarity to those on these hats of yesterday—ribbons, velvets, spangles, gauzes, plumes, etc., were all the fashion then, and the trimmings on the underbrims of these ancient hats have quite a familiar air.

How modern sounds the description given in an old book of modes of a hat once worn by a dead-and-gone belle of 1825. "Her hat was of rose-colored velvet puffings, with ribbon bows and a shaded plume of white and rose; and even the manner of shading was the same—the tip white and shading darker as it went up the feather": just as we see it in the plumes shown for this Autumn of 1903.

OSTRICH FEATHER SALES.

THE quantity of feathers catalogued for the last auction sale was 77,500 lbs., against 63,000 lbs. last July. A decline in the extreme prices of wing feathers was expected, but the demand was so large and competition so keen that the existing prices were fully maintained, and in the case of dark goods ruled even higher. The demand was very large from America and France, and fairly good from Germany.

Good qualities in feathers were firmly held, and the other kinds were steady. All qualities of Femina sold firmly except the narrow; grey and dark were 10 per cent. higher. Byrocks also advanced 10 per cent., and Spadones were quite active at an advance of fully 15 per cent.

POPULAR COLORS.

ONE of the heads of the plush and velvet department of one of our large millinery houses, in conversation with THE REVIEW about the colors for Fall, said that brown and the castor shades had certainly been the best sellers with them, but that all the chief colors had been well taken and that the purples and mauves, particularly the pinkish shades, had been in good demand. Champagne, chambord, and the other wine shades were also good sellers; in fact any color that will combine well with black may be set down as good in Fall millinery, for the presence of jet in such quantities makes this a necessity.

Laces, particularly the heavy yaks in both wool and silk, are being very much used, and in the finer millinery laces duchesse—the real—and in the imitation alencon and chantilly in lovely patterns, are showing.

PARISIAN MILLINERY.

A REPRESENTATIVE of THE DRY GOODS REVIEW called at the warehouse of Caverhill & Kissock, Montreal, to enquire as to the prospects for Fall trade. He found every person in the house very busy making preparations for the millinery openings the first of the month. In spite of the rush of business he was very courteously received by Mr. Harper, the European buyer for this firm, who had just returned from a tour of the leading fashion centres of Europe. Mr. Harper very kindly consented to give THE REVIEW some notes as to the prevailing styles this Fall in the world's fashion centres.

In Paris, London and New York, says Mr. Harper, medium size hats are the most popular, news that should be very welcome to all church-goers. In fact, the fashions seem to be returning to the prevailing styles of some years back; hats with crowns are now the most popular. The Gainsborough and Empire are much in vogue.

"What are the prevailing styles in trimmings?" asked THE REVIEW.

"Rough effects are the most popular," answered Mr. Harper. "Velvets and plush are used very largely also. Chenilles and chenille mixtures of all kinds will be much in demand. Plumes from 9 to 14 inches in length, and birds of all descriptions, large and small, black and white, are being very largely used as trimmings. Fancy feathers, such as quill effects, are also very popular.

"More ribbons are being used this season than for many years back, satin and velvet ribbon in colors and in black being very much in demand. Plain, glossy and soft, bright finished satins, all in wide widths, are being extensively used to go with other materials.

"Ornaments for hats are principally steel and diamonds, with diamond and steel mixtures. The favorite ornament seems to be the large buckle, and steel and diamond buckles are being shown by all the leading houses in great profusion. Many black and steel mixtures are also being shown. The buckle is the ornament par excellence this season."

"What will be the prevailing colors, Mr. Harper?"

"There has been a decided change this year," he replied. "Greens are very popular, the recamier (bright), riechstadt (leaf) and metternich (emerald) being the prevailing shades. Lord (coquelicot) is a popular color, as is also medoc (old rose). A great variety of reds will also be worn, the three most popular shades being the marie henrietta, jacbino and prince noir (sultan). Chypre and samos are very popular, and there will be a good demand for lobelia (royal blue). These are, perhaps, the leading shades for the season, but there is a strong feeling for bishop's purple and pistage (green). In Paris a lot of jacbino is being pushed as the leading shade, but I am of the opinion that more greens and blues will be worn than any other colors, The indications are strong that these will be by far the most popular colors.

"Hats will be worn low on the face," says Mr. Harper. "The shapes are such that this year's long effects in trimmings seem to be the most becoming. Many shapes are rolled up on the left side, forming a very pretty curve for long effects in trimming, such as plumes.

"Shaded goods are shown slightly in Paris and will be in demand for the early trade, but I am confident that plain goods will be most in demand for the bulk of the season.

"Plushes seem to be a strong factor in Autumn millinery and the makers are now looking forward very confidently to a return of the phenomenal plush business of some years ago. Velvets still hold their own, principally in plain and shimmers.

"The Autumn millinery this year shows a very radical change. The hats with no crowns are not so popular to-day as they were. The Bretonne sailor is still exceedingly popular in Paris and London. This shape seems to suit young people better than the ordinary straight run sailor. Toque bonnets are very rapidly coming into vogue for ladies, and will soon displace the round toque. This style of chapeau is very becoming, and is deservedly popular. It has strings, which are very favorably received by the ladies. There is a strong demand for beaver hats of all descriptions, both ladies' and children's. These hats present a very pleasing appearance, when trimmed with ribbons, birds and plumes. Next to beavers in popularity come the rough effects, such as mohair and camel's hair. The plain felts, for this season at all events, are entirely out."

"What, in a few words, will be the favorite shapes this year, Mr. Harper?"

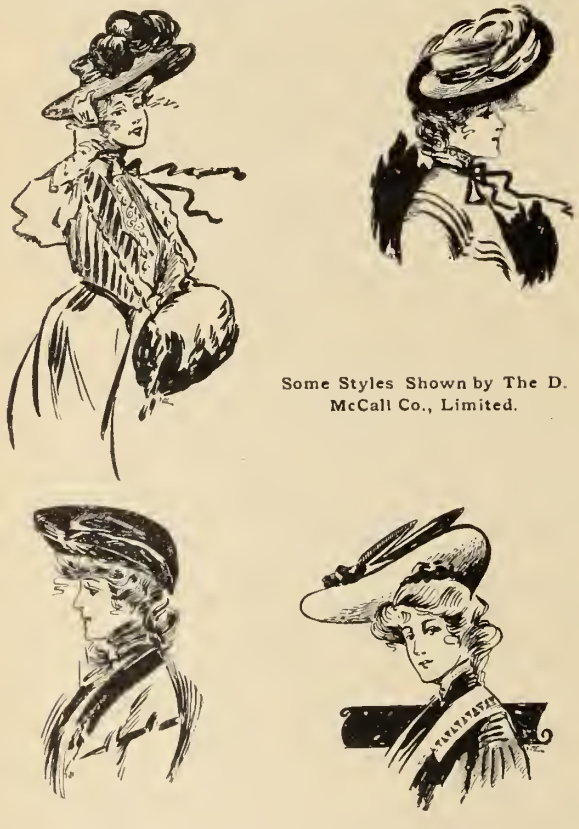
"The Duchess, Davenport, Garrison, Longwood, Olympia, Devon, Afton and Lady Brassey," replied Mr. Harper. "To sum up, velvets, plushes, ribbons, ostrich plumes, ostrich mounts, birds, beaver hats, rough effects in hats, steel and

diamond buckles, imitation ermine fur and moleskin—these are all in demand. The ermine fur and moleskin make very pretty hats for the later trade."

Mr. Harper purposes returning very soon to the European fashion centres. His long experience as buyer for the enterprising millinery house of Caverhill & Kissock makes him an authority on such subjects, and THE REVIEW is very fortunate in being able to present to its readers Mr. Harper's views on this most interesting subject. His firm are making great preparations for the opening and will surprise their friends by the wide range of samples on exhibition.

SOME FEATURES OF THE MILLINERY TRADE.

A REPRESENTATIVE of The D. McCall Company, in conversation with THE REVIEW, said: "It is safe to predict that this season will see the end of the low, flat shape. The tendency all points to the revival of high crowns, a new and striking shape shown by one of the leading French milliners, 'The Tridelt,' being an emerald green velvet covered hat faced with white plush, round crown and brim rolling at the right side to top of crown, this being trimmed with handsome white ostrich plumes. In toques the boat shape is to be the leader for the season. Trimmings are shown in great variety. Some striking novelties are shown in Persian lamb and astrachan effects, both plain and with bead mixtures. The rough, hairy materials will undoubtedly be



Some Styles Shown by The D. McCall Co., Limited.

much in evidence, and these, with plush, plain and fancy velvets, plain and barred effects, will be a feature of the season, as also sequin and chenille, plain chenille in galoon and laize, with the above ostrich feathers more particularly in best grade goods, will continue to have an enormous sale. Notwithstanding the big advances of the last three sales in ostrich goods in the London market, our requirements were all provided for prior to the advance, and customers may rest assured that all repeats will be filled at early season's prices. In fancy feathers the leaders will be birds, wings and mephisto quills, and some very striking novelties in this way will be shown.

"Ornaments—the latest in these are large buckles, round and square, principally in jets and steel, as also quill ends and darts, some of the latter running from the base of the quill to two-thirds the length of the feather. I might also mention that velvet and plush foliage and roses will also be used to a considerable extent.

"For colors, the leaders for the season will undoubtedly be castor, navies, emerald, resеda, tabac, and some of the latest Paris shades as used there, the wine and geranium shades, viz., medoc, pomard, Marie Henriette, prince-noir, also prune, and, no doubt, for a good class trade, these latter shades will have considerable sale."

CAVERHILL & KISSOCK'S TORONTO SHOW ROOM.

Caverhill & Kissock have opened a branch show-room in Toronto for the millinery openings and are showing a large range of millinery materials. They were only just opening out when the representative of THE REVIEW called, but already their show-room was a very busy place.

THE MILLINERY OPENINGS.

IN all the large millinery houses preparations are rapidly being completed for the openings on August 31, when it is expected that a very large crowd of buyers from all parts of Canada will attend. Many of them have already been in and an active advance trade has been done; in fact, ever since the first Fall goods were shown and travellers covered their rounds with them, customers were easily interested, and many large orders were placed.

JOHN C. GREEN & CO., LONDON.

WHEN a representative of THE REVIEW called at the Toronto salesroom of John C. Green & Co. on Bay St., they were hardly in shape for their opening, as their goods had been delayed in transit, but they were showing some very smart and stylish hats. Very noticeable was a high-crowned ready-to-wear hat, built on very graceful lines. Graceful shapes in high-crowned ready-to-wear hats are as yet rare. This firm will be in their Toronto quarters for the balance of the season. They are showing some pretty and exceedingly well designed hats.

THE PUGH MANUFACTURING CO.

THE Pugh Manufacturing Co. are specialists on underskirts, and they make them only in mercerized sateens, moire and silkette. These skirts they are showing in 24 different lines and at prices which range from $6.50 to $24. All their lines are carefully cut to suit the prevailing styles. They are made in loose, tight and habit backs, and have ample fulness around the foot of the skirt. Whatever the style or the price they are all most carefully made; and all seams are filled and all flounces strapped at the top. This gives both a neat finish, and there is no place for dust to lodge, and adds most materially to both look and wear. In short, the greatest attention is paid to the finish and make-up of all skirts manufactured by them. "Could not be more if each skirt was priced at $20," as one member of the firm said.

The Pugh Company will be pleased to see visitors and to show their lines to all callers either at the openings or at any other time. The factory is at 33 Church street, Toronto.

S. F. M'KINNON & CO., LIMITED.

A REPRESENTATIVE of THE DRY GOODS REVIEW called on S. F. McKinnon & Co, Limited, and found them in the midst of one of their busiest seasons, preparing for the millinery openings. On the first floor this company makes a splendid showing of hats for the coming season. All kinds and descriptions are to be found. A splendid business in hats has been done on the road during the placing trip, and housebuying has been fully up to expectations during the week previous to the openings.

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HAFSTEIN & BAUERFEIND, PLAUEN i/v Oriental Laces, Silk Laces, Guipure Laces, Cotton Laces, Lace Collars.
FELIX LOTIS, LYON—Veilings, Silk Laces.
JOHN TRUMAN & CO., NOTTINGHAM—Laces.
LOEWENSTEIN & HECHT, BERLIN S.W., GERMANY—Photo Frames, Bronze Goods, Metal Goods, Combs, Leather Goods, Fancy Clocks, Ladies' Belts. Sundries and all kinds of Fancy Goods.

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A Boarding and Day School for Girls
Thorough courses in every department.
Only teachers of the highest academical and professional standing employed.

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TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinery Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treated as confidential.

THE D. F. BROWN PAPER BOX AND PAPER CO., Limited
ST. JOHN, N.B.

Fashionable women demand the latest and most exclusive designs in VEILINGS, LACES, EMBROIDERIES and TRIMMINGS. The leading stores must have them to meet the popular demand. Our stock is complete in these lines.



Canada Veiling Co.

50 Bay Street, - TORONTO, CAN.

Opening Aug. 31st, and following days.
Mail orders receive prompt attention.

OPENINGS

TORONTO **MONTREAL**

Aug. 31st and Following Days.

Winnipeg, Quebec, Sept. 7th.

INSPECTION SOLICITED.

The John D. Ivey Co.

LIMITED.

S. F. McKinnon & Co., Limited, are showing some splendid lines in ribbons, silks and millinery novelties. Their lines of novelties surpass anything they have previously shown, and they are anticipating a very large trade. Birds, fancy feathers and plumes are shown in abundance, and by the number of buyers seen by the DRY GOODS REVIEW representative the styles and prices must be correct. Some stylish effects are shown in feather boas, which promise to be very good during the early Fall.

S. F. McKinnon & Co., Limited, have lately added a special trimmed millinery department, which promises to be a great convenience to their customers.

Speaking of business conditions generally, S. F. McKinnon & Co., Limited, have every confidence of an exceptionally good season during the Fall of 1903.

THE JOHN D. IVEY CO., LIMITED.

WHEN THE REVIEW representative visited this firm it was with difficulty that even a look around could be allowed, as the influx of advance customers was so large that the firm's time was fully occupied. This is not to be wondered at when the beautiful and artistic creations in millinery were exhibited. Foremost among the novelties were the Napoleon shapes, both large and small, in black, panne and old gold. These are likely to be in great favor for misses' wear.

The wedge turban is another handsome shape, and the one shown in moleskin and two shades of purple velvet with grey and white feathers was much admired. Another wedge in white rabbit, with cabochons of moleskin around the brim, had also as trimming three white tips and a chou of white maline. The torpedo and the flatiron are among the new turban shapes.

A beautiful picture hat in hunters' green had many novel features. The brim was draped in leopard skin ribbon and on the raised under-brim a castor feather was placed with the stem thrust through to the outside. Another feather was placed on the brim at the back. One large hat had the high slanting crown and was of the fashionable ribbed ombre plush in castor shades. The under-brim was faced with narrow shirred satin ribbons. The shaded feathers exactly matched the plush.

One of the most original and beautiful hats seen this season so far was in the pansy shape, and the lining of silk was loose from the castor panne when the hat was covered All around the hat was a series of separable galoons in cashmere effect in champagne, white, and dull blues, pinks and greens. The low crown had a band of mink ending at the back in four tails. The under facing was fold after fold of champagne maline.

TRIMMINGS, ETC.

THE most prominent amongst all the materials prepared for this Fall is chenille. It seems to enter into everything and there are very few hats shown that have not a touch of chenille in some form or other. The new trimmings are all those that show the same characteristics—long-haired silky plushes, soft couche, and panne velvets, many of them ombre. With these velvets are used quantities of jet, and many hats show jet incrustations around crown and brim. Taffeta silk, machine-stitched and pleated, is used for many smart hats, and this silk in close shirring and groups of shirred tucks is well used as an under-brim facing, a use it shares with maline and chiffon.

Velvets and plushes are very soft and pliable and lend themselves admirably to the many shirrings and tuckings they receive, though quite often they are plainly laid over the hat. Striped or ribbed ombre plushes are among the later millinery novelties ; in fact the ombre or shaded idea is strong in Fall millinery, and even when materials are not shaded different shades of the same color will be used together to give a shaded effect. This is often seen in the manipulation of ribbons and ribbon velvets. These latter, by the way, are still holding their great popularity, and all widths and all colors are selling freely, especially 16 and the numbers up to 20.

Bands in many materials, in chenille, in chenille and jet, in rough woolly materials mixed with jet and alone, are in great demand. They are used on every part of the hat. Braids are almost as much in evidence as in the Spring, only the materials differ—they are now composed of chenille and felt, chenille and straw, chenille and plush, and there are other numerous combinations. Many of these braids are in fancy plaids, and these promise well for use in the plainer makes of hats.

Mention must be made of the plushes and materials that imitate furs, as they are very much used. These are the ermine and miniver plushes and partridge, which shows the eye in the feather, and the beautiful imitations of Persian lamb in both black and white.

Furs are very much used—moleskin, not the real but the imitation—and there is a great differenee in the appearance of the imitation, as some are showing dyed rabbit as imitation moleskin, but rat-skin is the best and the nearest of any to the genuine fur. Even this is very expensive on account of the smallness of the skins. Besides moleskin, grey squirrel is much used, and black and white lamb, white rabbit skin, mink and fitch. The latter has not been fashionable since the days of 1830. Many handsome fancy ribbons are used with great effect on all classes of hats, but for the general trade plain soft ribbons in wide widths are being taken in large amounts, and few hats are seen without ribbon trimmings of some description.

G. GOULDING & SONS.

THE millinery warehouse of G. Goulding & Sons, Toronto, is literally crammed with all that is newest in the millinery world, gleaned from the fashion marts of Paris and other millinery centres. Among the pattern hats are many beautiful productions bearing the names of famous Paris and Vienna houses, side by side with those that are the work of their own designers.

Paris hats are mostly high crowned. The 1930 type is prominent in them, and lovely plumes are used to trim them. New York still clings to the low-crowned hat, and those from there show the large bell crown, and both styles can be well studied in the show-room of this firm. Among many handsome turbans was one of moleskin in the wedge shape, draped with ecru point a arab lace. A lovely mink turban was also shown. Many turbans are in panne and ermine plush, and some effective and dainty hats are on this order. Mention must be made of a beautiful hat in shirred green taffeta, trimmed with velvet and flights of birds on each side of the brim.

Another striking hat was of bright red velvet, with the high roll to the left, and the space between the brim and crown filled in with a wreath of red berries and shaded leaves. The under brim was of shirred maline.

A lovely pale blue 1830 yoke is made of broad-cloth, and the edges covered with tiny close shirred tuckings of pale blue taffeta. A wreath of rosettes is around the crown in soft lousine ribbon and the long ties are of the same. A large pale blue plume is placed at the left side and the underfacing is of shirred chiffon.

Mention must be made of the lovely sets of lace, velvet and fur, one of which is of fitch. A most elaborate one is in mink and brown, and castor velvet. The set in white rabbit is beautiful, but the prettest and most picturesque of all is the 1830 set in pea green taffeta bordered with brown fur. The bonnet is purely 1830. So is the long scarf and granny muff. In untrimmed hats this firm carry a very large stock, including beavers, and the many large picture shapes as well as the

newest turbans. They also show many styles of sailors, both or misses' and children's wear. The latest thing in these hats is the bright satin binding.

FEATHERS, BIRDS AND ORNAMENTS.

NOTWITHSTANDING the restrictions of the Audobon Society, feathers and birds are by far away the popular trimmings for Fall; indeed it would seem as though the discussion that the society's proceedings has aroused has only had the effect of increasing the vogue for all kinds of birds and feathers. Most of the birds shown, however, are plainly of the made variety. A notable exception in one of our large houses was a hat trimmed with some beautiful blue birds. Very pretty they looked on the hat, but not as beautiful as they look in full enjoyment of life, and it seems a pity when there is such a wealth of other beautiful and appropriate trimmings that our native birds, which are already too few, should be further reduced in numbers to trim "my lady's hat."

Ostrich feathers, notwithstanding the price, are the trimmings par excellence, and though the black and the white, followed by a few of the more staple colors, are in undoubled ascendency, there is a brave showing of the most delicate shades and colorings. Shaded effects are very good and where a colored feather is used it is generally a shaded one. Though there is a decided preference for large plumes, and some very large ones are being used, the demand for tips is very strong and particularly for use on the high crowned hat, where they are placed, Prince of Wales fashion, by the side of the crown. They are generally in groups of three, but this is not arbitrary, and one, two, and even four, are also used, according to the taste of the milliner and requirements of the other trimmings. Egrets and cockades in ostrich are also well used, and, as usual, there are often ospreys mixed in. Novel and pretty are the ostrich feathers tipped with hackle, and among plumes ma be mentioned the marabout and hackle effects. One kind is a large quill with hackle in a peculiar effect on one side. A kind of cork-screw effect is seen in ostrich and osprey combined that is both new and effective.

In birds, it is the flat effects that are leading, and all birds are flattened; I had almost said, hammered down; indeed the effect in many cases is much the same as in repousse metal work. To obtain this the birds are flat in make up, and very pliable. They can be bent and folded in any direction, and wings are the same. Some are only the back, wings and top of the head and beak of the bird laid on net. Though the indications in the beginning of the season seemed to point to the use of large birds, it is the small birds that have come to the front, and they are in flights, as they are well termed. Pretty rosettes are formed of a group of little birds—heads in the centre and tails outspread. Crowns of hats are showing with the whole bird in this repousse effect, and some show clusters of the small birds in the same way. The feather hats that are showing are strong in these effects. Quills and fancy wings mixed with jet in many forms are seen.

One novelty in bird form, though not of feathers, was a bird—and a pretty one too—in a looped silk effect that immitated feathers. The beak was of jets, and jets were mingled in the body, which was black, while the outspread wings were of white.

Steel and jet seem to have the monopoly of buckles and cabochons used. It is predicted that though steel is more seen at present, jet will have the call when the season is more advanced. Large square buckles are the newest, and those certainly point to the popularity of high crowns.

Ornaments in jet or silk, such as flowers, flowers and leaves, and various grape and fruit forms, are all popular. There is no lack of variety in the motifs in jet and chenille, silk, jet, etc.

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J. M. Woodland & Co.

MANUFACTURERS OF

Ladies'

READY-FOR-WEAR
READY-TO-TRIM

Hats

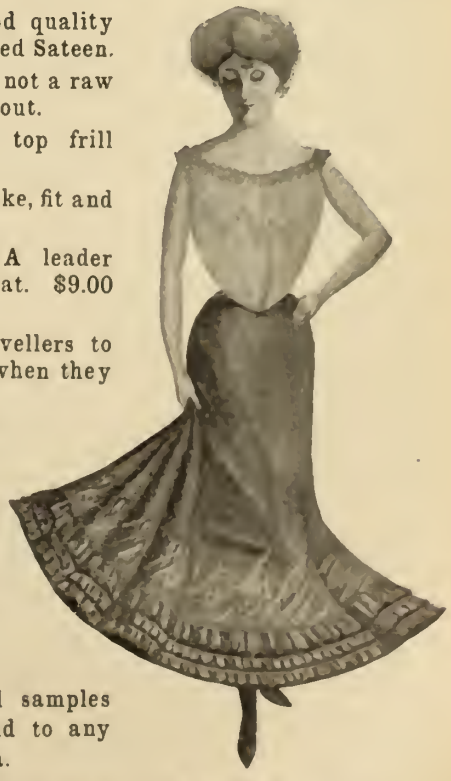
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Seams felled, not a raw seam inside or out.

Three frills, top frill crimped.

Perfect in make, fit and finish.

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Ask our travellers to show you this when they are around.

Other lines $6.50 to $24.00 a doz.

Our only terms 2 per cent. 10 days, or net 30 1st following.

Glad to send samples per express paid to any place in Canada.

THE PUGH MFG. CO.

'Phone M 4502 33 Church St., TORONTO.

DRY GOODS TRADE IN THE GREAT WEST.

WINNIPEG, August 19, 1903.

GRADUALLY the Summer holiday seekers are coming back; church pews that have been empty all Summer are filled; families are getting together, and already the prudent housewife is planning an attack on the Fall housecleaning. Then, again, a large number of the 1,200 new houses being erected in Winnipeg this season are either complete or nearing completion, so that housefurnishings are very much in demand, and there has never been a season when the jobbing trade was in so good shape to supply the wants of the consumer. All western jobbing houses are expanding along this line, the city demand being fully equalled, if not excelled, by the country requirements.

STOBART, SONS & CO.

In view of getting into their new building on November 1, this company have largely increased their housefurnishings, which department will have a special floor of its own in the new building.

It was very pleasant to look through some of the choice goods in this line, and chat with the man in charge of the department. In lace curtains, the brussels net, with borders of battenberg seem to predominate, while in style the bonne femme with the deep, full flounce around the scallops is certainly first favorite. In stuff curtains most beautiful tapestry curtains were shown in crimson, old rose, maroon and several soft shades of green, the borders of cut velvet in a darker shade being a most effective addition. These are especially good for portieres. Plain reps in all the standard shades and finished with bands of persian colors are good, as are also the heavily fringed, brocaded reps. In table covers there is a marked return to velvet or plush covers in use many years ago. These goods are of Scotch manufacture and are marvels of beauty in color and design. They are very popular goods with many of our recently arrived immigrants from the "land of brown heath and shaggy wood." They range in price from $5 upward retail. Among the novelty floor coverings offered are the art squares in the designs of Japanese matting and tiles, but made in union goods. These are having a good run as bedroom carpets. These goods are made at Dunnville, Ont.

BED COVERS.

Jobbers in the West constantly remark on the increasing sale of eiderdown coverlets. In counterpanes there is a decided return to the marseilles style, and the patterns are very handsome and many of them novel as well.

The plaited oilcloth bath mats and splashers that every traveller carries have quite a pathetic little history connected with them. It seems an employe of The Dominion Oilcloth Co. was permanently disabled while in their service. The company grant him all the web ends and scraps, and these are woven by his daughters into the mats, and the representatives of the company carry them as a side line, the profit going direct to the injured man. The mats are very artistic, and the next time you encounter one at the back of your washstand in a hotel it may possess more interest for you than it has done in the past.

THE R. J. WHITLA CO., LIMITED.

This house is carring a fine range of axminster and wiltons in both rugs and carpets and reports a heavy sale of all classes of floor coverings from the inexpensive and cleanly floor oils to the finest velvet piles.

In curtains they find an active sale for the muslin curtains in sheer and Madras effects. The Madras are shown not only in pure white and cream, but in a fine range of pastel shades and also in the deeper and more primary colors. A very handsome effect was noted in a bold design of shades of reseda green and maroon. These curtains drape so exquisitely that it is always a pleasure to see them in a room. In stuff curtains a striking line of silk tapestry was noted in the celebrated gobelin designs. With these curtains is sold rich silk damask for lining, a pair of curtains complete being worth about $50.

Through the various retail houses a good many pairs of these curtains have been ordered ahead for the fine new homes now being built in Winnipeg. This silk damask is also being used for lining boudoirs. This is the first time that any of the drys goods jobbing houses have carried the wall damasks.

In table linens this house has increased its department very materially and it was really hard to tear one's self away before every sample had been examined. One of the most exquisite designs was a pattern of tulips wrought with such effect that it seemed as if they might be picked up from the groundwork.

For the Christmas trade this house has in stock a line of down coverlets of really oriental magnificence of coloring. Last Christmas they were not able to supply the demand for presents and this season they were resolved to be well supplied.

GAULT BROS. & CO.

The new addition to the warehouse of this company is now making good progress but will hardly be ready for use before December 1. In the meantime it is hardly possible to get around their warehouse for the goods. In the new addition one floor will be entirely devoted to house furnishings and the stock carried will be very complete in every line.

NOTES.

Messrs. Campbell and Binns, of The R. J. Whitla Co., and Mr. Crawford, of Gault Bros. & Co., are now in Europe on a purchasing trip.

George W. Gregg, of The Gregg Co., silk and fancy goods importers, returned from Great Britain with his bride on August 17.

OBITUARY.

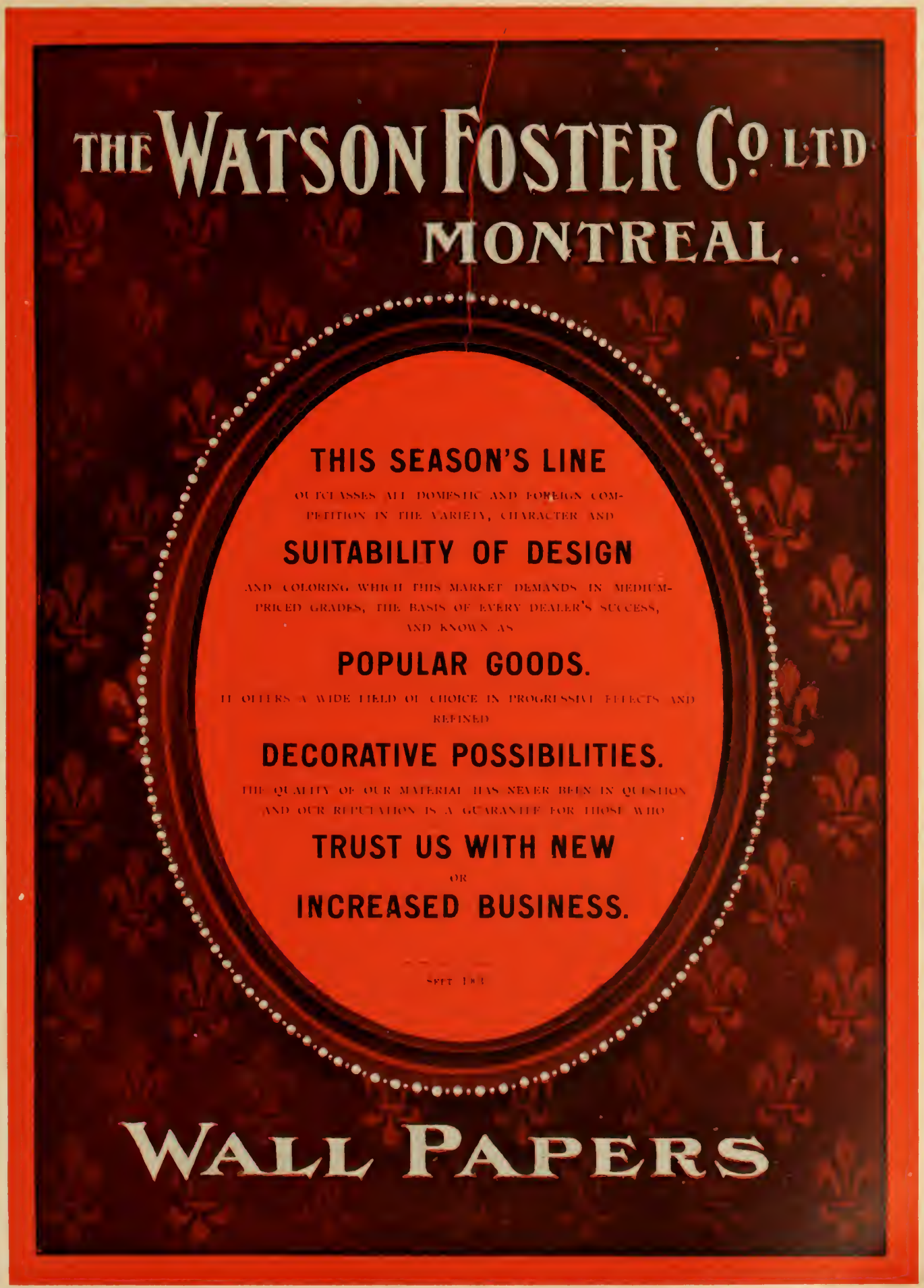
A PROMINENT CLOTHIER DEAD.

ONE of the most prominent clothing men in Montreal passed away in the person of Mr. Jacob H. Blumenthal, of the firm of J. H. Blumenthal & Sons. His death came very suddenly, and in little more than an hour after he first complained of illness he died in his store on Ontario St.

Mr. Blumenthal was 72 years of age and came to Montreal in the early sixties. He founded the firm of Blumenthal & Sons and became one of the pioneers of the clothing trade in Canada. He left three sons and two daughters, all residing in Montreal. His funeral, which took place from the residence of his daughter on St. Denis St., was very largely attended. The service was conducted at the house by Rev. Meldola de Sola, of the Spanish and Portuguese Synagogue, and the remains were interred in the cemetery of that denomination.

THOMAS M'LEAN.

MR. THOMAS McLEAN, one of the oldest business men in Brantford, Ont., died recently, after a short illness. The deceased was the senior member of the firm of McLean, Ogilvie & Lochead, dealers in dry goods. He was born in Aberfeldy, Perthshire, Scotland, in 1831, being a son of John McLean, parish schoolmaster. At the age of 22 he left Scotland and came to Niagara, subsequently removing to Brantford in 1854, where he entered business, and from a small concern brought it rapidly forward. About 11 years ago the present firm was formed. In 1856 he married Miss Sarah Hawley, a native of Brantford. Deceased was a prominent Liberal and held various positions in Brantford municipality, including that of alderman and school trustee.


THE WATSON FOSTER Co. LTD
MONTREAL.
THIS SEASON'S LINE
OUTCLASSES ALL DOMESTIC AND FOREIGN COMPETITION IN THE VARIETY, CHARACTER AND
SUITABILITY OF DESIGN
AND COLORING WHICH THIS MARKET DEMANDS IN MEDIUM-PRICED GRADES, THE BASIS OF EVERY DEALER'S SUCCESS, AND KNOWN AS
POPULAR GOODS.
IT OFFERS A WIDE FIELD OF CHOICE IN PROGRESSIVE EFFECTS AND REFINED
DECORATIVE POSSIBILITIES.
THE QUALITY OF OUR MATERIAL HAS NEVER BEEN IN QUESTION AND OUR REPUTATION IS A GUARANTEE FOR THOSE WHO
TRUST US WITH NEW
OR
INCREASED BUSINESS.
SEPT 1903
WALL PAPERS

PERSONAL MENTION.

Mr. E. P. Howe, of The Wyld-Darling Co., is taking his holidays.

Mr. Graham, of Peter McSweeney Co., Limited, Moncton, N.B., is in Europe.

Mr. W. R. Smallpiece, of Brock's, Toronto, is taking in the Mackinaw trip.

Mr. J. Ross, of Brock's, Toronto, spent a few days recently on a fishing excursion.

Mr. Agnew, of Wm. Agnew & Co., is absent on a business trip in the Old Country.

Mr. C. A. Simmons, of Brock's, Toronto, has been at Niagara spending his holidays.

Mr. J. M. Kerr, of The Wyld-Darling Co., is holidaying at ackson's Point, Lake Simcoe.

Mr. George Woodhouse, of Woodhouse, Rozand & Co., wholesale milliners, Notre Dame street, Montreal, has just returned from a purchasing trip in New York in the interests of his firm.

Mr. W. A. Luke, late woollen traveller for the firm of John Macdonald & Co., is now in the employ of A. McDougall & Co., Montreal. Having formed their travelling staff, he will cover his old territory.

Mr. John Macdonald, head of the wholesale firm of John Macdonald & Co., Toronto, was recently united in marriage to Miss Claire Hungerford, daughter of Mr. W. A. Hungerford, Belleville, Ont.

Mr. James Knox, of The Knox Manufacturing Company, Toronto, dislocated the frontal bone of his foot on August 3. The injured member has sufficiently recovered to permit Mr. Knox again giving some attention to business.

Mr. Hiram Johnson, raw fur dealer of St. Paul Street, Montreal, is at present in Russia, making his annal visit to the world-famous markets at Nijni Novgorod. Before his return, Mr. Johnson will also visit the fur centres in London, Leipzig and Paris.

Messrs. R. R. Gallagher, A. C. Russell and J. E. Walker, the Northwest representatives of Greenshields Limited, Montreal, are now at the firm's headquarters getting their samples ready before starting for their Fall sorting trip.

Mr. George B. Fraser, one of the directors of Greenshields Limited, Montreal, left for England and the continent on the 22nd of August. Mr. Fraser will spend about two months in the European dry goods centres in the interests of his firm.

Mr. Kyle, of Kyle, Cheesbrough & Co., Montreal, left for Europe on the 27th, by the S. S. Commonwealth. He is on his regular purchasing trip for goods for the Spring of 1904. He intends visiting all the British and continental markets and will be absent about two months.

Miss Thorssill, manager of The Canada Veiling Co., Toronto, has just returned from visiting the districts in England, Germany, France and Switzerland where laces and trimmings are made. She says that the brightest spot to-day is Canada. Trade is very bad in England, and even, she thinks, somewhat quiet in New York. Speaking of THE DRY GOODS REVIEW, she says she saw copies in Nottingham, London and Paris.

Mr. C. H. Tonkin, who represents Jas. Coristine & Co., Limited, wholesale dry goods merchants of Montreal, in Toronto and northern and western Ontario, is at present in Montreal. He is busily engaged in getting out his samples and expects very soon to be on the road visiting his customers. In conversation with THE REVIEW Mr. Tonkin reports a very good business, and with the present feeling of confidence among the trade he expects an increased trade this Fall.

Mr. Sam. Mishkin, representing The American Silk Waist Company, Montreal, will be at the Queen's hotel, Toronto, during the two weeks of the Dominion Exhibition. He has secured room 20, and will have on display for the convenience of the trade the latest styles in the early Spring goods. Mr. Mishkin is not only conversant with the silk waist trade but is obliging and affable. Country customers calling upon him during the Exhibition may be assured that they will receive a hearty welcome.

PREPARING TO RECEIVE CUSTOMERS.

DURING the Dominion Exhibition Greenshields Limited will be represented at Room P, Yonge Street Arcade, Toronto, by Messrs. John Boyle and F. J. Zammers, and at 50 Bay street by Messrs. F. G. Heyward and Wm. Buell. At both of these sample rooms a full range of all lines of goods will be on exhibition. The representatives of the firm will be happy to welcome their friends who are attending the exhibition. They will have many special lines to show which should interest their friends. It will be to the advantage of the trade to call at these sample rooms during their visit to the Queen City.

IMPORTANCE OF BUSINESS EDUCATION.

THE growth of Canadian commerce means that there must be a corresponding growth in commercial education. Things are not as they were 50 years ago, easy and slow; typewriting has superseded long-hand, and correspondence is dictated to a stenographer in an effort to overtake the demand of the present day. Speed in the transaction of business is essential, and every office requires clerks trained to stenography and typewriting, and in correspondence, banking and accountancy. The youth or maiden who seeks to enter the world of commerce free from a fatal handicap ought to be trained in the technicalities and necessities of modern business. A. J. Hoare, principal of the Western Business College, is a born teacher, sympathetic and efficient. The graduates from this college go forth particularly well equipped for the battle of life. The college is centrally located, and the usual branches of a commercial college are incorporated in the curriculum, penmanship being a branch to which special attention is also given.

NEW COMPANIES FORMED.

THE Jackson Cushion Spring Co., Limited, Toronto, has been incorporated with a share capital of $50,000, to manufacture and deal in all kinds of springs for vehicles, vehicle seats, furniture and implements. The provisional directors of the company are: Watson Smith and H. E. Edwards, Jackson City, U.S., and Chas. Ruston, D. A. Ghent and John Creighton, all of Toronto.

The Stratford Knitting Co., Limited, Stratford, has been incorporated with a share capital of $40,000, to manufacture and deal in all kinds of knitted goods. The provisional directors of the company are: R. M. Ballantyne, Montreal, and K. C. Turnbull and W. W. Gray, both of Stratford.

The Menzie Wall Paper Co., Limited, Toronto, has been incorporated with a share capital of $50,000, to manufacture and deal in wall papers of all descriptions and interior decorations, and for these purposes to construct and operate paper mills. The provisional directors are: R. E. Menzie, A. H. Hoover, J. F. Brown, S. Johnston and Alex. A McMichael, all of Toronto.

ASSESSMENT OF MERCHANTS' GOODS.

Editor DRY GOODS REVIEW,—I was pleased the way you took up the matter with regard to assessing merchants' goods. I think 7 per cent. very excessive, that is, as I understand to be on the assessed amount, which would be just as unfair as

Wear a Renown !



A RENOWN Label in your cloak is a guarantee of excellence.

THE FIT of our garments is known and recognized as the best, and their superiority is undeniable. Our walking suits contain magnetic characteristics of newness, style and prettiness unsurpassed, and we want our goods represented in all the first-class stores of the land.

THERE IS an Individuality in the style and finish of our Garments that makes them Desirable and Salable.

SEE US in market, or let us hear from you by mail. We will take good care of your business, and all your Specials will have excellent attention.

WALDMAN & SOMMER,

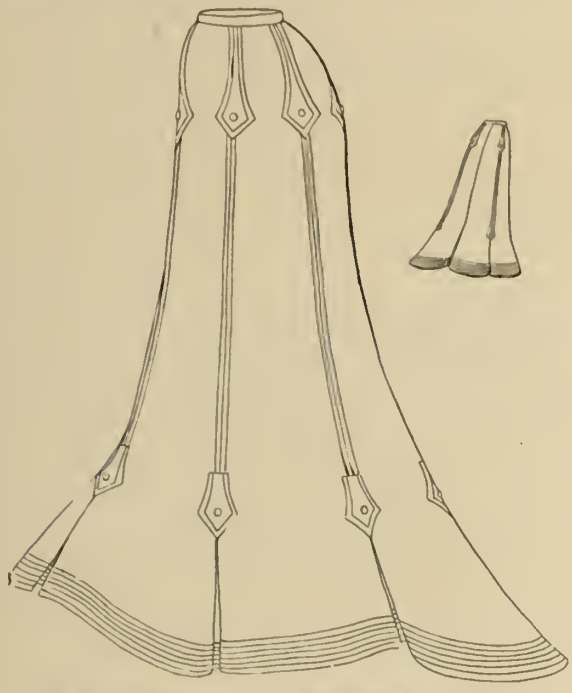
Designers and Makers of

Cloaks, Suits, and Separate Skirts,

513 St. Paul Street, - MONTREAL.

the old way, especially as our Municipal Council seem to do all they can to bleed the storekeeper, forgetting that we have our troubles, and very many of them, in this Muskoka, where there is so much credit.

I have been in business some years, and have also held the position in this municipality as assessor and collector for the past 25 years, therefore have some knowledge with regard to the assessment system. To illustrate my point: I have in



No. 509—Designed by S. F. McKinnon & Co., Limited.

view at present three different cases. One man has a business and does probably $1,000 worth a year. His store building is assessed at $200; at 7 per cent. his tax would be $14. Another storekeeper does a business of $4,000 a year; his store is assessed at $250; at 7 per cent. his tax would be $17.50. Another storekeeper is assessed for store $100, does a business of $8,000 a year; his tax would only be $7. You can readily see the injustice of this matter. And besides this business tax, there is township, schools and debentures, so that it would come outrageously high, in fact, unbearable. I think the best way would be to grade the percentage, say, in townships and uncorporated villages, 2 per cent.; incorporated villages, 3 per cent.; incorporated towns, 4 per cent.; incorporated cities, 5 or 6 per cent. Then there would be some fairness about it.

Although I am a supporter of the Ross Government, if the Government does not modify this matter, the business men will do their best to put them out of office for such a piece of injustice.

J. D. Smith,
Baysville, Ont.

[Remarks: The question touched upon by Mr. Smith is a most important one. It is to be hoped other business men throughout the country will write The Review giving their views upon it.—The Editor.]

IGNORANCE OF HUMAN NATURE.

Some of the great business firms are beginning to see that compulsory service and slave-driving methods not only have the worst kind of influence on employes, but also that they are absolutely disastrous to employers. They realize that a harsh, unsympathetic manager or superintendent never gets the advantage of that enthusiasm and spontaneity in service which react upon the physical condition of employes in improved health, strength and ability to accomplish. They have convincing proof of the fact that unwilling, grudging labor fosters mediocrity and brings only commonplace results.

How can an employe, asks "Success," who feels that, from the time he enters his place of business in the morning until he leaves in the evening, he is being hounded, be expected to do his best? Yet many managers and employers, who pride themselves on their keenness and good judgment in all business matters, think than anything is good enough for an employe; that he is a mere machine for turning out so much work a week, without any originality, independence, or rights of his own.

What a woeful ignorance of human nature is betrayed by this attitude! How many business failures have been caused by its reaction on the blood and sinews—the employes—of the firm affected will never be known.

On the relations existing between employers and employes depend the industrial and commercial superiority or inferiority of a nation; and with the employer rests the initiative to make those relations friendly and productive of the best results, or the reverse.



No. 441—Designed by S. F. McKinnon & Co., Limited.

Most people are so constituted that they would rather get sympathetic help and encouragement, and good training for future work, with a small salary, than a much larger salary with harsh, contemptuous treatment. There is nothing else than goes so far with a man as the assurance that he amounts to something. The writer has faith enough in human nature to believe that, in general, an employe who is treated justly, humanely, and considerately will respond inkind.



RETURNED
JUN 29 1905
To Owner
Cut Book 37
Page 11

Mr. Doubter,

A word with you!

Is Your Business Getting Slim?

If so, let us increase it by means of your handling

Penman's Pen-Angle Brands

of

UNDERWEAR.

TRADE MARK
WARRANTED HIGH GRADE
PENMAN CO.
UNSHRINKABLE

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK

AN instance of a tailor collecting money for clothes he did not deliver, occurred recently in a large city. A young man from the West came to the city to purchase about $300 worth of clothes, and seeing some attractive pieces in a tailor's window, entered, was measured, and paid $50 upon request as deposit. Putting the receipt carelessly in his pocket he hurried up street to meet some friend, and the next morning started down town again to complete his purchases. When he came to visit his tailor he found, however, that he had not only forgotten the name and address, but had lost the receipt. All he remembered was the section of the city, but as within a radius of a mile or less there are some dozens of tailors in that section, he had a task ahead of him that might take a while to result in failure. The last that was heard of him was that he was going the rounds of all the tailors, asking if he looked like a young man minus $50, a good memory and a business capacity.

Forgot the Tailor's Name.

* * *

THERE is something new on the market, of which haberdashers will perhaps find it necessary to lay in a large stock in Summers to come. It is a swimming vest made of rubber, and shaped like a short, fitted jacket. It basques a little below the waist, laces up the front, at the two sides under the arms and across the tops of the shoulders. At the waist line on either side of both back and front are tubes, by means of which it is inflated to make a life preserver. It is sleeveless and cut low in the neck, so that the wearer will at least have a dreamy idea of being in contact with the water and to provide some variation from the sensation of sitting perched and pouring water over the feet.

Anyone can Swim.

* * *

TO the poor man whose business confines him to a desk, and whose desk does its best to soil his coat and vest, comes a boon in a recent invention that guarantees no shiny patches on the coat, and, incidentally, takes the place of a few pigeon holes and visits from the manager. It is a leather apron which covers the points of contact of coat and desk. On the front are places to paste the rules of the office, a date calendar, "immediate" reminders, and small pockets to hold the pencil, the ruler, the rubber, and certain papers. Once it gets into use, some enterprising publicity man will come along and contract for the remaining empty spots, and the wearer and his associates will be constantly reminded that Smith's cigars, Madame M——'s cold cream, and some other person's ranges are the best that are to be had.

An Office Necessity.

* * *

THE Journeymen Tailors' Union of America has, in some strange way, conceived the idea that it can force a man to wear the suit it sanctions. Its latest demand on the trade in the Western States is, that all tailors, high or low, attach to all finished garments the union label, and it has not sufficient common sense to see that it is only putting the knife to its own throat. Many tailors find it impossible to agree, however much they wish it, for the wearer sometimes feels that he has a little to say as to whether he will be a walking advertisement for a labor union. One man put it this way: "Look here, I want you to rip this thing off in short order. I'm not opposed to unions, but I'm hanged if I'll be conscripted into carrying a union banner whether I want to or not. I pay for this suit and you'll do as I say, not as some swelled-headed laboring man, who doesn't know your or my name, happens to wish. I won't be labelled."

Wanted—Common Sense.

* * *

IT may take "nine tailors to make a man," but one of them, in a certain large city, has a turn for publicity that should have brought him a $51,001 position in the advertising department of a breakfast food. He has engaged a representative whose modus operandi is somewhat out of the common. He walks into a shop or office, approaches a man, and after waiting for him to say "Well," smiles pleasantly, and inquires: "How do you like this suit?" The man looks at the suit and perceives an excellent sample of sartorial art, but can't see what that has to do with him. Probably he says: "The suit's all right, but what about it?" And politely the answer comes: "Nothing, except that I got it at Smith's and it only cost me sixteen dollars," and at the same time the firm's card is thrust out. Then the agent makes a stage bow, and leaves his victim to wonder whether he should rather admire Smith's genius, or call a policeman.

And only Sixteen Dollars.

HAS anybody ever produced in print this axiom: Some men buy umbrellas, some men borrow them; and the borrowed umbrellas are more numerous and last longer than those that are bought? If this is its first appearance in print, let it be known that it is copyrighted and all rights reserved. The late Bishop Temple, of London, left behind him a rhyme that will outlive his sermons:

Gone, but Not Forgotten.

The rain it raineth every day
Upon the just and unjust fellow,
But chiefly on the just, because
The unjust keeps the just's umbrella.

THERE is a report that young women in certain parts of the United States are trying to popularize a new fad that will be to men what a horse's pedigree is to a prospective buyer. On the front of the band of the hat she is incasing a silver or aluminum strip, such as are turned out by the machines seen on the streets, bearing her name in raised letters. And the man looks at her and says to himself: "Fine girl—Miss Smith—Main street—good quarter—flirt? Say, how's my tie?" Or his thoughts are: "Great dresser—Miss Sarah May Jones—Queen street—um-m-m!—fine weather we're having now." May the fad take such a hold on the fancies of women that every man can openly admire his wife's best friend.

A New Fad.

A CLOTHING FIRM'S FIFTIETH ANNIVERSARY

THERE are comparatively few firms in the Dominion of Canada who have been so long established that they may advertise the 50th anniversary of their business. Grafton & Co., manufacturers and retailers of clothing, London, Ont., are to-day in this proud position. Their place of business in the Forest City is a credit to the retail clothing trade of the country, and is conducted as only a first-class concern can be conducted, with industry, intelligence, and integrity. Mr. J. M. Hickey is the able manager of the London branch, having been engaged by the firm for the space of twenty years.



Mr J. B. Grafton.



Inside View of Grafton & Co.'s London Store.

Mr. J. B. Grafton, the founder of this clothing business is well-known among the merchants and manufacturers of Canada and his name is a synonym for honor and probity.

He was born September 9, 1826, at Meadowville, Toronto township, Peel County, Ont., and was educated at Victoria College, Cobourg. At the age of seventeen he started to learn his business in Toronto. In the year 1853 he located in Dundas and formed a partnership with his brother, Mr. J. S. Grafton, the firm name being J. B. and J. S. Grafton. When, in the year 1883 Capt. J. J. Grafton was taken into the firm, the name was changed to its present style of Grafton & Co. Mr. J. B. Grafton has been continuously guiding the destinies of the business through half a hundred years, with the result that other handsome branch stores are established at Hamilton, Owen Sound, Brantford, Peterboro', and Dundas, with the large and well-equipped factory where all clothing for the branch stores is manufactured located at Dundas.

The youngest member of the firm, Capt. J. J. Grafton, entered business when eighteen years old, and within his twenty-five years' business career are crowded an active business experience and successful career of which any man may be proud to boast.

A 50th anniversary clearing sale on a gigantic scale is being held by the firm and the London branch is doing a big, healthy, aggressive business.

1904 SPRING 1904

Greenshields Limited
MONTREAL.

WOOLLEN DEPARTMENT.

Our travellers will be out about the 1st. Sept., with a full line of Woollens and Tailors' Trimmings. They will offer some special values in Serges and Worsted Suitings. We will also show for Spring a special line of Scotch Tweeds, which will be unsurpassed. It will pay you to see our range before buying.



Here it Am, The Black Cat.

ORIGINATED, instigated and promulgated by His Excellency Thomas Black Cat, the greatest Hosiery Hustler that ever happened—Mr. Thomas B. C. who, as everybody knows, has done some great stunts in crowding good stores with seekers for Black Cat Hosiery and incidentally giving many thousand merchants the best publicity ideas.

If you are a live merchant you will buy Black Cat Brand for Spring 1904, and order early to ensure delivery in time, and use crowd bringer No. 4—which am **de bestest yet.**

The Jackson Mfg. Co., Clinton,

Sole Agents for Canada.

AS SEEN ON LONDON STREETS

Office of "The Dry Goods Review,"
109 Fleet Street, E.C., London, August 15, 1903.

THE new double-breasted lounge suit illustrated here has the low roll which appears to be coming more and more into favor. Only two buttons are used and two are in the lapel. The lapel is pointed and wide and the collar also has an unusual width. No breast pockets are cut, but two are on the inside and the hip pockets have flaps. A cuff is formed on the sleeve by a row of stitching three inches from the edge, and two buttons adorn this cuff. The waistcoat worn with this suit is of the striped, fancy variety and is cut single breasted, with six buttons, the top button just showing above the opening in the coat. In the trousers there is a fair fullness to the knee, but a close fit at the shoe, the leg slanting straight outwards quite noticeably as it ascends. Black and grey tweed is the most popular in this suit, although a few lighter shades are seen on the streets.



The New Double-Breasted Lounge Suit.

It is a noticeable feature of all suits and of the Fall overcoats, and that is, that, with very few exceptions, the material is a black and grey. This may take the form of visible stripes or hap-hazard dots, but in every case it is not a complete stripe of white, but a dotted line. The uniformity of coloring is almost monotonous. In the overcoats the spot is larger and more uneven, while in suits it is usually quite fine and neat in appearance.

In spite of the popularity of the new lounge suit, the old style is just as fashionable and as often seen. It has a shorter roll and buttons four, with a short, sharp turn at the bottom of the front. The pockets are the same as in the new style, as also are the cuff and buttons. The waistcoat is of the same material as the coat and single breasted, with six buttons and high cut, and the trousers have the fashionable slant from a tightness at the shoe to a loose thigh.

THE OVERCOATS.

For tourists, a necessary part of the equipment is an ulster. These ulsters have taken the place almost entirely of the lap rug, and can be used for automobile, driving, or train. It is large and roomy, so as to be easily removed, and comfortable. It reaches below the calf, and flares widely at the bottom to allow for walking. There are four buttons on each side and the lapel is very deep and heavy in appearance, with a button and buttonhole for closing around the neck when desired. Straight pockets are cut at the hips, without flaps, but a pocket that appears at the breast is covered by a flap. The entire make-up is planned for a heavy appearance, and lapel, stitching and seams all carry out this idea. A small strap buttons across the front of the cuff, with a button of the same size as those in the front. No seam is used down the back.

The overcoat called the Kennel Chesterfield is perhaps the most popular, its usefulness, on account of its being rainproof, making it suitable for all occasions. A fly is used in front, and the pockets are cut vertically and finished with a welt, providing an opening for the insertion of the hand into the trousers or undercoat pockets. As in the ulster, no seam appears in the back and a wide flare is allowed in the bottom. Often it is unlined, but is always finished with the popular heavy appearance.

THE HUNTER'S OUTFIT

The shooting season is almost on, and as this time of year, to the Englishman, is perhaps the most important of all, a description of the suit the best-dressed hunter wears will be decidedly in season. It is perhaps, not right to designate any style as required by fashion, for every man chooses more for comfort than to be "correct," but where comfort and style go together, the carefully dressed man will not hesitate. Style has therefore found it necessary to come to terms with comfort, rather than the usual method observed of comfort playing second violin.

It is true many tailors and many men who are not tailors, but inventors, claim a great advantage, or a marvellous demand, for certain little details in hunting clothes for which the average hunter will not care a snap of the finger. The best tailors are steering clear of such novelties and are confining themselves to a sensible outing garment that will neither make the wearer appear a freak nor a sample figure for a haberdasher's store. These are the men who are setting the fashion and taking the orders.

The Norfolk, as usual, will be the jacket worn most frequently, and the only noticeable feature about it will be the inverted pleats, and the stitching of the belt to the coat as far around as possible. The two pockets at the hips will be roomy and large, and the collar will button quite close up around the neck. Tweed or homespun cloth is the usual material in coat and cap, and colors will be of dark shades, in browns and a little red. Such a suit, with knickerbockers, is quite neat, and is particularly suitable for the tramping and movement necessary in a day's hunting.

WARNING

The Manufacturer of the well-known "PREMIER" brand of Ladies' and Gentlemen's Waterproof Clothing desires to warn the trade in general that a large quantity of job goods have been thrown on the market by an English House, and buyers should be careful and insist on having garments bearing the "PREMIER" LABEL which ALWAYS CARRIES THE GUARANTEE OF PERFECT GOODS, THE BEST THAT CAN BE PRODUCED, AND WARRANTED NOT TO HARDEN.

Cheap Brands are Unsatisfactory and Dear at Any Price.



"AMERICAN" DRAWERS SUPPORTERS WITH CHAIN "HOLD"

EVERYBODY WEARS DRAWERS.
EVERYBODY SHOULD WEAR DRAWERS SUPPORTERS.
WE OFFER THE "AMERICAN" AS BETTER FILLING THE REQUIREMENTS THAN ANY NOW ON THE MARKET.





Sample Pair 10c Postpaid. EXACT SIZE IN "CUT."

"American" has a watch-chain "Hold" feature which is a big advantage especially in the summer when vests are not worn.

Attractively packed one dozen pairs on easel display card. Price 75 cents per dozen pairs.

Order from your jobber or ..... J. V. PILCHER MFG. CO.,
LOUISVILLE, KY.
Shipped by express paid upon receipt of price.
For orders $5.00 and over deduct 6 per cent. discount. Makers and Patentees.

GLASSFORD BROS. & POLLOCK, Selling Agents for Canada.

R. B. Hutchison & Co.

Jobbers in Woollens

80 Bay Street, TORONTO.

Stock is now complete for the Fall and comprises a very *Choice Selection* of

WOOLLENS

in British and Canadian makes.

Overmades at Job Prices a specialty.

Short terms and close prices.

Buyers visiting the market will find it to their advantage to call and inspect our stock.

Always at the Top.

TRADE W.G.&R. MARK

Goods well known are half sold.

When you're buying, buy a well-known, well-advertised article.

It's the right way—the safe way—

It requires merit in an article to stand continuous advertising.

W. G. & R. Shirts, Collars and Cuffs are the well-known kind.

Have you got them for sale?

Then let the public know you have.

You needn't say much about them.

Everybody knows them.

The Williams, Greene & Rome Co.

Manufacturers of Fine Shirts, Collars and Cuffs,

BERLIN,——————————ONTARIO.

SHIRTS AND COLLARS

THERE have been spasmodic attempts during the past couple of Winters to revive the old time cross stripe bosom, but no success has been met with. Already there are some signs in a few stores of renewed efforts, but, although it is perhaps a trifle early to predict with absolute certainty, the furnisher had better stick to the vertical stripes. They are neater and more sensible, and the run they have had will maintain for them a good sale during the Fall. In spite of the advent of such collars as the wing and poke, which seem to favor cross-stripes, there will be but a small sale for them.

* * *

The patterns for the Fall will differ very little from the Spring and Summer samples, and old stock will not be "dead" stock. The quiet colors and neat patterns that prevailed during the early part of the year will always retain for them a selling value that should make them no loss to the merchant. Colors promise to be somewhat brighter and shades of red and green will be seen. Blue and black will always meet with favor. In New York reports speak quite strongly in favor of colors for Fall, but colors with them go much farther than with us; shirts that no furnisher would dare show in his window in Canada often reach a great vogue in the United States. Our tastes are quieter. A re-action is, however, due from black, white and blue, and next Spring will be almost sure to bring in much brighter colors than we have been used to. Still a man must use judgment.

* * *

The sale of negligees this Summer has been seriously hampered by the cold weather. Only one week has, as yet, been hot, but that week brought a volume of business that spoke well for the season. But alas! the temperature soon dropped and stiff front shirts have been worn more than ever before in Summer. Men have been wearing out last Winter's supply and the furnisher has suffered as a result. At present the warm weather seems to be remembering us a little, and the week we have already had has brightened up the faces of merchants whose business in shirts, collars, ties, belts, and Summer suiting has not been of a very encouraging nature. The laying off of white vests has also helped to increase the demand for fancy shirts.

* * *

There are some few men who have clung to the negligee in years gone by as late in the season as possible, and the number has been increasing year by year. There appears to be a tendency to follow the example of some Yankees, who wear negligees all the year round. We will come to that, it is probable, but the careful man will wear them only in their season.

* * *

The travellers now going out with the Fall lines will, as usual, meet many buyers who want to put off laying in their stock until the last moment. It is very little use advising these people, as only a few experiences of inability to get the goods will teach them that the early buyer gets the choice and the sure deliveries. Wholesalers have not got an unlimited supply of each pattern, and, of course, the best ones are picked up right at the first. The merchant who wishes exclusive designs must order early as smaller stocks of those are carried.

* * *

Pleated shirts of all kinds have been worn this Summer. There have been pleats an eighth of an inch wide and pleats an inch wide, pleats in pure white, and pleats in colors, pleats in stripes, and pleats in dots, but the most popular pleated shirt has been the pure white, with narrow pleats in clusters of four. The warm, belt weather is bringing out more of the pleated variety than of any other kind.

* * *

Houses are not making, as a rule, immense preparations for the wing collar trade, but all are ready to supply a fairly heavy demand. It will be exceedingly difficult for the wing to supplant the double band, and with many this will perhaps never happen, but with manufacturers and retailers, and men who wish a change, working for the wing, the handling of it will be one of the important features of the Fall trade. Manufacturers make nothing out of the double band and retailers less than they would like; many men think it "time for a change," and others are willing to follow; so the wing collar should be considered in the Fall stocking.



A Collar Display.

* * *

The cut shows a display in a Yankee window of a certain brand of collars and cuffs. The placing of the figures is explained by the card containing the inscription "William Tell your mother we have collars to sell." The color scheme is red, white, blue and yellow, and there are one hundred and twenty five dozen collars, besides a large number of cuffs.

* * *

In the United States the Fall shapes in collars will run to the standing variety, wings first, pokes second, and low front next. Next year's fold collar will, it is believed by many, be the low, deep pointed type, like the style of years ago, and its comfortableness will make up for much of its ugliness. The pokes will have a long graceful roll outwards from the neck.

HATS AND GLOVES

THE Fall shapes have come to hand and when the illustrations are seen, very little need of further explanation is necessary. The noticeable point in all the correct shapes is their stapleness. There is nothing noticeable (if that is not paradoxical) and the hat of five or six years ago is with us again. Something that must impress everyone with the fact that common sense is taking precedence of love of novelty in hats is, that there are very few "freak" shapes. The young man this year will be forced to "lie low" in his headwear. There is a shape for him, however, in the wide, flat brim, with a sharp turn-up at the edge, and low flat crown without dents, which is shown a little in fedoras.

* * *

There is some talk of an inch crown sailor for next Summer's wear. It will probably, if it comes, take the shape of the ladies' sailors this year, and be confined to the same class of people. It is safe to wager that sennits



The Fall Fedora.

and splits in light weights will be worn again, but the brim may vary a little in width, perhaps coming somewhat narrower.

* * *

An authority in the United States says that Panama hats are not dead yet by any means. When questioned further he admitted that the best-dressed men are not wearing them, but maintained that there would still be large sales. At last he explained that it would be among women rather than among men that this expensive, durable hat would be in vogue. He said that already the wives of the men who have discarded Panamas are confiscating them and twisting them into shapes to suit a woman, and trimming them with all kinds of ornaments, for outing wear.

* * *

The silk hats have not yet been received, but dealers have a line on what will be worn. There is very little difference from the last style worn. Advance cuts show that the crown may be a trifle lower, with a good bell, and the brim of fair width and turn-up. The picture shows it as a very neat hat.

* * *

The street glove follows the same lines as the Spring style. Heavy masculine shapes, with the prominent



The Fall Derby.

stitching and hand-sewn, are the characteristics. This comes in tan color. For afternoon wear, as usual, the glove will be the grey suede with pearl buttons and self backs. The pearl buttons were introduced this Spring with only a limited popularity, but better things promise for Fall. One enterprising furnisher has had a special dome fastener covered with pearl, made for the trade who will not bother with buttons.

* * *

The Stratford Knitting Co., with R. M. Ballantyne, Montreal, K. C. Turnbull and W. W. Gray provisional directors, has been incorporated, to manufacture knitted gloves. The firm will employ about fifty hands.



The Fall Silk Hat.

Mr. R. J. Sharpe, for over twenty years manager of the White & Manahan store, Winnipeg, has resigned to travel for The Ontario Glove Works, Brockville, Ont.

The ratepayers of Cayuga voted on a by-law to loan $8,000 to aid a tannery, glove and suspender factory. The by-law was carried by 118 to 12.

RETURNED
SEP 24 1904



Tear and Rip Proof.

No other mitt and glove will stand the use and abuse that an H. B. K. mitt made of "Pinto Shell" Cordovan will stand.

"Pinto Shell" can be boiled, dried out on the top of the stove and be as tough and flexible as ever. It is tear proof, cold proof, wind proof, wet proof, pretty near wear proof.

Sewed with the H. B. K. patented, exclusively controlled, stitch seam, it cannot, will not, rip till the leather wears out.

Now, what more can you ask in a mitt or glove?

All styles, lined and unlined, gauntlets, mitts, gloves, for all kinds of uses.

Hudson Bay Knitting Co.

MONTREAL. WINNIPEG.

CRAVATS AND HANDKERCHIEFS

SOME change is due from the great popularity of quiet colors the past Spring and Winter, and it is probable that, following the tendency in New York, more vivid colors will appear in cravats. Shirts promise a demand for color, and it is likely cravats will do the same. But that holds only among those who would ever wear reds, greens and purples, if the fashion allowed it ; the better class of dressers will still stick to combinations of white, black, grey, and a neat blue. Now that they have had a taste of colors that display good taste, it will be very hard to induce them to transfer their affections to the conspicuous colors which some would prefer to see worn.

* * *

The best haberdashers are making a specialty of black and whites, and maintain that such colors will still keep the lead in the coming Fall and Winter. Some really beautiful creations are being shown, and when seen beside the brighter colors, a man with good taste will not hesitate. The black, large weave fabrics, with fine lines or dots of white, are very rich ; the lines have a dotted appearance on account of the weave, and thus soften the effect of a solid white on a black background. Black and white ties in a diagonal twill are among the neatest offerings.

* * *

The yacht race for the America Cup has brought out a pair of ties that will not receive a great demand here, but in New York will adorn many a front. They are the "Reliance" and the "Shamrock." The Reliance is a black, plain narrow four-in-hand, with a white square at the end of an inch in size. On this square is worked the pennant of the Reliance, in colors. The Shamrock is a green, with the Shamrock's pennabt worked on a black square.

* * *

The herringbone stripes on black grounds, with combinations of white or blue, are very pretty. Some rather neat greys have diagonal stripes of color, in red and white, or blue and white, alternately. A few Summer silks are shown now for the September hot weather, in quite unobtrusive colors and patterns.

If the wing collar attains the prominence which some of its admirers hope, and if "pokes" are as much in demand here as they are in the United States, such cravats as the imperial, the square, the ascot, the puffs, the once-overs, will be seen far more than last Winter. Such ties seem peculiarly adapted to these collars, and the encouragement thus given will be seized by those who have always held puffs and ascots in such high esteem. With them will come perhaps the wide four-in-hand. This tie is steadily, but almost unnoticeably, creeping into the circle of consideration of the best-dressed men, and many are wearing it who have never before liked it. As it is more expensive than the ordinary four-in-hand, the quality of material and pattern is kept high, and this has a great effect with the exclusive men.

* * *

For years there has been a strong objection against the solored handkerchief. Any man who considered his appearance as worthy of attention eschewed color in his handkerchief ; it is altogether likely that the abolition of the breast pocket was an attempt to clinch the matter forever. But it is now altogether within the possibilities that he who respects fashion more than taste will be compelled within the next year to flash a gaudily bedecked piece of linen or silk. The breast pocket is meeting with some favor in some quarters. The manufacturers are about tired of plain whites and some men wish to return to their old love ; all combined may bring in the blues and reds, yellows and fawns—and men must submit.

* * *

In the United States the new colors in the handkerchiefs are bluette, nankeen, tan and chamois. Some French designs in linen show half-inch hems, frilled centres and inside runners. The designs include spots, broad bars, and criss-cross effects, and the grounds are cardinal, sky, dark blue, and even old rose and grey. Irish linens come in neat borders, with dainty hairlines and fleur-de-lis effects, gray, tan and stone. Plain white, golf effects, cords and woven borders appear in silk handkerchiefs. The fad has even gone so far that some French styles come in assorted colors, with applique, all hand-made and described as "inexpressibly dainty."

UMBRELLAS

ONE consolation that the cool, wet weather of this Summer brings to the men's furnisher is the demand it brings for umbrellas. An exchange says that the long rain changed the umbrella borrower to a buyer, much to the relief of a great multitude. When fancy shirts, cravats and belts will not sell on account of the weather, it may be known that umbrellas are relieving the situation. Makers and retailers have not been able to complain of the sales in this branch of their business, and it is only another case of Providence equalizing conditions.

* * *

Many of the new umbrellas have handles capped by the heads of animals. This style of ornament has been in before, but greater taste is observed in the new handles. A bird's head is the favorite, and comes in a quiet, modified form that does not make a man look like a vaudeville artist. Conventionalized dogs' heads are seen, that is, a dog's head that has not abnormally large ears, and a fierce mouth, eyes of colored stones, and a gold collar. When made of good pearl the heads are quite expensive.

* * *

There is not one man in twenty who knows how to roll an umbrella into its neatest, smallest space. The average man grasps the handle with the left hand and the cover with the right and twists until it is tight. The proper

THE CELEBRATED



WOLF BRAND

Unshrinkable
PURE WOOL
Underwear,
The Very Best in Make, Style and Wear,
For Men, Women and Children.

Can be had from the Leading Wholesale Houses.



MERCHANTS IN CANADA can do a large and very profitable business with

Ringheim's Ramie Fibre Underclothing

THE MOST IMPORTANT DISCOVERY IN HYGIENIC SCIENCE.

RAMIE FIBRE, beside its innumerable advantages not contained in any other fibre, has in itself combined all the good properties of wool, silk, linen and cotton, but none of their bad ones.

It preserves and restores health, receives the endorsement of physicians the world over and is persistently recommended by all who wear it.

Can be retailed in Canada with big profit for $5 per suit; prices in the United States $6.50 and $7, on account of higher duty.

Write for our booklet "About Ramie," samples, prices and other information.

We can deliver our goods to Canada from United States bonded warehouses or direct from our factory in Sweden.

Ringheim-Schlichten Ramie Mfg. Co.,

INVENTORS AND SOLE MANUFACTURERS OF ABOVE UNDERWEAR.

Factory—Carlskrona, Sweden. Plantations in China.

General Offices for the American Continent:

57 Greene Street, NEW YORK, N.Y.

Dr. Deimel Underwear
(LINEN-MESH)

is the greatest specialty in the Underwear World.

A fairly representative line does not require a large investment, and can be handled as profitably in a medium-sized city as in a large one.

Our Fall and Winter Lines are now ready.

The Underwear Buyer who fails to investigate at once is missing a most valuable opportunity.

WRITE FOR BOOKLET AND TERMS.

ADDRESS:

The Deimel Linen-Mesh Co.

(ORIGINATORS OF "LINEN MESH").

2202 St. Catherine St., Montreal, Canada.

LONDON, E. C., ENG.,
10-11-12 Bread St.

WRINKLES

are not always a sign of wear and tear, especially in UNDERWEAR. You must expect lots of wrinkles when you sell your customers underwear three sizes too large---usual allowance for shrinkage. Why not take a wrinkle and sell "STANFIELD'S UNSHRINKABLE UNDERWEAR?" It fits the body without a wrinkle, always a perfect fit, always comfortable. Does not shrink in the wash and gives perfect satisfaction.

MADE TO FIT
and
FIT TO SELL

SELL IT THIS FALL

Stanfield's Unshrinkable

UNDERWEAR



Oxford Tweeds

(Winners of Gold Medals everywhere)

We guarantee our goods to be

Strictly High-class Pure Wool Fabrics

They bring satisfaction to both dealer and wearer.

See our trade mark stamped every three yards on reverse side 6/4 goods.

FRANK W. NELLES
301 St. James St., Montreal, Representative P.Q.,

OXFORD MANUFACTURING CO., Limited
OXFORD, NOVA SCOTIA.

JOHN FISHER

SON & CO'Y,

WOOLLENS

— AND —

Tailors' Trimmings

♦♦♦♦♦♦♦

WAREHOUSES:
Victoria Square, Montreal,
and
Dalhousie Street, Quebec.

♦♦♦♦

SAMPLE ROOM: 160 Bay St., TORONTO.

way is to circle the bottom of the ribs with the left, then with the right take each fold at its point and throw it over in proper shape, holding the umbrella in one position. When each fold is in its place, seize the umbrella with the right hand near the end and, rolling with the left, which is at the bottom of the ribs, gradually bring the right down to the fastener and the folds will be found to go smooth and tight. An umbrella will last longer, and look better when handled this way. A little instruction from the clerk would be appreciated by the average customer.

* * *

A Milwaukee umbrella store displays the following suggestive window cards:

When it's raining, an umbrella in the hand is worth two on the hat rack at home.

Put by something for a rainy day—what better than an umbrella?

It was, perhaps, Emerson, who said, "When it is fine, carry an umbrella; when raining, sun yourself.

UNDERWEAR AND HOSIERY

RECENTLY "The Dry Goods Review" drew attention in this department to the probabilities of an increase in the quotations on underwear. This seemed certain from the price of cotton, the cost of labor, the difficulty of obtaining the proper workmen, and the rise in most other lines. Within a month after the warning was given to merchants, to buy before prices went up, Canadian factories withdrew their prices, and at the moment of writing, the new quotations have not been issued. There is, perhaps, still an opportunity for a few of the quick-acting buyers to purchase their supplies at the old prices, but it must be done immediately. It is not known yet what increase will take place, but that it will be substantial everyone believes.

* * *

One reason for the upward tendency of prices, although a minor one, is the inability of the factories to cope with the increased demand. This is not given officially, but it is certain that a volume of orders is on hand that manufacturers find it impossible to handle with the usual day's work. That they are producing satisfactory goods, this business proves, and they cannot be blamed for considering the cost of material and workmanship.

* * *

As in every other line when a rise in prices has been announced, the United States manufacturers preceded our home factories by some weeks, and in many cases it has been months. Our factories have always kept prices down as long as they were at all consistent with the cost of manufacture, and often for a long while afterwards, in hope of a drop to a paying basis. It is no secret among the trade that fleece-lined underwear has been made at a loss, and on some other lines the profit was not enough to cover risks. The prices in the United States went up on underwear some weeks ago, and even there, it was not until they were forced, that the manufacturers came to an agreement.

* * *

Following the other lines, and particularly underwear, merchants can now look out for an advance in hosiery. It has not taken place as yet, but is certain to come soon. European figures have gone up 10 per cent. and the United States mills are thinking of following suit very soon. There is as much reason for the advance here as elsewhere, and it is merely a matter of postponing an agreement that delays the manufacturers.

* * *

Fancy hosiery is going to be an important part of the Fall stock of the retailers, and should certainly not be neglected. Bright colors have died out among the better trade and such goods should be got rid of as soon as possible. Quieter colors will see a good sale, and combinations of black and white, black and blue, and greys, will ever be salable. In the United States there is a tendency towards fine gauze balbriggans and gauze lisles, with jewelled embroidery, detached instep figures, and side clockings. Next Spring is thought to favor tans and pleated lace half-hose. Difficulty is being met in getting sufficient supplies of the gauze goods.

EFFECTIVE WINDOW CARDS.

A MONTH AGO, - - $2 50.
NOW, - - - - - - 1.50.
NEXT SUMMER AGAIN, 2 50.

YOU'LL THINK IT FOOLISH TO SELL THIS STRAW FOR $1.50, BUT WE SIMPLY WON'T CARRY IT UNTIL NEXT YEAR. YOU CAN, AND SAVE A DOLLAR BY DOING SO.

THE ONLY MEN WHO DO NOT NEED THIS, ARE THE ESQUIMAUX.

QUALITY IS MORE IMPORTANT THAN PRICE. QUEER YOU DON'T OBSERVE THAT POINT.

THESE COLLARS ARE LOW FOR COMFORT.
THE PRICES ARE LOW FOR COMFORT.

A $2 SHOE MAY LAST TWO MONTHS.
A $5 SHOE WILL LAST A YEAR.
AND THEN COMPARE THE APPEARANCE.

USUAL PRICE, - $5.00
OUR PRICE, - - 4.00
SAVING TO YOU, - $1.00

NEGLIGES MAY NOW BE WORN ALL WINTER—FASHION SAYS SO.

HOW TO BE COOL, THOUGH AT HOME

WE WISH YOU KNEW WHAT WE KNOW ABOUT THIS SUIT. YOU'D SOON HAVE IT, THEN.

THE NEW FALL HAT
JUST LOOK AT THAT.

ONLY 50 CENTS!
DO YOU WANT US TO GIVE IT AWAY?

THE HOSIERY THAT SUITS
THE LOW SHOE.

"I WOULD I WERE A BIRD."
THE VALUE IN THIS SUIT SOARS ABOVE ALL OTHERS.

THE SHOE THAT SUITS
THE FANCY HOSIERY.

TO-MORROW YOUR FRIEND
WILL HAVE IT.

A LUCKY STRIKE FOR THE
WORKINGMAN.

SHORT OR TALL, EVERY MAN WEARS
THIS SILK HAT, THIS WINTER.

HINE PARKER & CO., Limited,

HOSIERY AND UNDERWEAR MANUFACTURERS

SPECIALISTS In all kinds of HOSIERY and SHIRTS

London, England.

Men's and Boys' Underwear
" Half-Hose
Boys' Knicker Hose
Cardigans, Sweaters and Jerseys
White and Colored Shirts and Tennis Shirts
Collars, Pyjamas, Bath Robes
Dressing Gowns, Smoking Jackets
White and Fancy Waistcoats
Women's and Children's Hosiery, Vests, Drawers and Combinations.

Look for our Spring Line.

SOLE REPRESENTATIVES FOR CANADA AND UNITED STATES

The British Import Co.

44 YONGE ST. - TORONTO.

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishings.

SPECIALISTS IN UNDERWEAR

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLLEN UNDERWEAR, FLEECE SLIPPERS, Etc

Genuine Cellular "AERTEX" LISLE MESH UNDERWEAR.

ORDERS FILLED FROM TORONTO.

Shirts, short sleeves, - -	$10.50	doz.
Shirts, long " - -	11.00	"
Pants, - - -	13.00	

Young & Rochester

Manufacturers,

LONDON, ENGLAND.

Full range for Fall—Dressing Gowns, Smoking Jackets, Travelling Rugs, Latest Neckwear, now being shown by our travellers.

White Pique Vests, for general wear, and for Dress in stock $15.00 doz.

Special line Best Oxford Pyjamas, regular $24 00 per doz., for . . $13.50 dozen

Tress & Co.

High-class LONDON Manufacturers

HATS and CAPS

LATEST IN SILK and FELT HATS.

THE "TRESS" CAP IS MARK OF HIGH CLASS TRADE.
CORRECT SHAPES FOR MOTORING AND TOURIST SPECIALTIES.

DOMINION SUSPENDER CO.

NIAGARA FALLS

MAKERS OF

Trade D Mark

SUSPENDERS

GUARANTEED

NIAGARA NECKWEAR Co. LIMITED

NIAGARA FALLS

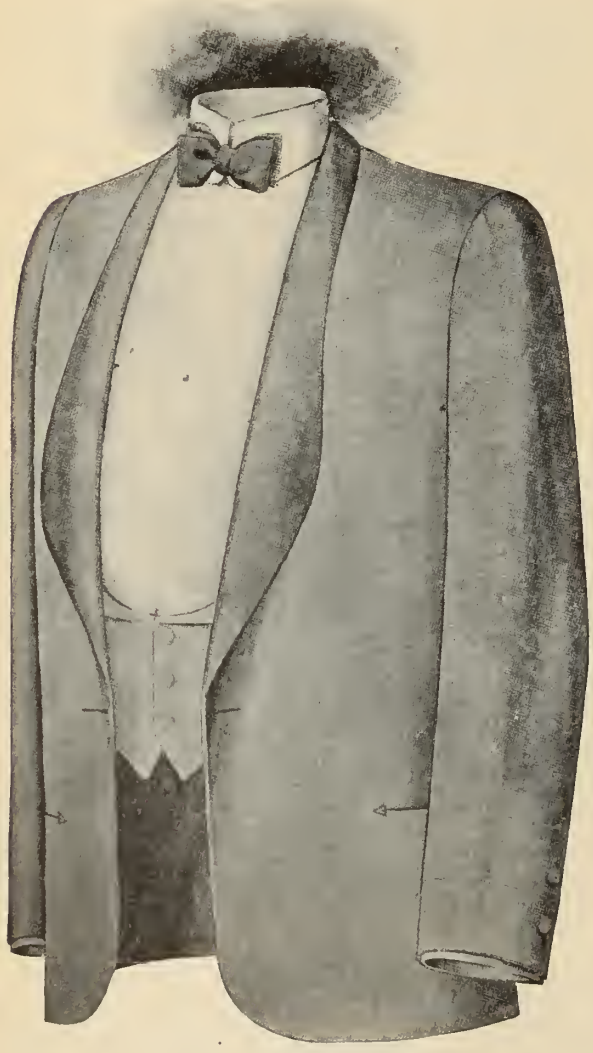
MAKERS OF

AMERICAN STYLES OF NECKWEAR

CURRENT STYLES IN NEW YORK

Office of "The Dry Goods Review,"
New York Life Building,
New York, August 19, 1903.

ALTHOUGH the duration of hot weather this Summer has, as yet, not been of a sufficiently serious nature to call forth the ingenuity of fashion makers in plans for the cooling of humanity, there are a few who have stuck to their trade and presented us with some ideas worthy of a hotter, drier mid-summer. The evolution of one of these brains is the white flannel dinner jacket, illustrated herewith. There has not been a deafening clamor for this jacket, and it may be that the man who studies his dress will never wear it, but its novelty, and the chances it has of becoming more popular, make it worthy of mention.



A White Flannel Dinner Jacket.

It is a Summer evening dress which can be got from first class tailors and to an observer will be seen on many well-dressed men. There are places where it would be risky for any man to wear it, as there are localities where a silk hat draws forth curiosity and more, but it is undoubtedly a fact that resorts where the newest is seen will find more of it in coming Summers, and warm August evenings have this year brought out the white flannel dinner coat.

The cut is the same as the black dinner coat, but the facing, lining and buttons are, of course, white silk. There are no buttons in front, no breast pocket, no flaps on the side pockets, and scarcely any set shape to the lapels, some being very much rounded and some with broad bottom and narrow top. The waistcoat has three buttons and usually a pointed bottom edge. The trousers differ in no way from the usual cut.

THE EVENING SHIRT.

The evening shirt that goes well with this coat, as with all dinner coats, is the soft front white, made with narrow tucks, but very many men prefer the plain-stitched linen shirt, or pique front. A remark made by several haberdashers is, that the coat-shirt, that is, the one with the opening extending down the entire front, is meeting with great favor.

THE PONGEE SUIT.

For airiness and coolness there is nothing so worthy the name as the suit of pongee. To the man who has never seen it, it would seem to be a material not at all adapted to a suit on account of its flimsiness, but very neat suits are made of it, and the hang and set is far better than anyone would expect. The expensive tailors are turning out coats that hang well, and once the hang is acquired, it will readily be seen that the suit is an ideal warm weather suit.

The cut of the coat is straight from the shoulder down and the front corners are rounded. The side seams end in vents, the lapels are fairly long and cut with rounded corners, and the pockets, which are patched on, have rounded ends, and button without flaps. A line of stitching appears two inches below the top of the pocket, and on the sleeve above the two buttons of the cuff. Two breast pockets appear.

The waistcoat is low-cut and single-breasted, and the trousers are straight and full, as is usual in all trousers this year. The back pockets have triangular buttoned flaps over them.

THE AUTOMOBILE OUTFIT

Automobiling is a distinctive sport. It is the sport of the wealthy, and as such, sets no limit to the expense of the requirements or conveniences that are attached to it. There is some need for heavier clothing and protection from wind and rain, but there is not the need for the hundreds of forms of garments that have been called automobile clothing. There is a coat on the market now made of a thin waterproof of silk and cotton, in blue and khaki. The style is simply that of the sack jacket, but has the addition of buttoned pocket flaps and a tab on the lapel to button the collar tight around the neck. The trousers, too, differ only in the attaching of a band to the bottom of the leg. A button is sewn on each side and when automobiling the band is buttoned to the far button, drawing the bottom of the pant leg tight, and when not required in this form, is attached to the other button. The object is to prevent wind and dust from finding their way in. The cap is also rainproof and of light weight for Summer, and has ear flaps and a curtain at the back which can be concealed when not in use. The gloves to go with this suit have sleeves and backs of buckskin, and palms of dogskin, with raised ridges to improve the grip. An elastic band around the back prevents slipping, and the gauntlet sleeves, by being drawn over the sleeves, keep out

FURS

A postcard will bring you samples of the following leading lines in my well-manufactured furs. Prices speak for themselves.

No. 2 Electric Seal Coat, Bell Sleeves, - -	$18.00
American Stone Marten Ruff, length, "to waist,"	5.00
Virginian Sable Ruff, same length as previous, -	5.00
American Stone Marten Ruff, extra long, - -	8.50
Virginian Sable Ruff, - - - - - -	8.50
Muffs to match, - - - - - - - -	4.50

A. J. ALEXANDOR, 504 St. Paul St., MONTREAL

TRUCKS

FOR WAREHOUSE AND FACTORY.



Save You Money.
Do Men's Work
Draw No Salary.

Our Trucks are guaranteed satisfactory. Turn in their own length.

MADE IN CANADA.

H. C. SLINGSBY FOR CANADA.

Factory, Ontario Street. Temple Building, MONTREAL.

HATS
CAPS
FURS
ROBES
ETC.

SPECIAL VALUES

Our travellers will be out this month with a full line of samples for the SPRING TRADE and also for Fall assorting orders.

SEE THEIR RANGE BEFORE BUYING.

Edgar, Coristine & Co.
Montreal.

SPLENDID STYLES



HE FUR SEASON

is with us once again. Good times will cause an increased demand for this class of goods.

YOU KNOW US. We have the best and fullest lines of everything in **furs cloth caps, robes, etc.**

OUR TRAVELLERS WILL WAIT ON YOU in September for sorting orders, or write us direct. Write for our new illustrated catalogue and price list.

JAMES CORISTINE & CO.

Coristine Bldg. MONTREAL

rain, wind and dust, and add much to the pleasure of automobiling.

The leather suits that were once considered a part of every autoist's wearing apparel are now discarded by all but servants, and rightly so, as they are neither comfortable nor attractive in appearance.

COLLARS

The wing and poke collars will be the Fall's preference and the straight stander must take third place. Double banders are low and close in front, with a little flare at the bottom. The standing collars will take a decided lead, as they did three or four years ago. The poke will have a noticeable roll away from the chin, and there will be some straight standers worn that just meet in the front, in addition to those that overlap.

HATS.

In headwear, the particular feature is the conservative shapes. Fairly high rounding crowns with narrower, well-turned brims, will be the thing in derbies, and a good selling fedora is like that of four years ago—moderate height of crown with central long dent and a dent on each side. The brim will be rather wide with a good turn-up. The silk hat is perhaps a trifle lower, with a good "bell" and a becomingly wide brim. There are several odd shapes in derbies, chief of which is the one with a flat brim four inches wide, and a sharp turn at the edges, and a crown flat and with rounded corners, and worn without a bend, while another has four small dents in the side.

THE TAILOR AND CLOTHIER.

THERE is much speculation as to what will be the overcoat material for the coming Winter. Everyone wants to know, but no one can say with confidence until pattern sheets arrive from New York. Still a guess is allowable and all seem to think that melton will be the favored cloth. There has been a good business done already in that line, and it appears to be the one in most demand. Authorities agree in saying, however, that cheviots and beavers will also be in demand, the cheviots in grey, with stripes and dots. Wholesalers are well stocked in all three lines so as to be able to supply demand in any, but they all expect to find it necessary to restock in meltons long before the other two. In cut, no one will even advance a conjecture.



A Window Trim of Suitings.

There is no doubt a certain style that is most favored by fashion, but in these days a man more often suits his fancy than allows himself to be controlled by a set rule. Personal preference is asserting itself in overcoating, as in many other lines, and where it can be reconciled somewhat to the fashion, no sane man hesitates.

* * *

The waterproof ulster that has been worn by everyone for the last two or three seasons, to the great loss of the Spring and Fall overcoat trade, seems to be on the decline, and this Fall tailors will find their old-time overcoat business returning in full force. Young and old, rich and poor, male or female, all had developed such an intense partiality for the rainproof, ungraceful and ill-fitting as it always was, that rain or shine, warm or cold, little else was worn. Its very popularity, combined with its bad appearance, was sure, some time, to kill the fad, and the Fall season will see a relegation of the rainproof to its proper sphere. That does not mean that it will go out entirely, for it was a very useful article; the only difference now will be, that it will be used for the purpose for which it was designed. The new lines for Fall are in fancy patterns with the usual grey background. Stripes and stripes with overchecks will be the most sought, and it is probable that the neatness of these will defer a little the dying out of the rainproof.

* * *

When a man sees the Fall lines in suitings the chances are that he will feel the pressing need of a new suit. As in the Spring, the material will be Scotch tweed, and the genuine Scotch tweed has given such good satisfaction that its popularity is well deserved. Canadian and Yorkshire tweeds will certainly see a good sale also. The patterns are stripes and stripes with overchecks, the principal difference from the Spring samples being in the matter of color. Dark backgrounds still hold good, but over it all will run distinct threads of green, red, blue or brown. In this country men are naturally averse to much coloring in their suits, else the shades would be much more vivid than they are. As it is, the colors are unusually bright, but yet not in bad taste.

* * *

As predicted last month, the white vest craze has, to a great extent, died a natural death. It was simply worn out. Everybody still has a half dozen, and it is likely that the present term of hot weather will extend their use longer than otherwise, but the lack of white vests on the street, compared with what were seen two months ago, must be remarked by everyone. The young man still clings to it with commendable affection, as to a close friend, but his hold is weakening and laundry bills are dropping. Quite a few linen colored vests are being worn as a compromise.

* * *

In a glance around to ascertain what Winter fancy vesting is shown, it is remarked that there are very small stocks. Tailors do not anticipate any great demand, and among the best-dressed men there is certain to be none of the heavy vesting worn. Large stocks of the light vesting are carried and opinions are expressed that these will be worn all Winter.

* * *

Since the reaction in the white vest line, the warm weather has brought out more belts than have been seen

at any time this year. The belt business has had quite a call, as very many men had not bought earlier in the season on account of the white vests. At this time most of them, to be cool, have gone back to the belt and open front.

* * *

A clothier has adopted a striking plan to draw attention to the light weight of some Summer suits which he is handling. A balance scale, placed in the window, has on one beam one of the suits and on the other the weights which balance it. It has attracted much attention and is a convincing argument on these hot days.

* * *

A Summer suiting that is finding favor among a certain class of young men, is the rough homespun. The coat is made in the Norfolk style, and in some has a yoke. The trousers, which are the conspicuous part of the suit, are so large that the position of the legs inside is merely a matter of conjecture. It is in light shades and has the advantage of looking cool, and, it is probable, of really being cool. The coat is worn open, with belt either buttoned or unbuttoned, but the belt is sewn so far around the front that it does not fall far when left unbuttoned. There promises to be some call for these suits, with more sensible trousers, next Summer.

NOTES OF THE FURNISHERS.

K. McRae, who has been a tailor in Alliston for 33 years, died recently.

B. Levenson has bought out the tailoring business of A. Levinson, Keewatin, Ont.

George J. Hyndman & Co., Winnipeg, have fitted up their store with solid oak wardrobes.

Fred. Archer, Midland, Ont., has sold his tailoring business to M. S. Keller.

Gold & Lavine, Montreal, have opened up a new men's furnishing store in Portage la Prairie, Man.

At the age of 78, Mr. Henry Turnbull, a tailor who has been living near Rathwell, Man., died recently.

The new clothing and furnishing store opened up by Smith & Kerr at Ingersoll, has been finely fitted up.

D. G. Craig, having recently purchased the Fuller block in Winnipeg, is opening up a men's furnishing stock.

S. W. Boyd, a former tailor of Chesterville, Ont., has opened up business in the Empey block, Winchester, Ont.

At Liverpool, N.S., there passed away recently Mr. H. B. Hallet, an old and respected merchant tailor of that town.

Mr. Wickson, who is succeeding H. A. Cox & Co. in the furnishing business in Carman, Man., is refitting the entire store.

J. J. B. Little, for many years men's furnisher in Mitchell, Ont., has gone to Calgary, where he proposes going into business.

William Hughes, tailor, Orangeville, Ont., trading under the name of Hughes Bros., has assigned with liabilities of $5,800 and assets, $1,800.

Your Customers Hang Trousers On 'Em!

TRADE BERLIN MARK. "We fear nae foe."

The BERLIN SUSPENDER.

Made IN ALL Gredes.
Protect Home Industry!

The Berlin Suspender and Button Co.
C. K. HAGEDORN, Manager.
BERLIN, ONT., - - CANADA.

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a Special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager,
Dry Goods Review,
Montreal and Toronto.

THE GLOBE SUSPENDER COMPANY.

If You are in want

OF

SUSPENDERS OF ANY STYLE, ARMBANDS, SHOULDER BRACES, WATERPROOF, : : : LEATHER AND WOOL-LINED JACKETS, LADIES' AND GENT'S WATERPROOF COATS

You make no mistake in seeing our samples and prices before placing your Fall order.

Globe Suspender Co.,
Office In Montreal at 207 St. James St.
Rock Island, Que.

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

FALL COTTON WAISTS.

THE Salem Company's factory is now working night and day in order to comply with the demands for their heavy cotton waists for Fall. No one doubts the popularity of cotton for that season, and if they do, a glance at the lines on display in this firm's warehouse will convince them that these waists are bound to sell. The materials in themselves are beautiful, but the designs, in black and white, and in colors, are superior to anything ever before shown in cotton waistings. To some extent, waists of all other materials have had to give way to cottons for the early Fall season. A large range in values is shown, running from the cheaper grades up to those to retail at $7. In the latter it is pleasing to know there is a good demand, and that the trade seems inclined to take the finest qualities they can get.

White, of course, sells best, but the demand for their beautiful black and white patterns has been immense. Next to these creams, sky-blue and black have been in the best demand.

JOHN MACDONALD & CO., TORONTO.

John Macdonald & Co. are showing in their Canadian staple department a large assortment for the Fall assorting trade, amongst which are a number of specialties. They mention a few: Two special lines in fancy striped flannelettes, regular 8c. goods, for 7c.; one line in 36-in. grey domette, regular 10c. goods, for 8⅝c.; two lines in imported fancy flannelettes, to retail at 10 and 12½c. per yard; a beautiful range of 38-in. art leno muslins, at 7¾c., regular 9c., and art silkolines, 36-in. wide, to retail at 12½c.

Late reports from the linen markets of England, Ireland, Scotland and Germany are conclusive that prices in manufactured goods have advanced. The linen goods that John Macdonald & Co. have in stock at present will be sold at old prices, but goods to arrive will have to be advanced. Their stock in tablings and towellings is well assorted at present, and those buying early will buy more advantageously than those buying later when the new goods have arrived. Their stock of flannels in light and dark grey, plain and twilled; navy, plain and twilled; kersey, white and scarlet saxony and fancy flannels, is fully assorted in all popular widths and qualities. Special mention is also made of horse blankets in jute, both lined and unlined, kersey and fawn wool, in all salable sizes.

In the dress goods department John Macdonald & Co. say that trade continues good in fancy knops and fancy tweeds in wool and silk mixtures. Four special lines are mentioned: A256, fancy knop tweed, 54 inches wide, in brown, green, navy and grey, price $1.25 per yard; A254, fancy mohair knop, 54 inches wide, green, brown, royal, navy, cardinal and grey, $1.25 per yard; A50, fancy Donegal tweed, "Real Irish," 54 inches wide, in stripe effect, in navy and white, green and white, grey and white, and black and white, $1.50 per yard; A224, knop stripe tweed, 52 inches wide in grey, green, brown, blue and black, 65c. per yard. They also show a range of melton cloths in all leading shades, at 18½, 25, 37½ and 45c. They make special note of their 18½ and 25c. lines—A110, 18½c, and A201, 25c.

In their stock of waisting, in spots, stripes (plain and fancy), and plains in these lines, they are showing a good range of patterns at popular prices. They also keep their stock of black cashmeres well assorted. They have a nice range of black goods in fancy knops, plain cloths, crepe de chene, etc.

In the silk department they report thgt the demand for black silks in peau-de soies, luxors, paillette, taffetas, etc., still keeps good. They are showing two prices in colored taffeta, 55 and 65c., in all leading shades. The demand for black satins is pretty strong at present. They say that business in the ready-to-wear goods is increasing every month. All their Fall lines are nearly complete in dress skirts, waists, wrappers and underskirts. Special attention is drawn to three lines of dress skirts: A2,000, fine homespun, nine gores, at $2.25, in navy, black and greys; A938, fine homespun, seven gores, trimmed with stitching and buttons, price $2.25, in same shades as A2,000; A910, fine vicuna cloth, in dark grey and blue grey, nine gores, trimmed with taffeta and tabs, also buttons on tabs, price $4.50.

In the hosiery department they draw attention to two special lines of worsted hose: No. A106, from size 4½ to 10, price for 4½, $1.25; 8½, 9, 9½ and 10, $2.25, intermediate sizes in proportion. A107, sizes 5 to 10, prices for 5, $1.70; 8½ to 10, $3.35.

In the woollen department John Macdonald are offering special lines at clearing prices: 1,000 yards 54-in. all-wool suitings, 50c. per yard; 2,000 yards 54-in. all-wool worsted and tweed suitings, at $1 per yard; 1,000 yards black and blue worsteds and serges, from 50c. to $1.50 per yard; 5,000 yards 27-in. all-wool Canadian tweeds and friezes, 25c. per yard. They have a complete stock of Belwarp serges, worsteds, trouserings and linings, none of which are genuine unless stamped with the registered trade mark "The Lion and Bell." Their stock of 54-in. ladies' costume suitings is immense in all the newest fabrics.

The John Macdonald & Co.'s carpet and house furnishing department is showing mill lots and special lots: A mill lot of over 2,000 Smyrna mats and rugs, in all sizes, much below regular prices, over 20 patterns, all fresh new goods, standard quality. They say that their carpet stock was never so heavy or well assorted for Fall trade. All goods bought at old prices are sold at the old prices. They quote a special line in 16-4 linoleum, slightly damaged, to retail at 40c. per square yard, heavy weight; a stock lot of 250 pieces of tapestry carpets, in best and second qualities, to be retailed at 50 and 65c; and a complete stock in union, wool, tapestry, velvet and axminster squares, suitable for almost any size or class of room. Photographs or samples of these goods will be supplied on application.

Special lines are being shown in John Macdonald & Co.'s men's furnishings department in men's fancy braces, to retail at 25c.; in men's black cashmere half hose, to retail at 20 and 25c., and in worsted half-hose, in black, grey and heather (with mending cards attached), to retail at 25c. They have a clearing line in Scotch knit underwear with trouser finished drawers, to retail at 50c., also a clearing line in men's blue spot sateen shirts, to retail at 40c.

JOHN GARLAND, SON & CO.

The John M. Garland, Son & Co. desire the attention of notion buyers, to make a personal inspection of stock, or see their samples. The holiday lines are exceedingly attractive and comprise some of the smartest sellers that have made an appearance for many seasons—dolls of every type of beauty, and can be retailed at 5, 10, 15, 20, 25c. and upwards.

John M. Garland, Son & Co., though not jewelers, are showing one of the most extensive ranges of clocks that would do credit to a well-equipped clock house. The line is made up of the special holiday, Swiss hand-carved wood, that can be retailed at $1; also a range of metal, bronze and nickel, that can be sold at $1.25, $2, $2.50 and upwards.

John M. Garland, Son & Co. are showing some match safes and cigarette cases made of gun metal and finished with settings of garnets and other color stones. This line will be a great holiday leader.

John M. Garland, Son & Co. say that their stock of embroidery and lace-edge collars and collarettes should be seen to be appreciated. Their new stock of photo albums, neck tie boxes, handkerchief boxes, glove boxes, smoking sets, are now ready and an early choice will insure a nice display of Christmas goods. Plain and fancy tissue papers are good stock for the approaching season. They don't run your stock up and are constantly sought for by your best customers. Christmas cards, calendars and art subjects. The buyer looking for a nice line of perfumery from reliable makers would make no mistake in securing a good assortment from this lot.

John M. Garland, Son & Co. would like the retail trade requiring a good assortment of large and small pearl buttons for immediate use, to see their special smallwareman's samples.

John M. Garland, Son & Co.'s special purchase of English and American suspenders should interest outfitters and furnishing buyers requiring nice, sightly goods for Christmas trade. They have a large range of mitts, moccasins, gloves at almost every price.

John M. Garland, Son & Co. will show their Fall neckwear in a special manner; each tie will be put up in a tastily-designed box of various tones in homespun papers which will make a most select line of Christmas neckwear. A good point in the individual box is the convenience for mailing. Boys' windsor ties are always good sellers and the firm are showing a good range in colors that will make smart sellers for holiday trade.

John M. Garland, Son & Co. had in view the great harvest, and the very great quantity of grain bags that will be required, and buyers looking for popular priced lines will find them well supplied. They can give a prompt delivery.

John M. Garland, Son & Co.'s special offering in a 54 in. costume cloth to retail at 25c. is one of the best values of the season, to be had in black, greys, greens, navy and brown.

John M. Garland, Son & Co. are showing a 42-in. wool-finish zibeline, extra heavy weight, every appearance of the high-grade cloths, all the leading shades, and can be retailed at 25c. They also desire the attention of buyers to a special novelty in a 42-in. snowflake, all wool material in new greens, new navys, browns, blacks and biscuit shades, which can be retailed at 50c.

John M. Garland, Son & Co. have spared no pains in securing the peer among velveteens, to retail at 50c., and in their new "Sterling" brand they boast of a cloth second to none. There are no velveteens better boxed. This is one of the features that retailers admire, and another, the 12-yard ends which they are put up in.

The flannel department of the firm will show some unusual values in greys, navy blues and reds.

When John M. Garland, Son & Co. added a ladies' furnishing department, a long felt want was filled and since its introduction a large assortment of children's goods have been added, such as hoods, bootees, bonnets, mittens, etc.

This department is showing a worthy line of all black cashmere gloves, to retail at 25c; also white in the same line. A ringwood glove, to retail at 25c., has always been a recognized seller and the line they are showing will please you. 32 plain worsted hose, in full range of sizes, a sure thing to wear and can be retailed at 25c. 88, an extra special velvet-finish cashmere hose, to retail at 50c. This line is particularly adapted for a good trade—when silk and wool are properly spun and woven a good wearing material is produced. Their No. 11 cashmere hose, with silk and wool spliced heels and toes, standard sizes, 8½, 9, 9½, 10, can be retailed at 40c., or two pairs for 75c. "B" special job, is a low-priced hose of cashmere wool, that will sell at 20 or 25c., paying a good profit.

John M. Garland, Son & Co.'s travellers have a full line of Fall dress goods samples, comprising friezes, homespuns, cheviots, coating serges, etamines, zibelines, knop cloths, knicker cloths, coverts, meltons, amazons, satin cloths, poplin cords, granites, mohairs, sicilians, russell cords, plain and fancy lustres, snowflake weaves, canvas fancies, hop sackings, twill cloths, voile-de-Paris, Parisian blouse cloths, cream serges, lustres, mohairs, poplins and bedford cords.

Ladies' knit garments.—M21—Soft rib, long sleeve vest, good weight, to retail at 25c. M23—Special soft rib, long sleeve vest, extra weight, sell at 35c. Ladies' ready-to-wear skirts, made of black and grey costume frieze, to retail at $2.50. Black satin underskirts, 14 in. accordeon-pleated flounce, to sell at 90c. and $1 retail. Wrappers to suit the particular buyer, that he can sell at 90c., $1, $1.25, $1.50, $1.75 and $2.

THE WYLD-DARLING CO.

The Wyld-Darling Co. have their stock of dress goods complete for the Fall trade; all repeats are to hand. Zibelines have again proven the favorites and this company have a large range of select patterns, from the cheapest, to sell at 25c. to the richest, to retail at $2. They still have their two leaders to sell at 50c.—the three-toned nopre effect and the plain 54-in. Oxford. Having placed heavily on these lines they are able to meet the big demand for them, and in the better goods in two, three and four toned effects they are also strong. They have also a plain zibeline, 54 inches wide, to retail for $1.25, in all shades.

The Wyld-Darling Co. also have a good assortment of etamines and basket weaves, in plain and flecked, in all shades, to retail at 50c. They have a basket weave in two-toned, mottled effect, to retail at $1, in blue, brown, black and myrtle, 54 inches wide. In plain black etamine they have a range that can be retailed from 50c. to $1.50. Also a plain, colored basket cloth in black, navy, brown and myrtle, 54 inches wide, in two different weights, that can be retailed at $1 and $1.25. This company's lines of cheviots are still favorites with the retail trade. Despite the heavy advances in this class of goods The Wyld Darling Co. are selling them at the old price, as they had a large contract placed for these goods early in the season. They have the popular shade of navy, No. 502, in stock in all these cloths, besides all other colors and black. The Wyld Darling Co. are also showing black and navy viennas that can be retailed at 50c to $1.75. These lines have been exceptionally good for Fall, 1130, to retail at 75c., being one of the fast sellers.

The Wyld Darling Co. also carry a range of knitted and cloth shawls. The knit shawls are in colors, black, white, grey, cardinal, sky and pink, and can be retailed from 50c

FASHIONS IN HOSIERY



Grip, Limited, Toronto

to $1.25. The cloth shawls are in light or dark grey, or brown, with a variety of patterns, and all good large sizes, and full weight, and can be retailed from $2 up. Satin cloths are another line of dress goods the company is handling in all prices. They have a range of blacks in both English and French manufacture, and carry all shades in a line that retails at 50c. In silks they have a complete stock of the two popular lines, peau-de-soie and taffeta—peau-de-soie that can be retailed from 65c. up, and taffetas that retail from 50c. up. Besides these two lines they have an extensive stock of japs, shanghai, colored taffetas, black and colored tamalines, silks, colored and black satins.

In their linen department they are showing a well assorted line of household requirements, embracing not only all the staple materials, but a most comprehensive range especially suited to the coming Fall and Christmas trade. The stock of bleached and cream tabling, napkins, towels, crashes, teacloths, butchers' linen, embroidery linen, bucks, etc., etc., is now complete in every detail, and is interesting, as most of it was purchased in anticipation of the very substantial advance in the price of linens, and can therefore be offered at prices based on old quotations. The range of fancy linens and Christmas handkerchiefs is specially attractive, containing a large number of exclusive

novelties, of Irish, Swiss, German and Austrian manufacture.

The ladies' hosiery and underwear department of The Wyld Darling Co. is worthy of inspection as they are showing a very large and extensive assortment of ladies' and children's plain and ribbed cashmere hose, with leaders to sell at 25, 35 and 50c., also wool and worsted hose, ladies' and children's, plain or ribbed, to sell at 15, 25 and 50c. The ladies' and children's underwear is now complete and The Wyld-Darling Co. are showing a large assortment in union, all-wool, ribbed and flat goods, to sell at 15, 20, 25, 35, 50c. up to $1.50. They show also a full assortment of toques, hoods, clouds, infantees, bootees and gaiters, in colored and fancy stripes and solid white.

Their assortment of Ringwood gloves is complete, including solid white, black, grey, navy and fancy colors, to sell at 15, 20, 25, 35 and 50c., also cashmere gloves to sell at 15, 20, 25, 35 and 50c. All sizes are again in stock in their leaders in kid gloves, "Zettie" and "Gracioso," fully guaranteed, black, white, tans, brown, mode and grey, ¼ dozen of a size in package, to sell at $1 and $1.25.

Golf coats are very much in evidence for the Fall trade, and The Wyld-Darling Co. have a good range at present in several different styles, with or without sleeves, in all the popular shades, cardinal, cream, black and navy. The Wyld-Darling Co. have just received a shipment of a large and tasty assortment in novelty dress trimmings, silk appliques, and drop ornaments, in black, white, black and white, for which they are receiving large orders. This house handles all lines of smallwares, ribbons, pins, combs, buttons, braids, laces, etc.

The Wyld-Darling Co. is offering for exhibition visitors a well-assorted stock of grey and white cottons, which are selling below the present mill cost, also grey and navy flannels at last year's prices.

In the men's furnishing department they are carrying a line of worsted half-hose, with mending cards attached, in black, grey and heather, to retail at 25, 35 and 50c.; also cashmeres in medium and heavy weights at the same price; heavy wool and union hosiery, etc. In the line of underwear—fleece-lined—which has recently advanced in price, they have a large stock of ribbed and plain goods. Among others is Wolsey, in Fall and Winter weights. There is a large range of knit top shirts, in navy, grey and fancies; boys' underwear in fine, natural wool, and Scotch knit union and fleece. A special line of umbrellas, E98, with patent runners, retails at $1, and with self-openers at $1.25.

THE W. R. BROCK CO., TORONTO.

The W. R. Brock Co., Toronto, are showing in their housefurnishings department for exhibition visitors some good values in tapestry carpet, to retail at 35, 45 and 50c.; brussels, to retail at 85c. and $1; a complete line of wool, union and tapestry squares, and some special lines in comforters that, retailed at $18 and $20 a dozen, are extra good value.

In Brock's Toronto house, the woollen department has a large line of Scotch tweed suitings, in stripes, and in stripes and overchecks, in the latest colorings and designs. They also have a good range of suitings in domestic and cheaper grade imported cloths, which are, in some cases, up to the Scotch designs. They are carrying 150 designs in worsted and tweed trouserings, and a stock of black and blue worsted and serges for suitings, which, on account of the advance in price, has been ordered in large quantities and can be sold at almost the old price. Their stock is now complete in the Saltaire serges, vicunas and dress worsteds. The overcoatings include black and blue meltons, black and blue beavers, cheviots in plain grey, stripes and dots. Two special lines for the benefit of exhibition visitors will be ¾ tweeds for boys' wear, which are being offered below present mill price, and a clearing lot of black vicunas and serges for ladies' or men's wear, offered at 25 to 35 per cent. below value.

The W. R. Brock Co., Toronto, have to offer for Fall a large line of ladies' and children's raincoats and waterproofs to meet the increasing demand of the trade. Some of these are: "Darling," a girl's waterproof in navy blue, sizes 37 to 51, to retail at $2.50; "Dearest," a girl's coat with roll collar, single breasted, slash pockets, full back, to retail at $3.50; F.G., a grey ladies' waterproof with velvet collar, single breasted, slash pockets, bell sleeves, full back, sizes 52 to 62, to retail at $3; J.A., a grey, J.F., a fawn, J.B., a black, J.N., a navy, which can be retailed at $4 or $4.25; H.G., a grey, H.F., a fawn ladies' cravenette, made with the new wide sleeves, self collar, fly front and pearl buttons, to retail at $6; "Rosedale," ladies', something new, in a grey flake, mixed tweed, no collar, stole effect, the very latest effect; "Lincoln," ladies', in grey, fawn and navy, without collar, and flowing cuffs; "Ada," ladies', in green only, double capes, single breast, fly front, in very pretty material; "Jean," ladies', green and dark grey, single breast, wide sleeves, semi-fitting back, a smart innovation.

In the men's furnishing department they are showing special value in ties in assorted boxes of two dozen, knots and derbies, to retail at 20 and 25c. There is also a good range of mufflers in all prices and patterns, cashmere squares, to retail from 15c. to $1, padded, shaped mufflers, in all the latest effects, including foulard patterns, polka dots and stripes as well as plain silk, satin and corded silk, to retail from 25c. to $1.25. They report a recent shipment of Austrian collars, "Ironton" double-band, 1¾ and 2¼ inches, "Asbury" roll collar and "Bartholdi," a band.

A few exhibition specials, to retail at 25c. are: "New Cairo," 2-1 double knee, ribbed cashmere hose; W.J.C. and Shine, plain wool hose; B33, ladies' fleece cashmere gloves; "Startler" and "Ombre," ladies' vests; M35 and 47, ladies' drawers; "Brocknit," men's black cashmere half hose; "Special" and "Durable," heavy braces; C., assorted knot ties, and A., assorted derbies. For 50c. there are: "Utwig," ribbed worsted ladies' hose; 441, plain cashmere ladies' hose; "Devany," "Raro," "Pearl," "Blanc" and "Swiss," ladies' vests; 85, 87, 145 and 117, ladies' drawers; S21, S29, A1, heavy woollen-cuff leather mitts; B224, men's white ringwood gloves.

The W. R. Brock Co., Toronto, have to offer the newest novelties in gimps, trimmings and drop ornaments, and most of the new fancy handkerchiefs are in, the newest in veilings and fancy ribbons, a complete range of fancy wool goods—honey-comb and fancy umbrella shawls, fascinators, clouds, caps, hoods for babies, girls and ladies; infants' wool coats and polka jackets, bootees and infantees; children's and men's toques, tam-o-shanters, etc.

The print lining and flannelette department has gathered together a few specials for exhibition visitors which they term "expense-payers:" 28-in. domestic wrapperettes, last season's goods, can be retailed at 8c.; 36-in. ditto, to retail at 10c.; a cloth well adapted for ladies' wear or quilt covers; 32-inch double-fold American dress checks, in large and medium bias-check patterns, to retail at 12½c., regular 20c.; a well-assorted lot of 32-in. heavy Canadian prints, to retail at 8c., regular 10c.; brown and slate only, imperial surah waist lining, best quality made in Canada, to retail at 10c., regular 15c.; 36-in. black silkette lining, to retail at 17c., regular 25c.; 29-in. original heavy Loch Lomond 3-yard cloth, made expressly for Brock's, to retail at 12½c., regular 18½c.; 29-in. tinted Saxony, to retail at 6c., regular 8c., made originally to trim shirts and drawers and comes in all those shades; 28-in. domets, in all shades, to retail at 8c., regular 10c., came a little light in weight and hence it was jobbed.

The W. R. Brock Co.'s dress goods department have just completed their shipments of placing orders and are devoting next week to getting stock in good order for the millinery openings, and are doing their best to get everything in good shape so that buyers can see at a glance the immense range of novelties and of staple goods that are shown by this firm. Fancy flaked zibelines and tufted boucles are by far the leading favorites at the present time and navy and white, black and white with a dash color, and green and white are the leaders.

Donegal tweeds are gaining added strength as the season advances and there is every evidence of their being extremely popular for Fall and for next Spring also. Plain broadcloth and venetians are selling freely. Brock's have three extremely good lines, 44 and 45 inches, to retail at 75c., 50 inches at $1, and 54 inches at $1.25, in two navys, myrtle, brown, olive, cardinal and black, and they feel confident that there is no equal to the above values in the trade. This firm are showing fine double cheviots and canvas weaves, 54 inches wide, in solid colors, and report that friezes and cheviots rather than homespuns are having the run in heavy materials. In blouse materials this firm have an endless range, and also a range of velveteens in a large number of staple colors, to retail at 35c. and 50c. This firm also are showing some extra good bargains in odd lines that have got to be cleared out during millinery openings, and no reasonable offer will be refused, and buy-

ers would do well to look them over at an early date to get the pick of these goods.

The W. R. Brock Co., Toronto, report from their ladies' ready-to-wear department that they are getting all their orders cleaned up as soon as possible and expect to be in a position in the course of a few days to deliver the goods the day they are purchased. They have just got to hand a few new lines of waists, in silk and cashmere, made with the latest shirring effect and tucks, which are the most stylish and best made waists on the market. These goods are all perfectly made and boxed in single boxes. The W. R. Brock Co. guarantee the fit, stitching, etc., and all the smallest details on all waists boxed singly, and consider it a favor when their customers return any of the goods which they might find defective in any way. They will, in the course of a week or two, have a full range of white wear in their representatives' hands. The range is most complete, including infants' and children's white lawn dresses, ladies' white lawn wrappers, etc., in the aggregate consisting of over 500 lines. In sateen underskirts they report that they have again turned the trick and show at $12 per dozen a skirt usually quoted at $15, something entirely new in the way of design and one that will be a great seller.

DEBENHAM, CALDECOTT & CO.

One of the busiest spots in Montreal is the handsome warehouse of this millinery firm. A representative of "The Dry Goods Review" found all employes busily engaged in making preparations for the millinery openings. Handsome "creations" of various sizes, shapes, and trimmings were to be seen in orderly confusion, and everything indicated that a special effort is being made to prepare for what is expected to be an unusually large season's business.

"The Review" representative was anxious to find what, in the opinion of the firm, are to be the leaders in the millinery world this season. He was told that, following the Parisian fashions, the firm are showing a large assortment of feathers, chenille and long pile plush, much of which will be something of a novelty in the market this year. Of course, chenille was in demand last season, but the call for it this year will be much greater than ever before. The indications are that it will be exceedingly popular, and, in anticipation of a considerable demand, the firm have accumulated a large supply.

"What shapes will be the most popular?" queried "The Review."

"The great demand will be for large shaped hats such as the Gainsborough, and the 1830 Directoire and Second Republique," was the reply. The samples of these hats seen by "The Review" representative were very pretty indeed, and we have no hesitation in predicting for them a great popularity.

As to colors, it is expected that the ombres and three-tones will be in considerable demand. The most popular colors will be the different shades of brown and green.

For less elaborately trimmed hats, the classical quill in all its various styles will be very much in evidence. This neat and pretty style, much in demand because of its jaunty effect, will be as popular this season as ever before. Buyers will require a considerable stock of this line and they would consult their own interests by examining the large and varied assortment which Debenham, Caldecott & Co. are offering to the trade.

This firm do an immense business in imported hats, and their pattern hats are now very much in evidence. While "The Review" representative was in the warehouse, he was shown pattern hats from nearly all the leading houses. Among those noticed might be mentioned the Madame Pouyanne, the Maison Lewis, the Madame Alwyn and the Heitz Joyer. The mere mention of such well known names should be a sufficient assurance to the trade that the stock which Debenham, Caldecott & Co. are offering is the best that can be procured. Dealers who supply the demands of the very best trade cannot afford to miss an examination of what this firm are offering.

Debenham & Co., London, have removed their Toronto house from 77 York street to corner of Bay and Wellington streets, where they will keep a well-assorted stock in their special lines of black and colored silks, velvets, ribbons, laces and choice lines of dress fabrics.

Debenham, Caldecott & Co. have long seen the necessity of catering to the better class trade of Canada and since they opened a house for choice and exclusive goods the business has grown considerably. The retail merchants, both in the cities and in the country towns and villages, have felt the influence of better times and cannot now sell the miserable goods which in times past were sold to people because they were low priced and called cheap, though really dear at any price. The demand now is for good and fashionable goods, for it costs almost as much to make a low-priced dress as one of the better quality. Again, our young ladies are well informed as to what is fashionable, and the young people of our country towns dress as well and tastefully as those of the larger cities.

Debenham & Co. have laid themselves out to meet this demand and from their remarkable facilities, having houses in all parts of the world, are able to place the retail merchants of Canada in touch with the best makers of Europe and Asia. They are always pleased to meet the trade at their new warehouse, Bay and Wellington streets, Toronto, and will be quite ready for the opening day, August 31, 1903.

W. R. BROCK CO., LIMITED, MONTREAL.

In dress goods The W. R. Brock Co. are especially strong in flake effects, to sell at 50 and 60c. per yard, having secured a large lot of navy blue and black in these qualities.

The demand is commencing to be felt for low tweed effects in meltons. The Brock Co. are showing a large range of these.

There is not the demand there used to be for farmers' satin in colors. Some of the trade are making a success of them by having them put up in half pieces of 20 yards. The Brock Co., Montreal, have adopted this plan.

The season is now open for beavers. The Brock Co. are showing them to retail from 75c. to $7.50 per yard, in blues and blacks, but, of course, have other colors at medium prices.

The demand for cotton mattings is being followed up by a decided sale for woollen goods with silk figures. Bedford cords are also popular. The Brock Co., Montreal, are selling them to retail at 50, 60 and 75c. per yard.

The W. R. Brock Co., Montreal, have just received a magnificent range of ladies' neckwear in Swiss tab turn-down collars and stocks, also fancy lace and applique collars, in white and black and ecru, in all shapes. Their quality 61 at $3 is a wonder. They have also received most of their magnificent range of fancy lace edge and embroidered handkerchiefs, at all prices. In other lines of handkerchiefs they have a full assortment of all kinds and qualities at all prices.

The Brock Co. are showing a nice range of wool knitted shawls in umbrella and square shapes, in black, white and colors. They have also received a line of camel's hair tam o'shanters in plain and fancy colors, to retail at 50c. each.

The Brock Co. have a superb range of the newest trimmings and gimps in the latest designs. Call and have a look through them. A line of baby ribbons on spools has also been received. They have this ribbon in all shades, and it can be retailed at popular prices.

Chiffon collars are being sold at low prices, but Brock's, Montreal, have a line that in both quality and price will take a lot of beating.

Brock's travellers will be on the road shortly with samples of Fall goods. The season is likely to be a good one for this house, as some of the goods are exceedingly low in price and high in quality.

Brock's smallware department as usual, has a large stock of all the latest novelties. Merchants wishing for cuff holders, key chains, armlets, scarf holders; indeed, smallwares of any description, cannot do better than to call and see the stock, which is well assorted.

Brock's gent's furnishings department will show some good lines of underwear for Fall. In braces, ties, hosiery, top shirts, overalls, etc., The Brock Co. have a stock that embraces all that can be desired, both in quality and price.

In the staple department of The Brock Co., Montreal the greatest activity prevails. Bales and bales of goods are arriving daily, and, like a great machine, the goods are received at one door, opened up, properly assorted according to customers' orders, and sent out at the next door.

They have a fine line of 36 in. striped flannelette, which can be retailed at 10c., and also a beautiful line of imported flannelette, very fine designs, to retail at 12½. During the next ten days they are showing special values in white cottons, a clearing lot from the mill to be sold less than mill prices.

"Fall skirts are going out with a good steady increase in orders. Frieze seems to be holding its own, but there is also a demand for other cloths." This is the report of the ready-to-wear department at the Brock warehouse. The delivery is good this year, as this firm laid in a large supply of cloth two or three months in advance, and are not delayed by waiting for the mill before filling orders. They have a large stock of skirts on hand for immediate shipment.

Whitewear for next Spring is already selling, and the styles shown do not seem to be much changed.

An innovation has been made this year by The Brock Co. in the stock of the ready-to-wear department. They are now carrying a line of fur-lined and trimmed capes, and so far have had quite a number of orders for the goods.

S. F. McKINNON & CO., LIMITED.

In an interview with one of the directors of S. F. McKinnon & Co., Limited, Toronto, in reference to the outlook for the mantle business, "The Review" learned that this firm have every confidence in the future. They believe this feeling is enjoyed not only by the manufacturers, but also by the retail merchants. The placing orders received this season are greatly in advance of last year. This is to some extent traceable to the greatly growing demand for Canadian-made garments, as well as to the surtax recently imposed on German goods. Many merchants in Canada, who in the past have placed a part of their orders with German houses, have this year confined their buying completely to Canadian-made goods, being



No. 406—Designed by S. F. McKinnon & Co., Limited.

convinced that the styles and values of the Canadian garments are in every way superior to the imported article. The demand this season, so far as style is concerned, will be for loose-back garments. The trade in general is taking very vindly to this style, and there promises to be a large and successful trade done in them.

The length of garments seems of less importance, as all lengths will be worn from 28 to 12 inches, and in buying a garment the person who is to wear it will select the length most becoming to her, and she will have a garment that is considered good style.

The collarless coat bids fair to receive a considerable share of attention during the season, and some very effective creations are shown. Some buyers think this coat has a cold effect, but, whether or not this objection is valid, the fact remains that it is a prime favorite, and when worn with furs, is especially attractive and convenient.



No. C 24—Designed by S. F. McKinnon & Co., Limited.

Sleeves are an important detail, and much brain work has been spent in designing rooms to produce fancy and effective sleeves, and some really creditable designs have appeared.

Something has been heard of the corset coat, so called on account of the strapping on the seams. It is a tight-fitting garment. But the business done in it will be very limited. Probably the last entry in the race for popularity is the "loose-back corset coat." The name would seem like a contradiction of terms, but the idea of corset is doubtless gotten from the number of straps that are on this coat. Whether or not it becomes popular remains to be seen.

S. F. McKinnon & Co., Limited, have issued a handsome catalogue of ladies' coats and capes, misses' and children's coats, and ladies' skirts, and any merchant who has not received one, can, on request by card, have one sent him.

BROPHY, CAINS & CO., MONTREAL.

Brophy, Cains & Co., Montreal, are just opening up a further shipment of white cluny laces in all widths, and will have regular shipments from the makers from now on. They are also putting into stock some ranges of heavy

white figured and corded vestings at popular prices, which are big sellers.

A complete range of drop ornaments and medallions is shown by Brophy, Cains & Co. Every line now in stock "delivery by return," consisting of black, white, black and white, and colored ball and fringe ornaments and combinations, to retail at from 5 to 50c. each.

Amongst ribbons shown by Brophy, Cains & Co., Montreal, a prominent place is given to No. 140 duchesse satin in widths 22, 40 and 60. This line is featured as a leader in the Cedo Nulli range of ribbons, and all colors in the three widths are in stock. Other special ranges are 137 and 138 colored taffetas in the wide numbers; 1,300 black moire, Nos. 5 to 100; Nos. 1,010, 1,011 and 2,151, three special lines, in fancy ribbons, and a special line of metallic printed black velvet baby ribbon.

For trimming children's coats, etc., Brophy, Cains & Co. are showing all widths of white eiderdown as well as lambskin, the latter in white, grey, cardinal and black; imported goods.

In gloves for Fall Brophy, Cains & Co. have paid special attention to two and three dome fine cashmeres in white and black, all put up in solid sizes, half-dozen boxes. They claim to have had a record season with the "Stag's Head" brand of silk and taffeta gloves the past Spring, and anticipate a similar success for the present season.

They also show a complete range of misses' and women's knitted mitts, with special ranges of white goods, all sizes and prices; and, of course, all the new designs in misses' and women's Ringwood gloves.

Brophy, Cains & Co. call special attention to their men's and women's natural sanitary merino underwear. Men's—No. 142, 34 to 44; women's—No. 560, vests, and 561, drawers, all at $8.50 per dozen, all sizes. They would also call attention to their special range of women's "Stag's Head" brand ribbed vests and drawers, "Sanitary for Health," Nos. 800 to 836, ranging from $6.50 to $18 per dozen, for high-class trade.

Retailers will save time and trouble in filling their sorting orders for present wants by calling at rooms F. and G. at the "King Edward," Toronto, during the Dominion Exhibition. The western representative of the above firm will be there with a complete range of samples and will be delighted to welcome the friends of his house and to make the acquaintance of any retailer who may be attending the exhibition.

GREENSHIELDS LIMITED, MONTREAL.

As is mentioned elsewhere there is a very active demand this Fall for ribbons, and Greenshields Limited, Montreal, report a ribbon trade which exceeds by far their most sanguine expectations. To this department, the management, recognizing its growing importance, have given very special attention of late. It is the intention to make it one of the leading departments of the house. So far the efforts of the management in this direction have certainly been crowned with great success, as is shown by the variety of ribbons in stock and the interest manifested by their customers. The range offered to the trade is now one of the largest and the values are sure to attract the attention of all shrewd buyers. The management intend to keep their stock well assorted throughout the entire season and this will prove a great convenience to retailers.

In wool and cashmere hosiery the range offered by Greenshields Limited, of Montreal, should be of the greatest interest to the dry goods trade. The large business which the firm is doing in these lines is a striking testimony to the popularity of their goods. The orders received up to date surpass by far any previous season's trade. Unquestionably, it is the exceptional value offered at such a low price which has secured for the company this exceptionally large trade. "The Review" advises intending purchasers to consult their own interests by inspecting the samples now in the hands of the travellers, or by writing to the house for samples. The values are sure to interest them, and special attention will be paid to all requests for samples.

In underwear also, this firm is showing some exceptional values. Their assortment of women's and children's underwear is large and no difficulty should be experienced in filling orders. Plain and elastic-ribbed underwear is on exhibition in endless variety. The values of every line are considered far ahead of anything ever shown before by a firm which is noted for the exceptional values which it offers to its customers.



In cashmere, plain and fancy ringwood gloves, Greenshields Limited, Montreal, report a phenomenal business. Perhaps the volume of their trade in these goods is explained by the fact that they have in stock all the very latest novelties with the latest styles of fittings. The range of gloves which they are now offering to the retail trade is the largest they have ever shown, and there can be no doubt that it will be of special interest to all intending purchasers who are looking for exceptional values.

The firm have just put into stock an immense variety of embroidered and lace-edged handkerchiefs. The stock comprises the very latest novelties, ranging from 10c. per dozen to $15 per dozen. Intending purchasers will do well to see this line of samples before buying. The stock being large and well assorted, the firm can safely promise to fill all orders.

Another line of goods to which special attention might well be directed is this firm's stock of fancy woollens. The assortment is very large, perhaps the largest in the history of the house. It comprises children's infantees, hootees, gaiters, ovetalls, mitts, toques, sashes, gloves, fancy and plain shawls, bonnets, tams, etc. In short, everything that goes to make up a first class woollen department can be found here. "The Review" is assured that the range is large, and prices are low.

FIFTEEN YEARS IN THE CLOAK BUSINESS.

The New York Skirt & Cloak Manufacturing Co. has been established in Montreal only some 15 months, but already it has secured a hold upon the trade which warrants us in prophesying that it has come to Canada to stay. About their premises there is every evidence of prosperity, and, from the line of goods which "The Review" saw on exhibition, it is evident that they are making a very strong bid for the best class of trade. As they confine their energies entirely to the manufacture of ladies' skirts and cloaks they should be able to turn out a class of goods worthy of the special attention of the retail trade. While the bulk of their business is, perhaps, in the higher class of goods, they are making a specialty of a line of ladies' and misses' working skirts which the trade would do well to inspect. This is Canada's growing time and as the country grows the business of the firm is expanding. The management will be very glad to welcome any of their friends who may visit Montreal.

WHAT THE TRADE WANTED.

The New York Silk Waist Company's travellers are now on their way home, satisfied with the favors shown them for the firm's popular lines. Their motto, "One grade only and that the best," has been strictly lived up to with the result of greatly pleasing the trade, to judge by the orders received. The manager, when seen by a "Dry Goods Review" representative, said that they would still be in a position to deliver all orders as promptly as last season. "We have found a good demand for flannel waists," he said, "notwithstanding the heavy call for cottons. Our most popular lines were all-wool flannels, at $21 to $30 per dozen, and a very good quality of taffeta blouse at $42. We were also very successful with our $33 tamaline waist."

The Montreal trade of The New York Silk Waist Co., who are attended to by the manager himself, have placed their orders already, and in every case immediate delivery was wanted. He noticed particularly that the Montreal houses did not take as kindly to cotton waists as did the Toronto houses, but this he thought was perhaps owing to a difference in climate.

HAD SUCCESSFUL SEASON.

The American Silk Waist factory is now in full swing turning out orders for Fall. They claim that their more expensive waists, as high as $10, have run pretty well on the market. Their line of underskirts is perhaps the most beautiful that has ever been shown in Canada. Their $6.50 underskirt speaks for itself for value and style, and the firm are very well pleased with the business done in that line.

The cloth department of The American Silk Waist Co. is now running to its full capacity. Their skirts are hard to beat as to style and make, and although being brought out rather late in the season, have been very well received. With that class of goods, merchants cannot refuse to place orders.

Mr. I. Mishkin, of The American Silk Waist Co., reports business extra good, so good in fact that it keeps him off the road and in the factory most of the time looking after the factory work. Mr. Mishkin states that the business is now twice the size that it was a year ago at this time.

KYLE, CHEESBROUGH & CO.

When a representative of "The Dry Goods Review" called at the Montreal headquarters of Kyle, Cheesbrough & Co., he found every one busily employed in turning out orders. Mr. Cheesbrough assured him that there has been an exceptionally good business during the Summer months. Instead of a midsummer dulness this firm have just completed the biggest month's trade in the whole of their history.

"What lines seem to be in most demand?" queried "The Review."

"The demand has been very well distributed, but, perhaps, the feature of this month's business has been the call for veilings, in which we have done an exceptionally large trade. The favorite varieties are the large chenille spots, grenadine and gauze."

Kyle, Cheesbrough & Co. are making a specialty this season of a line of meltons and dress goods suitable for overskirts. The prices are popular, ranging as they do from 18¼ to 28¾c. per yard. The heavy orders sent in by their travellers testify to the popularity of these goods, and the trade would do well to secure a supply.

The travellers are out now with 1904 laces and embroideries. Evidently, retailers in general are anticipating another year of good business, for the orders for these goods already received at headquarters show a great increase over previous years.

Kyle, Cheesbrough & Co. have made a special arrangement with regard to chiffons. Of these, they have a large stock in various widths and prices, which has been much appreciated by the trade. The proof of this is to be found in the large number of orders and repeats received at headquarters. All the chiffons will be in vogue for some time to come yet, and at present they are more than ever in demand. Both wide and narrow goods are constantly called for, and chiffon is being used as ground work for applique.

Fancy collars this firm have in endless variety. The call for them this season is greater than for years back. Anticipating a great demand, the firm put in stock a great variety, ranging in price from $1.20 per dozen to $10.50 each. From such a stock intending purchasers should be able to select what is suitable for their local trade.

The indications are that velveteens with cluny lace medallion trimmings are likely to be very popular for Fall costumes. All the requirements of the trade in these lines can be filled on very short notice by Kyle, Cheesbrough & Co.

Already this firm are showing a large assortment of lace curtains for the 1904 trade. Of these they are offering a large and attractive range. For three years they have made a special study of the requirements of the local market as to size, range of prices, and variety. Thoroughly understanding the requirements of the local market they have put in a stock which should suit the retailers to whom they cater.

READY-MADE CLOTHING.

A representative of "The Review" found every evidence of prosperity about the factory of Robert C. Wilkins, Montreal. It is a pleasure to meet and talk with manufacturers and business men in general this year, for one and all have the same story of an expanding business and

increasing prosperity. Robert C. Wilkins is no exception to the rule. He informed "The Review" that his output this season is fully 50 per cent. greater than for the season of 1902, which was then considered very good. The prospects are good for a still better year in 1901, and already he is making plans for the largest year's trade in the history of his business.

Application has been made to the department at Ottawa for a patent for a new pocket for jackets. By the time "The Review" goes to press it is expected that this application will have been granted. This pocket, which is intended for the 1901 goods, is a combination of a side pocket and a Wilkins safety watch pocket. Mr. Wilkins is enthusiastic over this new feature of his goods and confidently predicts that it will prove a trade winner. Early in September the travellers will be on their routes with samples for Spring goods, and very soon, therefore, the firm will be able to judge from orders received of the popularity of this new feature.

In overalls, Mr. Wilkins is adding some new specialties which are deserving of popularity. They are made of a drill, specially woven for the firm, and the patterns are neat and pleasing to the eye. Plain blue, black and white stripes, blue and white stripes and blacks are the prevailing colors, and the goods are of such high class character that merchants who cater to the better class of mechanics' trade cannot well afford to be without them. In this connection might also be mentioned a line of working shirts of extra good value.

In all departments preparations are being made for a large 1901 trade. Mr. Wilkins has just received all the latest designs in fine tweeds and woollens for suits. Among these are some bright things in snowflake effects which promise to be one of the popular fads next year. Another addition to the stock is a very bright line of wool crashes, in plain and fancies, made up in outing suits which are unlined and half lined as is suitable for that class of goods.

For boys, Mr. Wilkins will have a very wide range of wash suits, and tweed and flannel Summer suits. In white vests also, he proposes having a few specialties which will prove to be trade winners.

PAQUETTE BROS., MONTREAL.

The new firm of Paquette Bros., manufacturers' agents, room 527, Board of Trade Building, Montreal, report a busy season among the wholesalers and several good orders for 1901 lines. They represent some exceptionally good lines, among whom might be mentioned the following: Henry Matier & Co., Belfast, Ireland, linen and handkerchiefs; A. O. Aldwinkle & Co., London, E.C., Eng., silk handkerchiefs, windsor ties, silk scarfs, gents' mufflers; Gebruder Herfurth, Chemnitz, Saxony, gloves, hosiery; F. Engster, Alstaetten (St. Gall), Switzerland, embroidery; Haustein & Bauerfiend, Plauen i-v, Saxony, Oriental lace, silk laces, guipure laces, cotton laces, lace collars; Felix Louis, Lyon, France, veilings, silk laces; John Truman & Co., Nottingham, Eng., laces; Loewestein & Hecht, Berlin, s.w., Germany, photo frames, bronze goods, metal goods, combs, dolls, leather goods, fancy clocks, ladies' belts, sundries, and all kinds of fancy goods.

On view in their sample rooms are the samples of these firms. Buyers should see their lines of initial fancy and plain silk handkerchiefs. Immediate delivery. Special values for Canadian Christmas trade.

NERLICH & CO.

It takes a catalogue of some 260 large pages to illustrate and describe the enormous stock of Nerlich & Co., of Toronto. So great is the variety and such the detail that nothing smaller could give an adequate idea of its extensive character. Truly, buying becomes to-day a simple thing when a retailer possesses such a catalogue. Everything is fully illustrated and prices and descriptions are set down in black and white. The retailer need only turn the pages of the book and make his choice from an assortment that includes all possible ideas.

A word or two as to the toys, which occupy a large portion of the catalogue. This is the season for Christmas selection and Nerlich's array of seasonable goods is admirable. Toy tables, rocking horses, doll houses, tool chests, doll furniture, steel toys, iron safes, air rifles, toy trains, etc., and every conceivable device to please the children are to be seen in the catalogue. No adequate description of them could be given here. We simply advise every wide awake dealer to send for this catalogue at once.

THE ROYAL BELT.

The new Royal belt is a most valuable belt for the prevailing fashion the long waist. It gives a beautiful figure, and one of its chief innovations lies in the front clasp with the ball and ring, which does not allow the belt to sag, and compels it to stay in place at at the waist line.



Another essential feature is its back ornamentations, with an invisible skirt supporter. French grey and Butler finishes, mounted on peau de soie, satin, moire ribbon, and 1½ in. silk elastic belting. It is made by The Royal Manufacturing Co., of New York.

THE MONARCH MFG. CO.

The Monarch Mfg. Co., a new knitting company which has been in business in Dunnville, Ont., about six months, is devoting itself especially to a rather new line, which the demands of the present day promise to make an important feature of the knitting business. This is the manufacture of men's sweaters, particularly for clubs. There is no village, however small, that has not its club of baseball, football, hockey, lacrosse, cricket or golf, and all these need special sweaters. The dry goods merchant is the one who secures the order, and it is to him that The Monarch Mfg. Co., Dunnville, Ont., offers an opportunity of obtaining sweaters or jerseys in any colors, combinations and weaves, and guarantees first class workmanship in every way. Already they have supplied the uniforms for the Brantford Lacrosse and Diamond Hockey Clubs.

FURS FOR THE COMING SEASON.

Since this is the time when most fur buyers are on the lookout for places at which to purchase their stock for the coming season, a word of recommendation would not, we think, be out of place. Whilst on his usual rounds, a representative of "The Review" called a few days ago upon the firm of A. Alexandor, 501 St. Paul street, Montreal, and was impressed with the values that were being shown. It is evident that Mr. Alexandor's chief aim in business is to gain the confidence of his customers by giving them the

maximum worth in style, quality and workmanship at the minimum cost. Get your customers to put their confidence in you and your future success is assured to a great extent. This is doubly true of furs, as it is such a blind article. In buying furs you must have confidence in the man from whom you buy, otherwise you are in constant doubt from the moment you give your order until they are sold. The firm are devoted more to the fine fur trade than heavy goods, although even heavy goods are always carried in stock.

NIAGARA NECKWEAR CO.

The neck-scarf square is The Niagara Neckwear Co.'s leader, and can be retailed at 50c.—most extraordinary value. Fashion has decreed that squares and not the old-fashioned made-up padded muffler, are the proper thing for 1903-4. This is a special production of the company. They come in black and navy, with cross-bars and borders, 28-in. square.

The Niagara Neckwear Co.'s line is excellent. It is now out with their representatives.

MADE-IN-CANADA GOODS.

"Made in Canada" marked on goods made in Canada is an evidence of progress, confidence and favorable comparison with the productions of the New York or foreign markets. To say that this or that particular article is from New York or Paris has always been the magic guarantee of correctness in style, make and finish. Ladies' ready-to-wear and ready-to-trim hats manufactured by J. M. Woodland & Co., are all stamped "Made in Canada." Being the pioneers in their particular line, it is an evidence of progress and confidence in their styles, workmanship, etc., that they take pride in having it known that goods manufactured in Canada compare favorably with any lines that can be imported.

The variety of shapes and styles for this season is as varied as ever, if not more so, and it would be impossible to particularize. An inspection will amply repay, and sample orders will receive prompt attention.

OLD BLEACH LINENS.

Any one who has had the opportunity to see, and what is more, to feel, the quality of the Old Bleach linens, made by The Old Bleach Linen Co., Limited, Randalstown, County Antrim, Ireland, will be much struck by the weight and the soft silky appearance of this make of linen. This is gained, not so much by the extra quality of the flax used as by the careful processes of manufacture, and by reverting to the old fashioned way in which our grandmothers bleached their linen, viz.: by boiling it with soap and then spreading it on the grass and leaving the sun to do the rest; using no chemicals whatever.

This company have a special make of embroidery and drawn work—the Taoro lace and drawn-work—made by the inhabitants of the Canary Isles, and known as Teneriffe lace, which is controlled by J. Audley Sparrow.

Mr. W. H. Webb, of the Old Bleach firm, is expected shortly in Toronto.

NOVELTIES IN NEW YORK.

In leather goods Samstag & Hilder Bros. are showing to the trade a wide range of popular-priced, quick-selling and exclusive lines. In purses, the Holland picture line of small purses will be a good selling novelty for this season; also coin purses with spring tops and Indian beaded bottoms will go well. Automobile bags with leather handles will be a very big seller this season, and the trade are anticipating the demand by heavy buying.

Belts are shown mostly in the narrow widths in all the different leathers and colors, as green, blue, white, red and black; and they also carry wider widths in the dull and patent-finished leathers.

Japanese netsukis and Japanese card cases are prettier this season than ever before; they will be popular sellers. Opera-glass bags come in bead effects of flowers and pictures. In shopping bags, the suede leather bags are still the favorite line.

This firm extends a cordial invitation to all Canadian buyers to call and inspect, not only the few lines mentioned above, but many others of equal merit.

PREMIER WATERPROOFS.

The firm of B. Cohen, Manchester, England, have opened up a branch office at 50 Bay street, Toronto, under the charge of Mr. T. Drennan. In the new office Mr. Drennan will be pleased to show to the trade a full line of the Fall Premier waterproof, cravenette and oilskin clothing. The travellers are now on the road with all the new lines. Exhibition visitors will find at the Toronto office styles and prices that will interest them.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word first insertion, 1c. a word each subsequent insertion.

Contractions count as one word, but five figures (as $1.000) are allowed as one word.

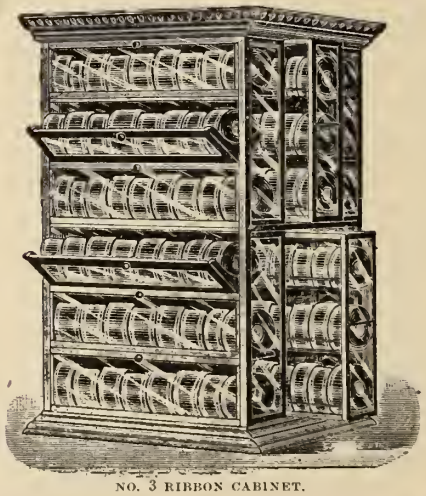
Cash remittance to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

AGENT WANTED

WANTED—Agent well in touch with the manufacturers of Canada to represent worsted and fancy yarn spinner and wool merchant. Apply, Agency 643, care of T. B. Browne's Advertising Offices, 163 Queen Victoria Street, London, E.C., England. (9)

PRACTICAL STORE FIXTURES.



NO. 3 RIBBON CABINET.

Practical . . .
Ribbon . . . .
Cabinets . . .

PRICE LIST.

Cabinet. No.		Capacity. Bolts	
0	27¼ x 6½ x 26½	50..	$ 6.00
1	28¾ x 14 x 26	100..	10.00
2	28¾ x 14 x 38	150..	13.50
3	28¾ x 18½ x 38	250..	18.50
4	28¾ x 23½ x 38	325..	23.00
5	28¾ x 27½ x 38	400..	26.00
6	28¾ x 32½ x 38	475..	30.00
8	28¾ x 42¼ x 43½	700..	42.00

MADE OF OAK, RUBBED FINISH.

SOLD BY THE LEADING JOBBERS OF DRY GOODS AND NOTIONS.

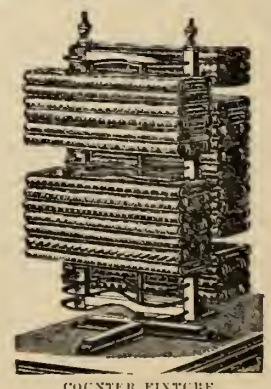
Practical Piece Goods Fixtures.

The proper display of ginghams, prints and piece goods in general requires a Practical Counter or Floor Fixture. Either holds 40 pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in. 20-in. counter space. Price..... $6.50
Practical Floor Fixture, height 5 ft. Price $7.50

For full description of the Practical Display Fixtures send for a catalogue to the manufacturers,

A. N. Russell & Sons,
ILION, N. Y., U.S.A.



COUNTER FIXTURE

HINTS IN BRIEF.

Edgar, Coristine & Co., wholesale furs, hats, caps, etc., are showing an exceptionally good range for Spring trade and Fall assorting orders.

The Dominion Fur Mfg. Co., 165 McGill street, Montreal, are offering the trade some very close prices on fancy furs. In addition to other lines they make a specialty of muffs, ruffs, collarettes, etc.

A. McDougall & Co., jobbers of woollens, etc., Montreal, report an exceptionally encouraging Fall trade, in fact one of the best in their history. Their travellers will be out in a week or so with the Fall line of Spring samples and also looking for orders for the Fall assorting trade.

The Excelsior Clothing Co., 686 Craig street, is the name of a new clothing manufactory, which has recently opened up for the public, and is soliciting a share of the public patronage. The head of the concern is Mr. S. Fels, who is experienced in this line of trade.

A new manufactory for mantles, cloaks, etc., has opened up in Montreal, named The Star Mantle Manufacturing Co., Limited. The firm is composed of several gentlemen in the trade. Mr. A. Loeb has been appointed manager. Their headquarters are at 35 Lemoine street.

The Imperial Mfg. Co., Craig street, Montreal, are making great preparations for the Spring trade. Their line of men's soft and stiff shirts include some very nobby styles. They report light grounds as likely to be popular next Summer. In their ladies' department they are making a specialty of cloth top skirts, which include all the latest requirements in material, style and finish.

CLASSIFIED LIST OF ADVERTISERS.

Cash Registers.
Hallwood Cash Register Co., Toronto.

Commission Agents.
Flaws and Son, R., Toronto.

Corsets.
Konig and Stuffman, Montreal.

Cottons, etc.
Conadian Colored Cotton Mills Co., D. Morrice & Sons, agents, Toronto and Montreal.

Cotton Batting.
Dominion Wadding Co., Montreal.

Dress Goods, Silks, etc.
Brophy, Cains & Co., 23 St. Helen St., Montreal.
Ishikawa & Co., 24 Wellington St. W., Toronto.
McLean & Co., Andrew, 460 Broome St., New York.
Nisbet & Auld, Toronto.
Law, Russell & Co., Bradford and London, Eng.

Dress Shields.
Kleinert Rubber Co., I. B., Toronto.

Dyers, Cleaners, etc.
British American Dyeing Co., Montreal, Toronto, Ottawa, Quebec.
Parker & Co. R., Toronto.

Educational.
St. Margaret's College, Toronto.

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Grip Limited, Toronto.
The Toronto Engraving Co., Toronto.

Fancy Goods, Novelties, etc.
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Nerlich and Co., Toronto.
Pilcher Mfg. Co., J.V., Louisville, Ky.
Westwood & Co., Limited, C. H., 72-74 Bay St., Toronto

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Canada Permanent Mortgage Co., Toronto.
Canadian Bank of Commerce, Toronto.
Central Canada Loan and Savings Co., Toronto.
Confederation Life Assurance Co., Toronto.
Dominion of Canada Guarantee Co., Toronto.
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Flannels, Flannelettes, etc.
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"Plantagenet," Hill & Co., C.G., Nottingham, Eng.

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Coristine and Co., James, Montreal.
Dominion Fur Mfg. Co., 165 McGill St., Montreal.
Edgar, Coristine & Co., Montreal.
Soverecn Mitt, Glove & Robe Co., Delhi, Canada.
Neuburger & Co., 102 Greene St., New York.

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Garneau, Fils & Cie., P., Quebec.
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Hitchcock, Williams & Co., London, Eng.
Knox, Morgan & Co., Hamilton.
Macdonald & Co., John, Wellington and Front Sts. E., Toronto.
McMahen, Granger & Co., London, Canada.
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Rylands & Sons, Limited, Manchester, Eng.
Wyld-Darling Co., Limited, Toronto.

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Hudson Bay Knitting Co., Montreal.
Storey & Son, W. H., Acton, Ont.

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"Excelda" Handkerchiefs.

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Kyle, Cheesbrough & Co., 93 St. Peter St., Montreal.
McCall and Co., Limited, D., Toronto.
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Woodland and Co., J. M., Toronto.
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Weese and Co., 54 Yonge St., Toronto.

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Cater, Platt & Co., Old Change, E.C., London
Merchants Mantle Mfg. Co., Toronto.
New York Silk Waist Mfg. Co., Limited, Montreal.
New York Skirt Mfg. Co., Montreal.
"Premier" Waterproofs, Cohen B., Montreal
Pugh Mfg. Co., 33 Church St., Toronto.
Salem Company, Limited, Montreal.
Tooke Bros., Limited, Montreal
Waldman & Sommer, 513 St. Paul St., Montreal

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Canadian Pacific Ry. Co., Atlantic Steamship Line, 6 St. Sacrament St., Montreal.

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Luxter Prism Co., Toronto.
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Russell and Sons, A. N., Ilion, N.Y.
Toronto Brass Mfg. Co., Toronto.

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Berlin Suspender & Button Co., Berlin, Ont.
Defiance Button Machine Co., 226 Greene st., New York.
Dominion Suspender Co., Niagara Falls, N.Y.
Globe Suspender Co., Rock Island, Que.

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Bell Telephone Co. of Canada

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F. E. Came, 185 St. James St., Montreal.

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Galt Knitting Co., Galt, Ont.
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Hermsdorf, Louis, Chemnitz, Saxony
Jackson Mfg. Co., The, Clinton, Ont.
Lennard & Sons, S., Dundas, Ont.
Parker and Co., Hine, London, Eng.
Penman Mfg. Co., Limited, Paris, Ont.
Perry Knitting Co., G. B., Hamilton.
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"Wolsey" Underwear

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FOR . . .

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Our range is larger than ever.

Reserve your orders for us.

Samples will be shown this month.

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Men's Underwear.

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Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.
Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
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Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves

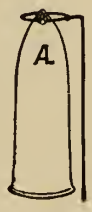
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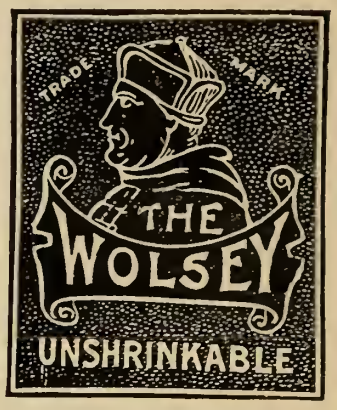
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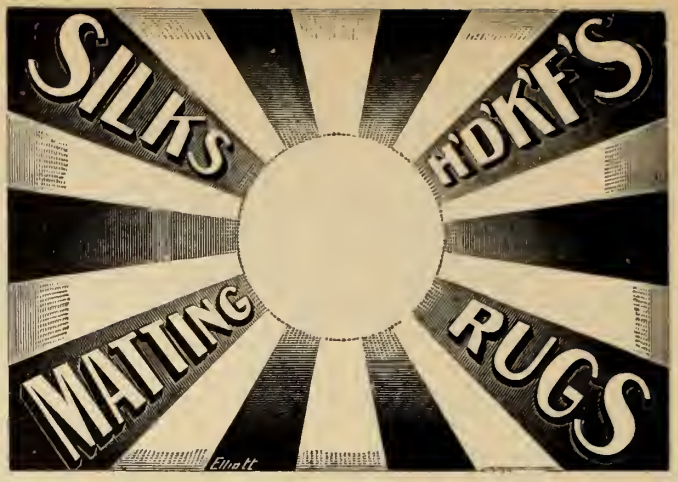
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All Kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD.

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Wheeling	Balmoral Fingering	Lady Betty	Pyrenees
Petticoat Fingering	Merino Fingering	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden
			Mending

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering

Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

New Qualities: BEEHIVE Cocoon and Elder Wools.

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Duncan Bell

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THE ANSWER IS :—

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The Pattern that pleases.



Distribute with a free hand the New Idea Fashion Sheets, the greatest advertising medium ever devised for the dry goods man.

Put the department in charge of INTELLIGENT help, not children, and the results are surprising.

The Fashion Sheets attract, the Pattern pleases; if the clerks are bright and tactful the customer can be led from one department to another until the costume is completed, because,

The Pattern is a bargain,

and where a woman finds one bargain she expects to find others and will look for them.

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202 Board of Education Bldg.,
ST. LOUIS, MO.

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TORONTO.

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Heavy Standard Linoleum	8/4	to retail at	45c.
" " "	16/4	"	50c.
Tapestry Carpets		"	50c.
Brussels Carpets		"	$ 1.00
Lace Curtains		"	$ 1.00
" "		"	$2.00
White Bed Spreads		"	65c.
Heavy Comforters filled with White Cotton Batting		"	$ 1.75

The above are all clearing lots purchased below market value.

THE CANADIAN DRY GOODS REVIEW

VOL. XIII. MONTREAL AND TORONTO, OCTOBER, 1903. No. 10.

THE DRYGOODSMAN'S WARES.

Their Origin and Characteristics.

CHINTZ

CHINTZ is a highly-glazed calico, with pattern generally in several colors on a white or light-colored ground. It is chiefly used for bed hangings, covering furniture, window drapes, and other purposes where it is exposed to dust, which will not adhere to its highly-calendered surface. The word comes from the Hindustan word for spotted. Its importance first comes into notice from the beginning of The East India Company. Its earliest manufacture in England was in 1676, by a Frenchman, and its rapid rise into popularity aroused the anger of the weavers of woollen and silken fabrics. To pacify them an act was passed forbidding the wearing of East India chintzes in England, and allowing admission to them only when they were to be re-exported. This restriction must have been removed, for new works were established near London and great sales were made. Again it became unpopular, even the press coming out against it, and in 1712 a duty of 3d. per square yard was imposed, and in 1714 this was raised to 6d. In 1720 another law absolutely prohibited the wearing of it, on a penalty of £5 fine to the wearer and £20 to the seller. In 1730 and 1774 this was, however, modified, and in 1831 repealed.

* * *

CHENILLE

The word chenille comes from the French word for caterpillar, on account of its resemblance to that animal in softness. The French word particularly refers to the cotton caterpillar, the great enemy of the cotton plant. Chenille is a thick, velvety-looking cord of silk or wool, now woven into curtains, table covers, trimmings and carpets. In its present form it assumes, in its variegated shadings, the appearance also of a caterpillar.

* * *

CHINCHILLA

Chinchilla is the fur of a beautiful little animal found at great altitudes in South America. In appearance it closely resembles the squirrel in many ways, but its hind legs are very long and its formation is similar to that of a rabbit. The animal is about a foot long, with a bushy tail of six inches and a soft grey fur. It is found among the higher Andes of Peru and Chili, where it develops great activity and rock-climbing agility. The head is like that of a rabbit, and the fur is three-quarters of an inch in length on the back and an inch on the sides. Of a slate-grey color, it is darkly mottled on the upper surface and a dusky white beneath. The chinchilla lives in burrows, which are dug in communities, and feeds on roots and grass. It is killed in thousands for its fur, the Indians employing a weasel for this purpose.

COCOA MATTING

The husks of cocoanuts, that were originally of no commercial value, have now assumed an importance that places them far above the nuts they enclose. They are torn into fibres, called coir-fibre, and woven into a yarn, which is shipped from India or Ceylon, where the cocoanut palm abounds, to the countries demanding it, where it is woven into matting. This matting is considered a valuable addition to the carpet or floor-covering lines, and in the form of mats brings a good price on account of its durability and stiffness. Another use made of the fibre is in the manufacture of ropes, which resist salt water but rot in fresh water.

* * *

CORDUROY

Corduroy is a corded stuff made of cotton, a species of fustian. The word comes from the French corde du roi, the king's cord. It is made like velvet, with the ordinary warp and weft threads and an additional row of warp threads which are woven into the ground of the cloth and passed over wires on the surfaces, the wires being afterwards drawn out. In velvet the loops are cut while the wires are in, but in corduroy they are left uncut. After the weaving of the material the bleaching and dyeing process is carried on. Originally, the cloth was rough and coarse, but of late years it is often woven very finely, presenting much the appearance of an ordinary weave of cloth, but with the wearing virtues of the corduroy.

* * *

CORSET

In the ancient Roman and Grecian days matrons wore bandages resembling to some extent the corsets of to-day, with the primary idea of supporting the breasts, but also to confine the form and give an air of slightness, which was considered one of the attributes of beauty. Prior to the French Revolution corsets of German make containing rods and plates of whalebone and steel were worn for centuries, but after the revolution women went back to the old Grecian style. In England Edward IV., in a sumptuary law, forbade the use of corsets worked with gold by wives of gentlemen, knights, bachelors, and knights under the rank of lord, unless Knights of the Garter. At the present time a corset is an article of dress, enclosing the chest and waist, and worn mostly by women to support and correct the figure. It is usually made of a firm cloth, stiffened by rods of whalebone or other material, and furnished in front with vertical plates of steel or whalebone, which clasp, and behind with lacing by which compression can be regulated.

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Hats, Caps and Toques for Autumn and Winter — Zibeline-Ermine Cloak — A Taupe Sac Jacket — A Waist in Louisine.

HATS and toques for the Autumn and Winter season seem to be especially interesting, and the different materials forming the ground work are of a very wide range. As I said before, a cloth of pheasant's or bright hued bird's feathers is a pretty novelty, while chenille, both coarse and fine, is used in many designs. As a plaid in different shades of the same color it is good, also in stripes and buckles, the latter being called "looping the loop." Velvet for picture hats is always good, and I have seen a few toques of panne, but it is mostly used in conjunction with something else or as a trimming. As the Winter comes on zibeline will be more to the fore, but zibeline glorified with the "poile," long, to resemble caracul, ermine, even taupe. This goods seems really to have been taken up by the head milliners and dressmakers, furriers alone condemning it as a "cheap imitation" and there, self interest is attached. For hats both soft and hard felts are used, the soft seeming to have the preponderance. The brim is undulating and the crowns of picture hats or those in the "mousquetaire" style are raised. Large birds "on the wing," the Chinese pheasant being a favorite, are used for trimming, while black ribbon velvet and buckles of cut steel or "nouveau art" are seen everywhere.

I spoke of the "tailor-made" last month. As the cloth used gets heavier, the trimming must necessarily become more severe, and shoulder capes, which are still worn, are more in the form of epaulettes and stoles, finely tucked, silk edged with embroidery, and a silk or chenille fringe is very pretty, the top part of the fringe forming a trellis-work.

* * *

No. 1 illustration is a long cloak of "zibeline ermine," opening from the bottom at each side to allow of a free movement. The edging down the front and round the sleeves is of black velvet, the trellis work on collar and cuffs is of narrow black velvet ribbon. The yoke is repeated at the back just the same as the front. The incrustations are of embroidered white silk and black velvet, and a lace frill falls from the sleeves. This is a particularly handsome garment and well suited to the Canadian climate.



No. I.



No. II.



No. IV.

* * *

Taupe or mole, as I said three months ago, is the fur of the moment, although, like the "petit gris" of last year, it will last for one season only—at least, such is the opinion of experts. However, it is very becoming and lends itself particularly well to the embroidery trimmings that are so much the rage.

Illustration II. is a taupe sac jacket, three-quarter length—model of The Maison Laxton & Cie, 20 rue Louis le Grand. The embroidery, of black and white with a touch of pale blue on a grey silk ground, is narrow at the back, forms epaulettes over the shoulders and stole in front ; it is edged with a black and white silk fringe, trimming on cuffs to match. In the same house I saw a very practical



No. III.

model in seal made in two separate pieces. The first, a little bolero, which can be worn with open revers showing embroidery or fastened down the front, at will—the sleeves, tight to the elbow, then very "evasees" and edged to match. With this, forming the second part, can be worn a long basque of the seal put on a wide waist-belt covered with the embroidery, and so forming one of the long jackets that are being so much worn. The hat is chenille in two shades of grey, trimmed with two black and white quills, and the drapery of lace.

* * *

Two novel travelling cloaks are made of a very rough cloth—red and white respectively—trimmed with interwoven stripes, both material and trimming imitating bed-blankets. The first was of a deep red color with a turned down round collar and revers from neck to the ground, covered with five black stripes, the centre one being thicker than the others. The sleeves were cut very wide and turned up at the cuff with a repetition of the black stripes. Two large pockets on the inside add to the comfort of this warm-looking garment. The other, made in exactly the same style, but in cream instead of red and trimmed with one stripe only.

* * *

No. III. is a new sac in black and white zibeline, the trimming of white silk embroidery on a dark grey silk background being particularly handsome. This is repeated at the back, the tassels falling to the waist. This is a model of The Maison La Ville de Bombey, Boul'd des Capucines.

* * *

No. IV. is a pretty tailor-made in zibeline, navy blue and white. The tight-fitting jacket has a double basque to correspond with the skirt, which is in three "etages." The collar is of dark blue panne, with a rosette and edging of lace, and the buttons are cut steel. The toque is made of chenille, black, grey and white, to form a plaid, trimmed simply with a large bunch of waving cock's feathers.



No. V.

No. V. is a waist in louisine, from The Maison Segal, 918 bis. Boul'd Haussman. It is a small black spot on a white ground ; the small vest is of white velvet trimmed with narrow black silk cord. The little gallon is also of black and white with just a suspicion of red introduced, and edged with silk tassels. The collar and cuffs are also of white velvet trimmed with the same cord and finished off with fancy buttons.

THE LATE SAMUEL FINLEY

ANOTHER landmark in Montreal's commercial life passed away on September 1, in the person of Mr. Samuel Finley, for many years prominent in business and philanthropic work in Montreal. Mr. Finley was brother-in-law of the late Mr. A. F. Gault, whose sister he married, and was for some time connected with the firm of The Gault Bros. Co. His death was due to pneumonia, which developed from a cold he had taken during his passage home to Canada from England in August, and as no great danger was anticipated, his death came as a surprise.

The late Mr. Finley was an Irishman by birth, being born at Drumclamph House, County Tyrone, in 1825, and his entrance into business life was with a Londonderry firm, Sir William and Alexander McArthur, his cousins. From there he went to London and opened up an export business for the firm. He was at that time a member of it. This business brought him in touch with Australia, and thither he afterwards went, opening up the firm of Samuel Finley & Co., in Melbourne. It was in this business that he laid the foundations of his fortune.

He retired, however, from this firm in 1865, and came to Canada, where he entered into the firm of Gault Bros. Co., remaining there until about 1885. He was also connected with other enterprises in which he retained his interests even after his retirement from active business life. Among these, he was a director of Molsons Bank, The Royal Victoria Life Assurance Co., The Montreal Cotton Co., Dominion Cotton Co., local director of The Liverpool and London and Globe Insurance Co., president of The Canadian Coal & Railway Co., and of The Dominion Burglary & Guarantee Co.

Like the late Mr. A. F. Gault, charitable, educational and religious institutions called forth his warmest sympathy and strong support. In religion he was a Methodist, and was one of the original members of the Dominion Square Methodist Church. He also took a deep interest and a prominent part in the work of the Methodist Conference of the Montreal District, and was one of the foremost in placing St. James Methodist Church on a sound financial basis. He was treasurer and a governor of the Wesleyan Theological College, and a treasurer of the Montreal Auxiliary Bible Society.

Apart from purely denominational institutions Mr. Finley was a member of the Protestant Committee of Public Instruction of the Province of Quebec, and for many years was a governor and honorary treasurer of McGill University. He was also president of the Protestant Hospital for the Insane, a director of the Sailors' Institute, vice-president of the Society for the Protection of Women and Children, vice-president of the Montreal Dispensary, director of the Boys' Home, a member on the Committee of Management of the Montreal General Hospital, and a director of the Sheltering Home. Thus he was very widely known in philanthropic works, and to all the institutions and societies with which he was connected Mr. Finley not only was always ready with financial aid himself, but also secured contributions from others.

Mr. Finley leaves a widow, three sons and four daughters. The sons are in Montreal, Dr. F. G. Finley being a professor at McGill and secretary of the Montreal General Hospital; W. C. Finley, senior partner of the wholesale woollen firm of Finley, Smith & Co., and S. Arnold Finley, a leading architect of Montreal.

Mr. Finley's funeral was one of the largest seen in Montreal for many years. It took place on September 4 from his late residence, to the Dominion Square Methodist Church. Rev. Mark Pease, London, Eng., preached the sermon. He was an old friend of Mr. Finley's, and his sermon was an eloquent tribute to both the private and public life of his friend.

The directors of the General Hospital, and those of the Molsons Bank expressed their sorrow at the loss of Mr. Finley in words showing the esteem in which he was held in both charitable and commercial circles.

From the General Hospital, the following resolution was sent:

> The members of the Committee of Management of the Montreal General Hospital have heard with deep regret of the death of their friend and esteemed colleague, Mr. Samuel Finley, and they hereby place on record their high appreciation of his long and faithful service as a member of the committee, of his constant efforts on behalf of the hospital, and his warm interest in its usefulness and prosperity. The members of the committee desire to express their sincere sympathy with Mrs. Finley and the bereaved family. The secretary of the committee was instructed to send a copy of this resolution to Mrs. Finley.

The directorate of the Molsons Bank expressed themselves in the following terms:

> The board of directors of the Molsons Bank, having learned with extreme regret of the sudden death of their esteemed friend and colleague, Mr. Samuel Finley, who for upwards of thirteen years has served on the board of this institution, desire to place on record their deep sense of the loss they have sustained by the removal from their counsels of one who was always ready and willing to devote his time and ability to the service of the bank.
>
> It is ordered that a copy of this resolution be transmitted to the widow of the late Mr. Finley, to whom the board further wish to express their deep sympathy in her affliction.

FIRE IN TRUNK FACTORY.

A DISASTROUS fire occurred in Amherst, N.S., on September 11, when the factory of Christie, Bros. & Co., Limited, manufacturers of trunks, valises, etc., was totally destroyed with all its stock and machinery, including a valuable lot of lumber and other raw materials. It is thought the fire was started by a spark from a passing railway engine, but nothing definite is known as to its origin. The loss is estimated to be in the neighborhood of $35,000 with insurance of $15,500. The shareholders met soon after the fire and decided to rebuild immediately. This is gratifying, as some 100 men were thrown out of employment by the fire.

A NEW EMBROIDERING MACHINE.

THE United States Consul at Glauchau, Germany, gives a description of a new embroidering machine that can be attached to an ordinary power loom, either jacquard or not, by means of which it is claimed that it is possible to to produce almost any embroidered design while weaving the cloth.

There are two sets of needles, or thread-carriers, fixed in front and above the reeds of the loom, and the pattern is made by means of cards operated from the jacquard cards. The bars to which the needles are fixed oscillate in either direction, making it possible to embroider borders or designs on each edge at the same time. The needles being movable, the distance between the threads can be governed at will, and they will carry the finest silk or the coarsest knotted yarns possible. In making patterns with this attachment on heavy cloth no sign of the embroidery is visible on the under side.

WE WILL

Save You Both Time and Trouble

if you are looking for novelties for your **Dress Goods** department.

In addition to having in stock repeats of our most desirable and best selling lines shown for Fall trade, we have several entirely new lines of novelties specially selected by our Mr. Brophy for the sorting season, and if you have not an opportunity of seeing samples of them with our representatives we shall be pleased to forward them on application.

We have made ample provision also in **Homespuns, Frieze, Meltons, Blanket Cloths,** etc., and no doubt the colder weather will increase the demand for these heavier lines.

We have the goods in stock that you want and will be glad to have your orders.

Our varied lines of **Blousings** and **Waistings** are again complete, having received repeats of colorings and patterns we were short of, and we may say the same regarding **Velvets** and **Velveteens.**

Our letter order department will send you samples and give you all necessary details; don't hesitate to ask.

BROPHY, CAINS & CO.

MONTREAL.

THE COTTON MARKETS

SOME INTERVIEWS ON THE SITUATION.

THE situation in cotton is still attracting much interest from all in the trade, and little can be told as to what the prices will be. Mr. R. R. Stevenson, of Stevenson, Blackader & Co., Montreal, said to a "Dry Goods Review" representative that the true size of the crop would likely be determined in a short time, but at present it was not certain what the price would be. "Cotton goods," he continued, "are still selling at too low a price, and there is little doubt but that the price of raw cotton will be advanced to 10 or 10½c. this year, as against 8½ to 8¾c. last year.

"There has been practically no advance in cotton goods to correspond with the increased cost of the raw material during the past month or so. Some mills have been paying as high as 14c. for raw cotton with which to make up their goods for contract.

"Among a certain part of the trade there has been the impression that because raw cotton has gone down from 13 or 14c. to 11c. that there will be a proportionate reduction in the price of cotton goods. This is entirely unlikely. They lose sight of the fact that goods prices were never advanced along with the price of cotton."

Mr. Stevenson fully endorsed the views of Mr. R. W. Withycombs, of Withycombs & Shwarts, in regard to the estimate on the cotton crop by Theodore Price, which placed it at 12,700,000 bales. Mr. Withycombs had said that the trade here had been often enough led astray by Mr. Price to give any attention to this last statement of his, and showed that last year Mr. Price was about a million and a quarter bales out on his estimate, while his estimates in previous years had been equally far from accurate. "The ravages of the boll weevil in Texas," said Mr. Withycombs, "have also been considerable, and unless we get clear weather and high temperatures in that State, we cannot look for a much greater crop than last year. While the boll weevil appeared last year in about 25 counties, it has shown itself this year in over 80 counties. We require clear and hot weather to check the ravages of this pest.

"It is true that there is an increase acreage this year of about 1,000,000 acres, but given one-third of a bale an acre, this only means about 330,000 bales. Suppose we add this to the crop turned out this last year, and we get a little over 11,000,000 bales out of the present growing crop.

"In regard to probable consumption with the manufactured stocks of the world very much depleted, and the situation becoming daily worse, it is not to be supposed that there will be less raw cotton consumed this year than last, but rather more, even at the present high prices. The consumption this year will go close to 10,800,000, and, as above stated, the crop only turned out 10,727,559, or in other words, we consumed this year more cotton than the crop turned out, and will consequently carry over less than last year, or something in the vicinity of 650,000 bales of American cotton.

"Further, it cannot be said that the farmer is any worse off this year financially than he was last. In fact, in Canada he is probably better off than ever before, owing to the three successive great wheat crops. There is also the increased population in the Canadian Northwest, and consequently there will be an increased consumption of cotton goods. People must have clothes to wear, and when they have the money they will buy them.

"The manufactured article is now being sold on a basis of 9c. raw cotton. The latter is selling to-day 13c. middling, landed Montreal, and will likely continue to do so, until about September 20, when the new crop will be beginning to move in greater volume. For November, December, January shipment, at the present time, you cannot buy middling cotton landed Montreal at under 11c. Therefore, if the spinner wishes to make any contracts for Spring shipment, he must base his prices on 11c. for the raw material. It can easily be seen, therefore, that the prices of the manufactured article must be advanced considerably in order to meet the present price of the raw material. At the present moment, the consumer is getting his cotton goods at about 4c. a pound less, based on the price of raw material, than he should be getting them for. Until we get a crop which will enable us to carry over a surplus stock of at least a million and a half bales, 9c. cotton is out of the question.

"Mills with good stocks of raw cotton still on hand are closing down all over the country rather than sacrifice their goods at such a loss.

"It simply means that the price of cotton cloth must be advanced materially to meet the increased price of the raw material. The mills must either advance their price, or if they continue to sell at the present prices, they will lose money. Of course, they have the option of closing down."

The report that there was a "large sized fight in prospect" among the cotton manufacturers in Montreal anent the coming advance in prices was denied by Mr. Stevenson, though there may be some difficulty in determining to just what extent the advance would go. At any rate all those, both manufacturers and wholesalers, who can speak at all authoritatively on the cotton situation, state that prices cannot go lower than they were last year. Unfavorable reports have come in from Texas, Louisiana, Alabama and other cotton producing States, and close observers of the market in New York are gradually awakening to the fact that the crop will not be as satisfactory as was expected.

One of the largest manufacturers in the south, if not actually the largest, a spinner in Greensboro, N.C., writes in part as follows to a Montreal cottan man, under date of September 12: "Spot cotton is selling at 11½ to 12c. We are buying for future delivery, say for October, November and December at 11c., which is still far above the parity of present goods prices; and any manufacturer who takes orders freely for future at a lower figure than that cannot but be gambling against the future price of cotton being lower than now, which is problematical."

COTTON OUTPUT STATISTICS.

AFTER years of experience, the trade has agreed that the most reliable statistics of cotton production and movement are furnished by The Financial Chroniele. Hence, the figures just published in that paper are of interest, particularly as the market for that commodity has been badly demoralized by speculation. The total yield is placed at 10,758,326 bales for the crop year ending August 31, which slightly exceeds either of the two preceding years, although falling short of the high record. From the previous crop there was carried over 172,620 bales, making the total supply 10,930,946 bales. Net exports amounted to 6,684,203 bales, exclusive of 115,369 sent to Canada. Domestic spinners took 4,151,091 bales, northern mills claiming rather more than one-half. Total stocks on September 1, 1903, were 168,135, or practically the same

as was carried over from the previous year. This would be surprising were it not for the obvious explanation that supplies outside the mills have for months been under a single control and put at any quotation that resulted in the covering of short contracts or private settlement by defeated speculators on that side of the market.

Domestic consumption was placed at 4,153,388 bales, a loss of 61,931 bales compared with the previous year, but it is well known that stocks of raw material at the mills were somewhat smaller at the close of the year than at the beginning, while many plants were idle because cotton could not be purchased at a price in proportion to the figures offered for finished product. New plants were erected, however, and, including idle machinery, the number of spindles in the country increased from 21,558,974 to 22,239,633. As usual in recent years there was little change at the New England mills, but at the south the new spindles numbered 630,659. The total number of spindles in the world are reported as 111,789,633, of which 47,200,000 are in Great Britain and 34,000,000 on the continent. The world's production of cotton is placed at 14,651,700 bales, against 14,413,949 bales in the preceding year, Egypt alone showing a loss. Despite the fact that there are more than double the number of spindles in Great Britain, the United States consumed more cotton. New cotton usually comes forward in considerable quantity before September 1, but owing to the lateness of the crop this year the full return will be included in statistics for 1903-4. On this account the cotton that comes into sight after September 1 will more truly reflect the actual yield for the year than under ordinary circumstances. Spot prices are still abnormally high, but the December option has declined to a fairly representative position, 9½c. promising to be as low as the relation of supply to demand will permit.

A SOURCE OF INFORMATION.

Mr. F. Charles Skelton, of Skelton Bros., manufacturers of skirts, blouses, etc., Montreal, speaking to a REVIEW representative recently, said: "I always subscribe to and read the leading trade papers and supply them also to the heads of departments in our factory. We receive much valuable information from them."

THE LATE MR. A. A. MURPHY.

ON August 24 the death was announced of Mr. A. A. Murphy, who for many years conducted the dry goods store "Cheapside," well known to all Montrealers. Mr. Murphy was born in Montreal in 1823, and though he spent some of his early years in the United States, yet for the great part of his life he was a resident in Montreal. Mr. Murphy's father was the founder of the first dry goods store on Notre Dame street.

The deceased gentlemen remained in the dry goods business till 1876, and of late years has been one of the most competent and trusted accountants in Montreal. In public affairs he took a keen interest, having been governor of the Protestant House of Industry and Refuge; vice-president of the Irish Protestant Benevolent Society; vice-president of the Mercantile Library Association; president of the old Montreal Gymnastic Club, and a co-inventor with the late Messrs. F. S. Barnjum and Hilton of "Barnjum's Club Exercises."

He leaves a widow, four sons and three daughters. Mr. John Murphy, the great dry goods merchant, of Montreal, is a brother.

The very unsettled condition of the Cotton market should suggest to our customers: **"What is best to be done for Spring Buying?"**

Our advice to customers: Buy right now.

Notwithstanding 1,750,000 spindles being idle for lack of raw cotton and the general advance in cotton fabrics, we will accept bulk orders for our 10c. Standard prints at last season's price, also heavy HHH Canadian print at 8c.

Patterns may be selected later from traveller on your route.

Merchants sorting up will find our Departments very complete.

Letter orders carefully selected and promptly shipped.

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PROGRESSIVE RETAILING

IS PRAISE OR BLAME THE GREATEST INCENTIVE TO EFFORT ?

By JAMES F. O'BRIEN.

HOW to secure the best results from employes is a question that is of prime importance in retail establishments. In trying to answer the question I shall draw upon my own experience, because the information thus obtained is accurate and not hearsay. The two greatest factors in securing the best work from employes are praise and blame. I am sure that neither alone will answer the purpose. The man who must be scolded and found fault with continually is of little value in any position. He is in disfavor with his superiors in office because they cannot trust him to perform his duties faithfully. As for the man himself, his many delinquencies cause him to lose confidence in his own ability ; he becomes careless and forgetful, and finally loses his place altogether.

A too frequent use of praise in the management of employes is productive of undesirable results of a different character. The man who is continually praised after a while becomes imbued with the idea that he is " IT."

He has an exaggerated idea of his own importance and is liable to assume a patronizing air toward his associates and customers that is not at all desirable—in fact is decidedly harmful. Such a man is almost certain in the end to become so intolerable that he is at last notified that his services are no longer required.

Too much praise or too much blame is therefore equally harmful, though in a different way. A judicious use of both is highly desirable. When a salesman makes a good sale, it pleases him to receive a word of commendation from the manager and it spurs him to do better. On the other hand, if he is impolite to a customer, or does something he ought not to do, he should be reproved gently but firmly. This will make him more careful in the future, and, in the end, he will be more valuable to himself and the firm.

Much depends upon the manager himself. If he possesses good common sense, has a fair knowledge of human nature, and has personal magnetism, he will have no trouble with his employes. If, on the other hand, he is unjust, hard, and unsympathetic, he will be unable to keep good salesmen or saleswomen in his employ for any length of time. No one of spirit will submit to being cursed and reproved before his shopmates by the man from whom he receives his orders. Dissatisfaction is certain to show itself among the other employes, and the entire force soon becomes demoralized.

The salesman who is ill-treated by his employer cannot, or usually does not, treat his customers as he should. He is irritated, cross, impatient ; and, while in that frame of mind, is not able to wait upon would-be purchasers in a proper manner. He is likely to offend them in some way and thus to lose their trade forever after.

Human sympathy goes a long way in the control and management of men. The manager who interests himself in their family life, their ambitions and their fads ; who sympathizes with them when in trouble and rejoices with them in their good fortune, will be able to get hold of the hearts of his men. They will work overtime without a murmur ; will voluntarily cut down the lunch hour in order to help take care of a rush of customers ; they will refuse offers of employment in rival stores at an increased salary ; in other words, they will be loyal and true under all circumstances.

RECKONING PROFIT.

DOES every retail merchant know how to figure a profit on the goods he sells ? It is to be feared not. He is liable to forget that a ten or even larger per cent. profit on the first cost of an article often means a loss when the actual cost of the article, which includes the running expenses, is considered. Nor is it right to figure the percentage of profit desired on the first cost of the goods plus the cost of running the store, for the latter item is figured on the basis of the sales, and not on the cost. To get reliable results, the per cent. of profit must be found from the selling price, since the per cent. of store expenses is figured on that base. This will be made plain by considering the following process of reasoning which The Retailers' Journal gives :

"A.B. owns a retail store whose monthly sales amount to $2,400 ; his store expenses, including cost of delivery, help, rent, light and incidentals, come to $360 per month ; and his average monthly profits amount to $120. He desires to find out what per cent. of profit he is making. Not knowing quite the total average cost of the goods sold each month, he finds it by the simple process of deducting his store expenses and monthly profit from the amount of his sales for a month, which process leaves $1,920 as the first cost of a month's run of goods. He finds that it cost him 15 per cent. of his sales to do business and that his profit is 5 per cent. of his sales, all of which is correct, but he at once jumps to the conclusion that 20 per cent. added to the first cost of the goods will bring him the desired profit over all of 5 per cent. On that assumption, without proving it, he adds 20 per cent. to the cost of his goods as they come in and finds after a time that his monthly net income, after deducting the $360 required to run the store has been reduced to $21, and he at once begins to look about him to see whether it is the clerk or the porter who is robbing the till.

"Had this merchant tried to prove his original assumption that 20 per cent. added to first cost would yield 5 per cent. clear on the figures quoted, he would at once have seen his error. Twenty per cent. of original cost, or $1,920, is $381, instead of $480 ; the difference is 5 per cent. of the last amount ; therefore, to make the sum desired per month, $120, he must add 25 per cent. to the first cost instead of 20 per cent. While $381 is 20 per cent of the cost af the goods, it is only 16 per cent. of the selling price, leaving the merchant only 1 per cent. as his share after the cost of running the business is paid.

"Had the merchant asked himself, what part of the original cost of my goods is my profit ? he would have solved the problem at once and correctly. It would have

been apparent that his $120 net profit was 6¼ per cent. of his cost; that the cost of running his store was 18¾ per cent. of the cost of his goods, and that, in order to continue to make his accustomed profit, he must add the sum of the two, or 25 per cent., to the first cost of his goods."

The trouble with most retail merchants is that they are so anxious to sell goods that they don't take time to attend to the financial part of their business. Where many merchants go astray is in figuring their profits on the cost of the goods and their expenses on the selling price. If the per cent. of profit is figured on the cost, as it naturally is, then should the expenses be figured on the same base; but if the percentage of expense be reckoned on the basis of the total sales, then must the per cent. of profit be figured on the same basis. Although this is a very simple proposition when it is brought to one's attention, still thousands of retail merchants err on it and wonder why they are not making in reality as much as they reckon they are, simply because they do not give the question their best consideration.

TO BE PROGRESSIVE, BE AGGRESSIVE.

TO be progressive, a retail merchant must ever be aggressive. Figuratively speaking he cannot sit down with folded hands and expect business to come to him. Of course very few merchants "sit down with folded hands." There are very few indeed who do not work in some way for new business; but there are a good many who might do more than they are doing—who are inclined to place too much value on the mere fact that their store is always open for customers to come in. They sometimes forget that dozens of other stores are open also, and that it is every whit as easy for customers to enter one as the other. They forget that the proprietors of the other stores are working with all their might to attract customers to their stores, and that unless they do the same customers will pass their doors.

A merchant should never be satisfied unless his business is advancing, for unless it is advancing it will not keep abreast of the times. Time waits for no man—and no business. Unless a business is advancing it must be falling behind, since this is an age of advancement and stationary objects are left behind.

It is a very true saying that the people that have, get, and the people that have not lose even what they have. The best recommendation a place of business can have is to have a business appearance. Prospective customers reason that if a merchant is doing a good business there must be a good reason, and that if that merchant can please so many he will in all probability be able to please them; that if a place does not look business-like, there is also a reason, and that it would be as well to try the merchant who seemed to please the majority. If that is so it is very important for a merchant to always have a busy look about his establishment. The people like it; they like to deal at a place where there is something going on; and they don't wish to be some of a few customers, but like to be a little crowd in a big one. A lounging clerk does not add to the lively appearance of a store, and therefore a manager should keep no such thing around. There are a hundred and one things a clerk can employ his time at besides waiting on customers. Because there happens to be a slack time, should not give clerks licence to lounge or carry on in front of the store. Throwing a ball around or keeping up a long and what seems to passers-by a very nonsensical conversation with some companion who happened to come along, is indeed a poor way of giving a store a business-like appearance. "Business, and only business in business hours," should be the motto of all store managers, and they should impart that motto to their clerks.

It is curious how a crowd will attract a larger crowd. Where there's a crowd there must be something to see, reason the late comers; and so they gather without knowing the reason perhaps, except that there is a crowd, and where the crowd is there they should be. In like manner people like to shop where the crowd shops; they may have no special reason for going to a certain place except that it is a busy looking place, and such an establishment must be supplying and pleasing a good number of customers. Perhaps if an investigation be made a person would find that he could get just as good value for his money—perhaps better—in the place not presenting the appearance the other does, but there is not one in a dozen going to make any such investigation. The merchant must speak for his own business, and speak loud and at every opportunity.

RIBBONS AND GLOVES IN THE RETAIL STORE.

IN an interview with the representative of The Dry Goods Reporter, a Michigan merchant tells how he manages his glove and ribbon departments. He said: "One of the stocks which seem to worry most merchants a good deal is that of kid gloves. Most merchants endeavor to be so accommodating that they suffer loss of custom. The stock of kid gloves requires an expert saleslady if the merchant attempts to fit the gloves when they are being sold. We have discontinued the practice of fitting gloves.

If we had a very large trade it would pay us to fit every pair we sold, for then we could prepare for this feature as we should. But in a small town and carrying a small stock we have decided that it does not pay and is clearly a loss. It may be a surprise when I state that we secure many customers from the stores of our competitors who attempt to fit gloves for their trade.

"We exercise ourselves in an endeavor to keep a pretty good stock of gloves. We sell kid gloves if there are any sold in town. No one man can monopolize the business in one line.

"My experience is that as much of the stock should be kept in sight of the customer as possible. For example, ribbons should be shown in cases or any way rather than boxes hidden from view.

"We show our ribbons upon a small fixture attached to the front of our counter. We sell many more ribbons this way than in a ribbon cabinet. We used to keep our ribbons in a regular ribbon cabinet, but we could not be persuaded to exchange our ribbon 'trough' which is attached to the front outside edge of the counter. The number of yards of ribbon which we sell from our 'ribbon trough' is greatly in excess of what we sell from our ribbon cabinet."

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

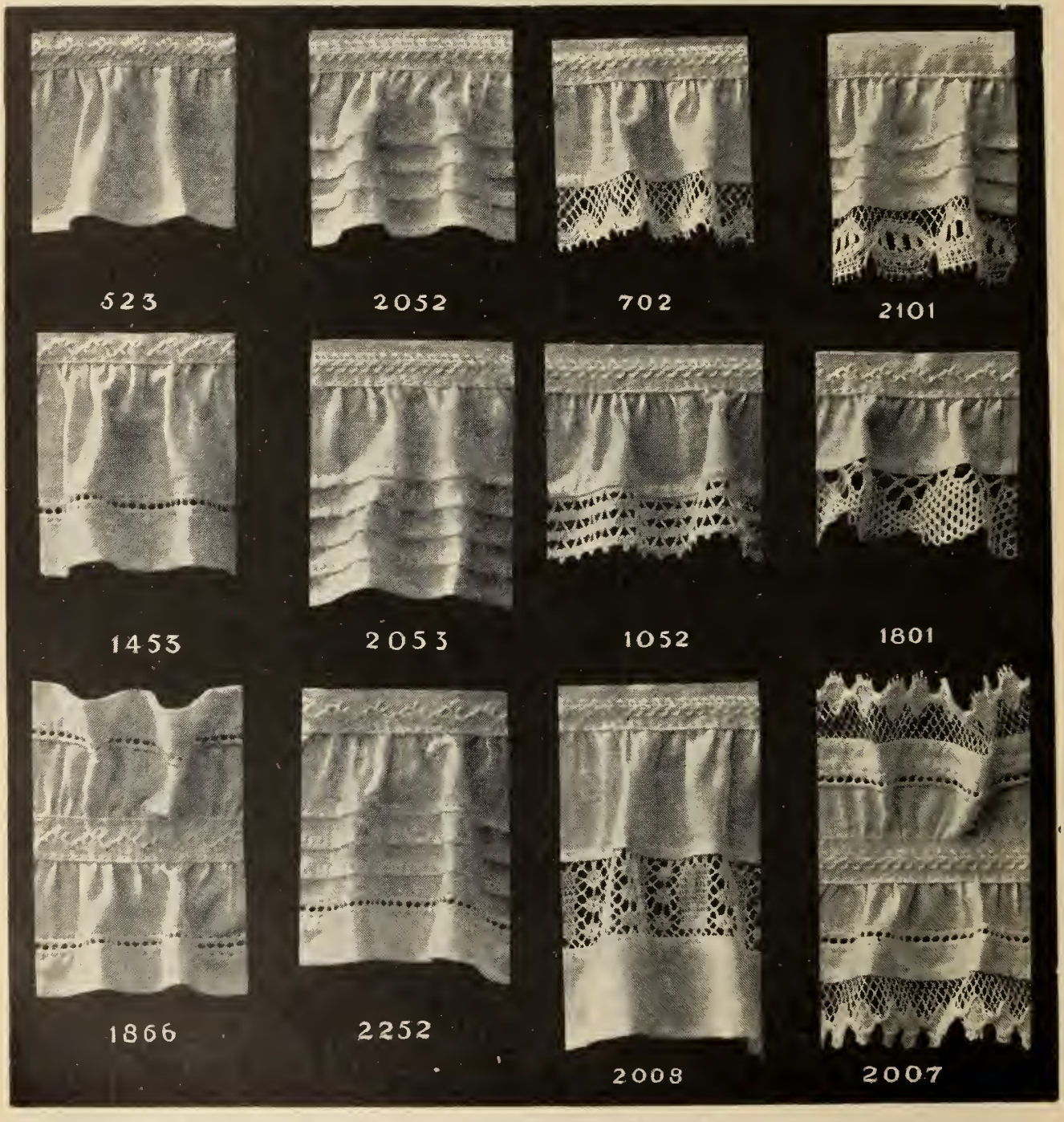
Bradford, London, Manchester, Glasgow.

THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET."
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.

GOOD ADVERTISING FOR WIDE-AWAKE RETAILERS.

* This department is conducted and prepared by Miss Nora Laugher, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. She will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to her. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

"Where are you going to, my pretty maid?"
"To the Millinery Opening, sir," she said.
"And who gets all of your valuable trade?"
"The man who advertises, sir," she said.

LO! the Summer is past, the voice of the pretty milliner is heard at the "wholesale," and Fall Fairs are rife in the land. It is worthy of note that during the last few years the wholesale houses have wakened up to the fact that good advertising space, well-written matter and catchy illustrations are a paying investment. The tendency of manufacturers to issue circular letters in lieu of space in the trade journals and the daily papers was the bad result

Readable—From Peterboro'.

COUGH BROS

CLOTHIERS AND OUTFITTERS.

Brimful of Bright Bargains

To-day the Wonderful Cheap Men's Store was crowded continuously from the moment the doors opened until closing time. The greatest sale of Shoes held this season was the drawing card. Men of every build—men with their wives—women in groups or alone, and parents with their families came with the crowd. The values were so unmistakable they needed no coaxing. It was a case of high qualities for low prices, sure enough.



NOT MANY MORE DAYS TILL SUMMER ENDS.

We have a lot of Suits and parts of Suits, which must leave on the double quick, such as these :—

MEN'S SUITS AND RAIN COATS.

Navy Blue English Serge, lined with Italian cloth, . . $3.50

All Wool Domestic Tweed, in light, dark brown greys, neat checks and overplaid $5.00

Mid-grey, dark grey and brown, all wool Tweeds, with thread overplaids $6.50

Black and Navy Blue imported hard finish Worsted Serges, pure all wool Special . . . $7.50

Men's Waterproof Coats, English covert cloths, fawn and grey, all seams stitched, checked back, for $3.95

Men's Waterproof Coats in a greenish fawn shade of English covert cloths, checked linings, all seams stitched. . $5.00

Men's Rain Coats, of Imported English Cravanette Cloth, dark fawn, and Oxford grey shades, self collars . . . $7.50

WE DO MAKING THINGS HUM AT GOUGH BROS.

TULLY & MERRELL, Managers.

of an erroneous idea of advertising and is now steadily on the decline. As I have mentioned before, the circular letter generally finds its level in the waste paper basket or the fire, while a bright, well set, well-illustrated advertisement in the trade journal or daily paper is a first-class introduction of the manufacturer to the retailer.

A good ad. is often perused by the fire. A bad ad. is often consumed by the fire.

* * *

Saith Sir Thomas Lipton: "It is easy to see that the best way to reach the public is through the papers, because everybody now-a-days reads the papers."

* * *

Excepting Edward the Seventh, whom his subjects revere, not merely because he is their king, but because he is a man who understands his fellow men, there is perhaps no man more popular in the civilized world to-day than Sir Thomas Lipton. The popularity of Sir Thomas lies not in his wealth, not alone in his geniality, not alone in his individuality. He is popular with other men because of his close study of the human heart—a study which has endowed him with that marvellous individuality.

* * *

These two most popular of men, King Edward the Seventh and his loyal subject and faithful friend, Sir Thomas Lipton, have well realized that "the proper study of mankind is man." It is this very understanding of their fellows that endears them to humanity.

* * *

Dame Fortune, that fickle jade, has willed it otherwise, but had fate ordained that these two men should forge their way ahead through the field of advertisement writing, I predict they would soon place "a girdle round the earth" by their "one touch of nature that makes the whole world kin."

* * *

The study of human nature is an absolute necessity to the person who would make a success of advertisement writing. A business-bringing ad. is the ad. that touches the heart of its readers. The ad. must appeal sympathetically or it cannot strike the heart-strings.

* * *

To be a successful writer of advertising a man must study fellow-man. He must feel the pulse of the public. He must stoop down and listen to the heart-beat of the masses. The greatest ad. writer of the 20th century is he who can best play upon the emotions,—upon the heart strings of the people. The study of man will teach the advertisement writer that the cry of the new-born babe, the chime of the wedding bell, the wail of the funeral dirge, the thrill of vacation song, the cheery smile of home, the rollicking clink of the canakin, the savory smell of the feast—that these and thousands more are needed for the

valuable stock in trade of the ad.-builder. They are needed to compose his harmonious chords upon which he strikes not only the most eloquent but the most sympathetic of notes upon the keyboard of humanity. A good advertisement writer never loses sight of the fact that "one touch of nature makes the whole world kin."

* * *

When an ad. writer has made a close study of human nature he realizes that one of the best notes he can sound is the child note. The lilt of a mother to her babe is a

A Toronto Ad.



The Style That Won't Come Off

The shapeliness that stays is a feature of Crawford's Trousers. They are noted for their smart cut, fit, and finish, and their quality is always right.

Crawford's $3.25 Trousers

comprise a splendid line of English Worsteds, fully equal to the $5.00 lines offered by other tailors. New fall materials just to hand. Call and inspect.

CRAWFORD BROS.
LIMITED,
High-class Tailors,
167 Yonge Street and
490 Queen St. West.

note that will resound and vibrate quite as strongly and appealingly two hundred years ahead as it does to-day. To hundreds of thrifty mothers and fathers who are striving to dress and educate their family in a proper manner at a minimum of expense, a catchline regarding the wee ones is an arrow that rarely fails to strike the mark.

To get thoroughly in touch with the public is what the advertisement writer must endeavor to do. If he resides in an ultra classical town where the majority of his customers are Chopin or Wagnerian inclined, he must keep himself abreast of them—educate himself to their standard to reach their hearts. On the other hand, if the people he has to appeal to are a jolly, good natured class whose souls could be better satisfied with "Home, Sweet Home" than the most classical air of Paderewski; if his readers could be more truly inspired and interested by rag-time or cake-walk style, his pen should have tact enough to write in that style, for the advertisement writer must not try to educate the public, he must rather let the public educate him. He must seek for and find the "one touch of nature" with which to leaven his advertisements. There are countless millions of these "nature-touches" or notes that reach the heart and they must become his stock in trade for use every day of the year. There is the birth note, the bridal note, the funeral note, the Christmas note, the gift note, the Spring note, the Summer note, the Autumn note, the Winter note, the weather note, the child note, the vanity note, the economy note,—millions and

A Toronto Millinery Opening Heading.

THE T. EATON CO. LIMITED

WE CLOSE TO-DAY AT 1; MONDAY AT 5 P.M.



Fashion Exhibition
AT EATON'S
Opening Day, Monday, Aug 31
Fall Millinery Display

Emerson has said that *"A beautiful woman is a picture which drives all beholders nobly mad."* As long as that is true Millinery will play an important part in a woman's life, because it's **the crowning feature of her beauty.**

On Monday the most **Stupendous Millinery Event** in the history of the store will be inaugurated.

Other seasons we have won unstinted praise for the wealth and extent of our opening displays, but our showing on Monday next will eclipse everything in the past. Of course it will—you would be disappointed if it didn't—and so would we

To make it a success we have pressed into service the genius of the best known modistes of Paris and the most noted designers of New York and London. Pattern Hats made by them will be on view, as well as hundreds of lovely things produced in our own workroom. There will be a magnificent display of rare styles in London Ready-to-wear Hats, seldom consisting of more than one to a design; also charming novelties from the New York markets, and a vast collection of our own productions in Ready-to-wear and Street Hats, which we think will not have to take second place either.

Our Children's Headwear Department, the biggest we know of in America, will bear close inspection, and will be found to contain many special designs confined exclusively to ourselves.

But nothing more need be said. Monday is reception day for one and all. On that day our Millinery Department will simply be immersed in beauty and the enjoyment of such a sight as yours for a visit.

billions of these notes which will help the ad. writer to key his work to the dominant thought,—to strike the most sympathetic chords upon the human heart.

* * *

"The proper study of mankind (the ad-writer) is man." To talk genially to his fellow-citizens, to carry a sunny smile and a good-humored word to people he meets on the street, in the shops, on the farm, should be his aim. To be one of them should be his duty. To analyze their thoughts, their aspirations; to translate their better thoughts, what they believe is good for them and what they believe is bad for them; to ascertain the goods they want and the wares they do not want should be an education for ad-writer—or poet. Pro bono publico—and for the good of himself. A close study of human nature enables a man to give wholesome heart-to-heart talks, so that his fellow creatures can understand him to his own pleasure and profit.

"Then gently scan your brother man,
Still gentler, sister woman;
Though they may gang a kennin' wrang,
To step aside is human."

An advertising system is very like a musical instrument —say a piano. It may be a high-grade instrument which will appeal forcibly to the souls of its hearers; or, "like sweet bells jangled out of tune," it may compel people to close their ears from the discordant sounds. There is a remedy for the high-grade instrument if it grows weaker in sound or grates a little upon the sensitive ear. Just a little strengthening here and there,—just a wee bit of stringing up, will make it as good as ever. But there is no new life and vigor for the cheap, trashy instrument. Its discordant sound is its death knell. The advertiser who realizes that his advertising system resembles the inferior piano should promptly spend a little more money in changing both matter and medium. Remember the song that reaches the heart is invariably a sympathetic song with no discordant notes.

* * *

Don't harp always on one string. Play a new tune as often as you can, but always endeavor to play a popular tune. Many a bright ad-writer is able to hammer facts into the reader's mind, but not many can knock at the reader's heart in such an appealing manner that the door will fly open of its own accord. The ad that gets to the heart thusly invariably makes its abode there.

For a Millinery Opening.

Trained taste has chosen, expert knowledge has bought, deft fingers have wrought and artistic hands have arranged for you, in one of the handsomest and most easily accessible Millinery Parlors in the city, a brilliant and worthy display that makes the most important and entertaining event in the story of the Stone's Store unequalled Millinery.

Our long acquaintance with your tastes and wishes, the freest access of our buyers and trimmers to all that's newest and best in Millinery, and our enlarged stock and greatly increased facilities, have enabled us to make a display that will be the most artistically fashionable, and, withal, economical expression of your every Millinery thought.

A most cordial invitation to attend this very unusual display is extended to all the ladies of D. and vicinity.

Merchants who write their own ads should mention the small details that they can so ably talk up to a customer in their store. For instance, when a man is looking at an overcoat, the merchant explains to him the good quality of the cloth, the newness of the style, the excellence of the cut, the perfect workmanship, fit and finish. These little things cheerfully explained by the merchant as though he would tell everything about his goods that would influence a sale—told clearly and persuasively—are what carry weight. They are the kind of heart-to-heart talks you want to put into your ads; only, of course, they must be more tersely told.

If truisms are told simply as well as briefly so much the better, for in simplicity lies strength. The most flowery, the most artistic, the best displayed ad in the world will not, if it is hard to understand, receive the attention its writer desires. A simple, easy-to-read ad, is generally the ad that knocks at the door of the heart and unties the purse strings. "A little nonsense now and then is relished by the wisest men." Sometimes a sparkle of wit, a clever enigma, a few words of a new song, the name or quotation from a popular book, will form a useful note for the touch of the ad-smith

* * *

When "Trilby" was in its zenith and "Ben Bolt" being sung everywhere, an enterprising clothier adapted the song to his purpose as follows:

"Oh, don't you remember the clothier, Ben Bolt,
Who sold you that outfit so brown?
The price was so cheap and the suit was so fine,
Twas talked of all over the town.
In that same old shop where you bought it, Ben Bolt,
We are neither obscure nor unknown;
We can fit you again with a brown, black or gray,
And sweet Trilby will call you her own."

J. FLYNN & Co., Clothiers.



Some men are pessimists,
They see only the gloomy side of life.
Notice their clothes.
Always ill-fitting, generally poorly made.
Sometimes need pressing,
Most always poor material.
Doctors say it's their liver.
We say it's their clothes.
Put a good suit on a pessimist,
A well-made suit,
Made of good material,
A stylish suit,
The man looks neat,
He feels neat,
He smiles back.
The world looks brighter,
Pessimism all gone.
We did it.
And all for $15.
And the money he saves
On the transaction
Makes the family happy
A good thing all around.



We take a pessimist
And make an optimist.

SCOTCH WOOLEN
MILLS CO.
302 Main street,
Opp. Ellicott Square.

Don't get into
the wrong place.

Millinery is a line that requires particularly good advertising in the smaller cities, where merchants have a hard fight to retain their trade. Smart women often have the idea that they can only procure the latest fashions in the largest cities, and if they cannot go in person, they frequently write, and, not infrequently, send their photo-

graphs, to have a suitable chapeau forwarded to them. The mail order business of the large stores is very hurtful to smaller shopkeepers, therefore anything that the proprietor of a town or country store can do to gain custom of the best dressed women of his town is well worth doing. He should certainly "toot his horn and make a show."

* * *

Most of the exhibitors now-a-days at country fairs see the wisdom of employing a good talker—an able horn-tooter—to demonstrate their product to visitors. Many merchants and manufacturers keep a book for visitors to register their names and addresses. The contents of this book is used to advantage afterwards in mailing advertising matter such as illustrated catalogues, booklets, etc.

* * *

As end-of-the-season or early Autumn sales are well under way just before the county fair, merchants could, during these sales, offer a ticket good for a dinner at a certain dining hall on the fair grounds to everyone who purchased goods over the value of a certain amount. I do not know whether this has ever been done. The idea seems rather a good one.

* * *

An enterprising hatter, at the beginning of the Summer gave away a quantity of horse's hats to his customers, a hat to every purchaser of $3 worth of goods. This "horse millinery" was branded with his name and each hat was a good advertisement of the hatter's Summer straws.



* * *

It is a pleasure to note the evolution of window dressing—the continued improvement in both the large cities and the smaller towns. Truly the window is an index to the store within.

* * *

A New York window dresser, one very warm Summer, adopted a somewhat unique idea. He had a madras cloth negligee shirt frozen into a large cake of ice—a solid block weighing about 300 pounds. This he placed in the centre of the window labeled, "Coolest shirt in town." That shirt in ice was the talk of Gotham. It was not only joked over by the light-hearted, but to sordid, weary business men it sang the song of coolness;—it spoke of remote, sequestered shades; the sound of falling leaves; the ripple of brooks; the hum of bees; the song of birds. It sang of cool negligee attire "far from the madding crowd." It was only a modern article of attire encased in a block of ice—it was a unique advertisement, but it was infinitely more, it was "the song of the shirt" and it sang eloquently—it was "one touch of nature"

GOOD ADVERTISING

DEPARTMENT OF

CORRESPONDENCE AND CRITICISM

This department is specially conducted for the benefit of advertisers throughout Canada. It invites correspondence on all matters relating to advertisements and advertising. It requests copy of advertisements for suggestion, criticism or review; it also requests sample advertisements for reproduction in these columns. Its aim is to be of practical value to advertisers.

"T," Toronto.—A "catchphrase" may be copyrighted, but it would be well to get one worth copyrighting. Why not offer a good cash-prize for the best? The one you submit is weak. The advt. enclosed is a good selling ad. for mail order business and the cuts are decidedly catchy.

F.W., C., Ont.—You must govern the size of the type in your ad. by the space occupied and the amount of matter you wish inserted. I would advise you not to crowd too much matter into your ads. Do not try to make too much display—all display is no display. In the next ad. you write, try a two-line heading displayed in bold upper and lower case type. Then talk up your goods, giving prices, in the centre, somewhat after the style of Crawford Bros., Ltd., (Toronto ad. reproduced in these pages.)

Jno. A. W., B., Ont.—I really do not see how a business man—especially in your line—can succeed without advertising in the local papers. Do you never read Bradstreet's? I gather from that sheet that nearly 80 per cent. of the concerns that fail in business are those who do not advertise or who advertise very poorly.

H.S., H., Ont.—No! I do not like the title "A new wrinkle for ladies." Women now-a-days do not want wrinkles, they are a sign of old age, and the 20th century woman wishes to keep her youth. Seriously, my friend, I would think out another name for the brochure. The matter is very fair.

H.A.R., S., Ont.—Almost every month I have given a list of catch phrases and headings for advertisements. For Autumn headlines see September number.

H. Bros., N. and B., Ont.—Your advertisement sent for criticism is fairly well written, and had it been illustrated with one or two good, catchy cuts, would have been a good standard ad. I quite approve of your quotation of ptices, and would suggest that you increase the number of the items on which you quote figures. The type used in your display is somewhat ancient in style, and the compositor's work is scarcely up to the mark. I would also suggest that it is hardly necessary that you should have your name displayed at both top and bottom of your ad, as the space thus occupied could be used to much better advantage. I may say that I admire the tone of your ad, as I am strongly opposed to anything in the way of exaggeration or untruthful announcements in an advertisement, for sooner or later the public comes to estimate the statements of a business house at their real worth.

Flannelette.

If purchasers of this useful material for underwear all the year round would buy the

BEST ENGLISH MAKE

they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

Horrockses' Flannelettes,

Made by the Manufacturers of the celebrated Longcloths, Twills and Sheetings,

ARE THE BEST.

CAN BE OBTAINED FROM ALL LEADING DRAPERS.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces "BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - UNEQUALLED IN QUALITY AND PRICE.

..... Sale Agents for Canada .....

GEO. D. ROSS & CO.,

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

SHOE TOP FACINGS

PULL STRAPS AND SHOE LABELS

DRESS & WAIST BELTS

SHIRT AND UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS
Low Prices
FOR SKIRTS

SUPPLIED AT SHORT NOTICE.

Artistic Designs Furnished.

WRITE FOR SAMPLES TO

FOR SUITS
Quickest Delivery
FOR FURS

GERMAN ARTISTIC WEAVING CO.,

Factories: Crefeld, Germany, and Pompton Lakes, N.J.

683 & 685 BROADWAY. NEW YORK.

Canadian Office: TORONTO, 14 Melinda St.

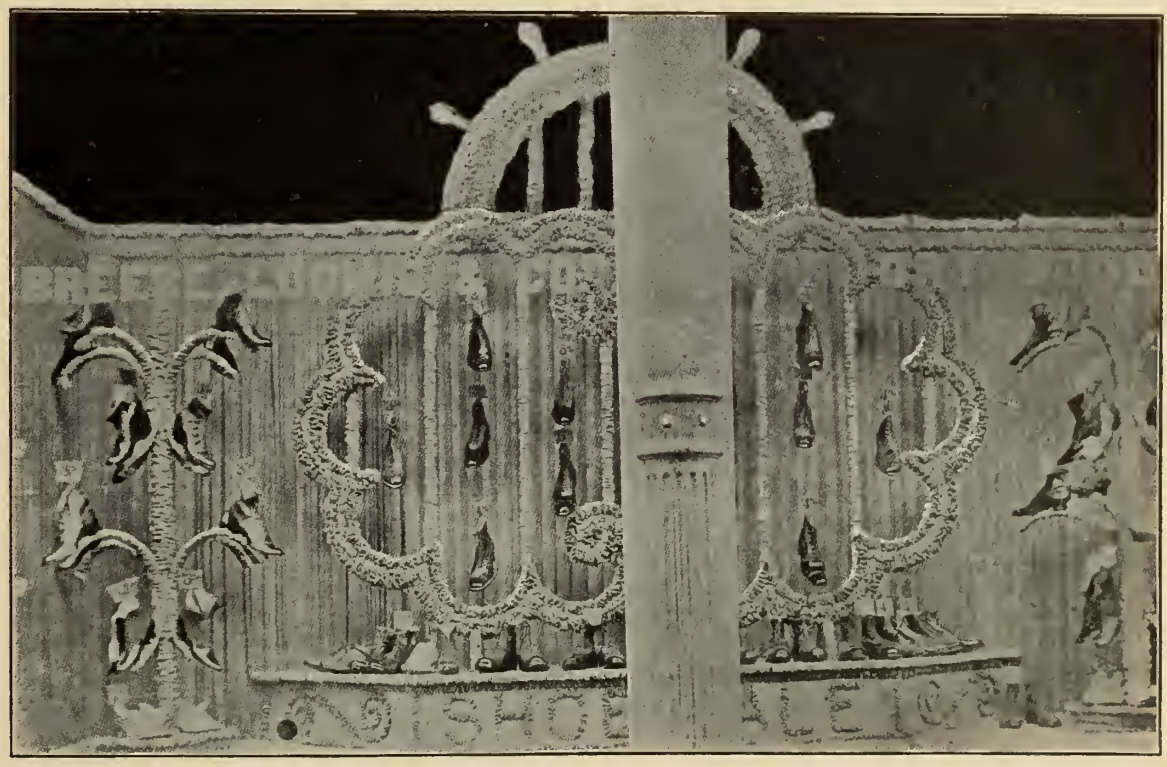
BOOTS AND SHOES

THE CHILDREN'S TRADE.

To every shoe store the child's shoe and how to capture the trade in it is worthy of the closest consideration. There are some who make a specialty of this class of trade, and in every such case, great satisfaction is reported. The child wears out its shoes far more quickly and takes just as much interest in a new pair as the older ones, so that the store that is fortunate enough to please in the small sizes secures a large business that is well-paying.

The difficulties to be met with in catering to the boys and girls are not more numerous than to any other class, but they assume a different form, and are, therefore, not so easily combatted at first, by the average merchant. In very many cases, the boot the boy wears, no matter how staunchly it may be built, will be a wreck in a month; no boot can stand the usage given it by the average healthy Canadian boy. Nevertheless, when a parent returns in a month after buying a pair for the boy, he always feels that he has been imposed upon in a boot that would not wear longer than that. He forgets how he wore out his shoes when he was young, and the merchant has to convince him that the shoe was all right.

Not very long ago the writer was in a shoe store when an indignant mother entered with a badly used up pair of shoes in her hand. To the salesman she said the shoes had been purchased only a month or so ago, and that they must have contained inferior material. The salesman, however, appeared to remember about when the shoes were purchased, and after a few moments heated talk on the part of the woman, and a quiet statement of facts, and the asking of questions, by the clerk, it transpired that the shoes had been purchased three months previously. This rather staggered the woman, who had been honest in her dating of the pair, and was to blame only in that she had not tried to place the time definitely. When this difference of time had rather cooled her off, the salesman happened to look out the window, and there, hanging onto the tail-board of a delivery waggon, with his feet, enclosed in his best shoes, dragging on the hard road, was her son, the very boy whose every-day shoes were under discussion. The writer smiled, the clerk smiled, and the woman, after a moment's hesitation at last turned and laughingly asked: "Have you got any wooden shoes?"



A Neatly Arranged Window.

In three shoes out of five that have been bought for a boy, a salesman finds it necessary to defend the material and workmanship of the shoe, in order to convince the parent that the money paid was represented in value. Great tact has to be used here, for it is impossible to say, "your son is so rough on his shoes," or make any direct allusion to the wearer, but it is usually convincing and in addition impersonal, to point out the wear and tear a boy's shoe receives, and draw attention to the fact that the shoes complained of represent the best that can be had for the money. When a sale of a boy's or girl's shoe is made, it will often be found to save much discussion and unnecessary abuse to jot down in the book the date and

name of the buyer for future reference in case of complaint. When this is carried on systematically, and the customer sees that the salesman keeps track, complaints will be far less likely to occur, and can be easily disposed of without temper trying debate. A merchant with boys of his own can also effect much by referring to the duration of their shoes, as the customer will know that such shoes will be of the best.

That salesman is a diplomat, who can, in the majority of cases, suit both parent and child in the shoe selected. At first glance it may not be vitally important to please the child, but any successful shoe man knows just how much it really counts. A parent theoretically pleases himself, but if the child loudly complains, it has always a great influence on him, in spite of himself. If a child is dissatisfied it always fights against buying at that store, and loses the interest in fine shoes which most children have, and which means much to the shoe business.

A small girl was discovered one day a few weeks ago industriously kicking a tree and scraping the toes of her shoes up and down the rough bark. Upon enquiring, it was found that she felt the shoes had passed the beauty stage, and she wanted another pair. Such cases are not uncommon, but they do not perhaps take such open form.

To please the parent, the durability, the seasonableness, the fit, of the shoe should be pointed out, while the child can be drawn over by remarking on the little details, such as fancy stitching, or color, or shape. In any case the child's fancy must be pleased if at all possible. Another good plan is to compare the shoe with a rougher, cheaper variety and point out the differences. Much can be done by chatting to the boy or girl about other subjects while fitting on the shoe, and by paying the little attentions the youngsters appreciate so much. One dealer has a special fitting-room for children; and it is wise sometimes to have a low bench, especially for the little tots; they like to put their feet on the floor like "grown-ups" and look at the shoe in that position. At any rate they must be treated so that they may feel their wishes are being considered, and they will always want to return. With the pretty shoes now made for the small child, a good advertisement is often carried for the dealer by the prattle of the child in showing the shoe to everyone who will look at it. "I dot 'em at Mister Smith's," is not a bad advertisement.

Through the window, too, the attention of the children can be attracted with profitable results. Good bright colors, and a special display of children's shoes will spread the story in many a home that "Blank has some lovely girls' shoes." Children will flock around a prettily decorated window, and not forget to talk about it afterwards.

Some merchants adopt special schemes of advertising, to catch the trade of the boys and girls. One house recently sent up a lot of toy balloons with 50 cent coupons attached, and the boys chased the balloons for hours and eagerly fought for the coupons. Only one was to count on each pair of shoes, so that there was no loss, and lots of advertisement. Another gave a school bag with each tenth pair of children's shoes sold, and still another a pair of skates. There are dozens of little schemes such as these which interest and please the children and advertise through them at home.

AFTER THE SHUTTERS ARE UP.

"ONE certainly meets with some queer experiences while traveling," remarked the person of roving tendencies. "One time, for example, I awoke in the morning to find a boot and a shoe under my berth instead of the pair I had left there the night before. Not wishing to appear thus in public, I called the porter and showed him the error. He appeared somewhat bewildered, and finally remarked in a tone of mingled perplexity and surprise:

"Well, dat suttinly am mighty peculiah. Hit's de second time dat's happened dis mawnin'."

* * *

An old darkey had become a convert to the Roman Catholic Church and was greatly impressed with the confessional. Relating his experiences one day to an inquisitive brother who was still outside the fold he said:

"It certainly am tarrifyin' de way dey makes a man unrable de inmost secrets ob his conscience. I was mighty nigh gettin' caught de udder day."

"How was dat, Sambo?"

"Why, de ole gentleman ax me ef I ever steal any chickens."

"Well, what did you say?"

"Why, I tole him no; but ef he had a said ducks he'd a got me shuh."

* * *

Hicks—We had a great time at the club last night. Sorry not to see you there, Charley.

Mrs. Porter (after Hicks had gone)—Why, Charles, you told me you spent the whole of last evening at the club.

Mr. Porter (with great presence of mind)—So I did, my dear. The reason Hicks didn't see me was because he wasn't there himself. Trying to deceive his wife, probably.

Mrs. Porter—The wretch! And he would try to rob me of the confidence I have in you. I always did see something about that man I didn't like.—Tit Bits.

Capt. Barr and Mr. Iselin, part owner of the Reliance, chanced to be walking down Wall street a week ago last Wednesday talking over the possibilities of the international yacht race. Very much interested in their conversation, they had reached the Sub-Treasury when they were startled by the terrific crash of thunder which caused such great excitement in the financial district.

Capt. Barr, despite the splendid control which he exercises in the yacht races, was momentarily upset. He turned to his companion, and in a trembling voice said: "Wh-wha-what is that, Iselin?"

"Oh, I suppose it's one of those 'bloomin'' Englishmen trying to 'lift' the cup with dynamite," was Mr. Iselin's response.—N.Y. Times.

* * *

During a recent trial spin of Shamrock III. a violinist on a passing boat serenaded her, whereupon Designer Fife said to Sir Thomas Lipton: "Every time I hear a fiddle I remember a description of the instrument given to me by an unsophisticated countryman. He said: 'It was the shape of a turkey and the size of a goose; a man turned it over on its back and rubbed its stomach with a stick, and, by the powers, but it did squeal!'"

* * *

The gentleman with the high stock and the white whiskers arises in the street car, offering his seat to the woman who has just entered.

As she sinks into the seat made vacant she raises her eyes modestly, and with just the faintest tinge of reserve, says:

"Thank you, Sir."

That evening the gentleman with the high stock and the white whiskers says to his wife:

"I had a most unusual experience to day. I met a lady of the old school."

Holiday Gloves.

Gloves that will please. The most comfort you can supply for $1.00 in men's or women's—good stock used in every pair and sewn by skilled mechanics

MITTS, well lined, that you can sell at 50c.

Better ones that you can ask 75c. for and know that your customer is getting the very best for his money.

KNITTED GLOVES are cheaper and better than ever. Something very nice in a Ringwood to retail at 25c., in men's, women's and children's.

FLEECED-LINED CASHMERE—More warmth represented in these goods than can be had in any other glove. Our stock holds a splendid assortment to be retailed at 15, 20, 25, 30 and 35c.

WHOLESALE DRY GOODS - OTTAWA

Holiday Gifts.

Brush and Comb Sets, Cuff and Collar Boxes, Novelty Clocks, Bric-a-Brac China, Art Subjects, Children's Story and Picture Books, Dolls in galore, Cut Steel Wrist Bags, Solid Leather Purses, the good kind that Christmas buyers always look for.

Handkerchiefs

The star line for Christmas Trade. Buy now if you would withstand the attacks of holiday shoppers. We can show you unsurpassed values in Printed Borders, Lace Edge, Hemstitch and Plain Silks. Special novelties in Boxed Goods. Let us send you a $10.00, $15.00, $20.00 or $25.00 assortment.

John M. Garland, Son & Co.

Dress Lengths

In the very newest weaves. Specially smart things for Christmas selling. NEW FLANNEL BLOUSINGS, Silk Embroidered, comfort and style combined.

Blouse Silks.

No retailer can afford to have a poor showing of Blouse Silks for the holiday trade. Social engagements compel a demand for nice stuff. Our showing of Lace Effects should meet with your approval. The new shades are Zinc Grey, Old Reds, New Blues, Tan, Browns, Greens, Creams and Biscuit.

Cream Blouse Materials.

We are well prepared for the great demand for Cream goods of the Blousing sort—SERGES, ALBATROSS, MOHAIR, LUSTRES, BEDFORDS and POPLINS.

New Trimmings.

Pearl and Metallic Buttons; Narrow Gimps; Braids in both plain and fancy; Lace Collars in the new drapery, also Stole Effects; Lace Sets; Chantillys; Spanish and Applique Goods.

Buyers are perfectly safe in placing large orders for light-weight trimmings. The tremendous demand will force the present prices to go up.

P.S.—There is no season in the year that our Mail Order System can be of such great service to you as the approaching one, and we urge you to take advantage of it and save time.

No Charges for Packing.



FORD & FEATHERSTONE

Importers and dealers in

FIREPROOF SAFES, STEEL BANK SAFES, VAULTS, TIME LOCKS, DEPOSIT BOXES.

Combination locks put on and combinations changed. Safes repaired, etc.

10 John St. N., Hamilton, Ont.

ESTABLISHED 1855

TAYLOR'S DOUBLE TONGUE & GROOVE SAFES

145 & 147 FRONT ST. EAST. TORONTO.

The Hallwood

"Hallwood" Stands for the Highest There is in Cash Register Construction . . .

The object of a Cash Register is to protect and secure a correct accounting of all the cash received. Where a credit business is done, the object is to systematize all transactions, so as to secure a correct accounting of the same.

The **HALLWOOD** is the only register that accomplishes these things perfectly.

The **HALLWOOD** is guaranteed to accomplish all that is claimed for it.

You buy badly if you don't investigate the **HALLWOOD.**

THE

Hallwood Cash Register Co. of Canada

78-80 King St. E., - TORONTO.



1,000 Letterheads, $1.00

(½ or Note Size)

Good, Heavy Paper, Regular $2.00.

"All kinds of ideas for all kinds of printing."

WEESE & CO., 54 Yonge, TORONTO

Send for Samples.

$1.00 IN RUBBER STAMPS.

Spend it for your own sake. Time saved, money saved. Neatness gained, favor gained. Tell us what you would like, and we'll tell you the cost. Send for our catalogue.

C. G. YOUNG CO., - 1 Adelaide St. East, TORONTO.

WHEN YOU STOP TO THINK

how much the success of your business and the comfort of your household depend on communication with others you will appreciate the fact that telephone service is worth a great deal more than it costs.

Metallic Circuit Service—efficient, rapid, constant

The Bell Telephone Co. of Canada

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—$5 per hundred clippings; $40 per thousand, payable in advance but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

232 McGill Street, MONTREAL. 10 Front St. East, TORONTO.

SAVE TIME

BY

KEEPING YOUR BILLS ALWAYS MADE OUT.



The Briggs Ledger System Co., Limited

75 York St., - - TORONTO, ONT.

Write for Catalogue.

THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

CREDIT IS CAPITAL.

By A. M. B

"A GOOD name is rather to be chosen than great riches." A good reputation is an important factor in business to ensure success. A merchant should do all in his power to establish a reputation as a person whose word can ever be relied upon. A temporary advantage may be gained by a false or misleading statement, but upon no such foundation can a merchant hope to erect a successful business. A business whose foundation rests upon the treacherous sands of falsehood cannot withstand the ravages of time and weather. Truth is the foundation upon which every business should be based.

Merchants should look well after their credit. Credit is capital—it is a fortune. If a merchant abuses his credit he might as well throw away so much stock. How may a merchant impair his credit? By not discharging his obligations promptly; by waiting until the last moment, or, perhaps, longer than the last moment; by neglecting their accounts so long that creditors have to send in dunners.

Nothing should give more pleasure to a high-minded merchant than to discharge his obligations cheerfully and with promptitude; and in so doing he is giving his creditors the best evidence possible that their confidence in him has not been misplaced.

It is not always the man with the most prosperous looking business and the largest banking account who has the best credit, although, of course, that goes a long way. The man who is ever in time—who always meets his accounts with a smiling face and an open hand—who pays up as if it were a pleasure, as it should be, and never dishonors a creditor's draft because it happens to be a few cents out—he is the man whose credit, although he may not have so much money out at interest as the other fellow, is better than the "other fellow."

At the time of a crisis a merchant may transfer his money; he cannot change his character. When considering the worth of debtors the question with the creditor is not so much what a man has, but what he is; not what his means, but what his character. Is he truthful? Will he equivocate? Will his assets in case of financial difficulty be found in the possession of some trumped-up creditor? or, will he prove loyal to his creditors, even if he has to suffer himself?

Substantial credit, which may be drawn upon in pressing need, may bridge over many an abyss, into which the merchant would otherwise plunge to destruction; it ever gives the merchant a lift towards success. So let not business men abuse their credit; let them guard it well.

A WORD FOR THE BOSS.

"SEE that man going in there?"

"Where?"

"Why, right there, going in the office—the chap with the silk tile and the blue striped trousers."

"Yes, I see him. Who is he?"

"Why, he is the boss."

Now, boys, here's a word for him, for the boss.

You have your troubles. Well, he has his, too.

You have your rent day, and landlords will not wait. He has his pay day, and his Bills Payable is a large, fat book.

You get a note from the butcher, "Please call and settle up the $8 you owe." The boss gets a message from the banker, "Please cover your account; you have an overdraft of $8,000."

The butcher is your bother.

The banker is his.

"But the boss comes down at nine and I have been working for an hour and a half."

"Hish!"

Softly, now, for we will enter his bedroom. That's a massive bed—quartered oak. Someone is tossing on it. A bell afar off strikes one, and soon a silvery chime from a sweet-voiced clock in the library emphasizes the hour just gone. The figure tosses on. One-two-three. The chimes have spoken twice, the bell afar off has preceded it. And who is the one that tosses? Why, it is the boss. Business sits on the bed-post, and reaching down, sticks and stabs him. So, don't forget the two golden recuperating hours tossed away through the night. That evens up the hour and a half, doesn't it?

"Come on, now, let's go over to the house of Bill, the blacksmith."

"Hello, Bill." No answer. "Hello, Bill!" No answer yet. Say, Bill sleeps soundly, doesn't he?

Well, Bill banked Care when he banked his fire. "Sleep on, Bill; sleep on, you have no marble clock, but you rest well."

Is the dinner for the boss nice? Have the servants and the mistress done their best? Yes, but there is the unbidden guest, Business. And Business refuses to eat, but he draws his skeleton chair and spreads out bad debts and care all over the table. Then the boss runs to the club to escape him. But Business passes the door man and doesn't need his card. Business pushes up his chair and gets in the cafe with the boss and mixes himself up with the drinks. He goes to the theatre with the boss and, robbing the players of their individuality, roosts on the footlights.

"Someone has touched you for a quarter, did they, and you loosened?"

"Yes, I did."

"Well, that is good. But an old friend has just touched the boss for $25."

"But if I had his wad."

"Oh, his wad! How do you know whether he has a wad or not? Perhaps the bank runs his business, and the whole shooting match is mortgaged from stem to gudgeon."

"Failed, assets $50,000, liabilities about the same."

How often have you read this? There are many heartaches in those few words, my boy.

So here is a word for the boss, even if he does come in at nine, wears trousers with a delicate blue stripe, and sets it off with a silk tile.—Charles F. Raymond.

ROMANIZING JAPANESE WRITING.

WRITING of the proposed changes in Japanese character writing, The London Times, of July 9, says: "The scheme, if adopted, will probably come into operation at the beginning of the next scholastic year, leaving a few months for the preparation of the readers and other handbooks. The possibility of the Government setting aside the expert advice is remote, and, therefore, it is permissible to contemplate the suggestion as something by no means chimerical.

"When accomplished, the Romanization of the Japanese language will put the final touch of victory to that revolution begun some 10 years ago. It is difficult to realize in a small measure what the step means to the Japanese nation. Not only will commercial relations be infinitely simplified; not only will ready intercourse between native and European be made a thousandfold easier and thus contribute to the adjustment of political difficulties; not only will the germs of western literature on the one hand and the classics of Japan on the other be rendered accessible to the ordinary translator, but the whole wealth and weight of European thought, opinion and current criticism will become susceptible of reduction to a common medium, for the mere language of Japan is fairly easy to acquire. The great obstacle hitherto has been the practical impossibility of reaching the bulk of the people, who, acquainted only with character writing and not much in contact with western people, are still unable to grasp the European aspect of events; but this suggestion, if carried out, will remove that obstacle. In fact, the Romanization of the written tongue will mark the advent of Japan's maturity, and to this end its adoption in schools is essential."

THE HOBBY FOR ROUND NUMBERS.

HERE is a little lecture for retailers who are fond of round numbers in the invoices of the wholesale merchants they get their merchandise from. Writers on this subject, who are connected with prominent wholesale establishments, say that there are retailers who have a regular hobby for cutting down their wholesalers' accounts to round numbers, and in remitting, send only that amount. If the retailers' account with the wholesale merchant amounts to $83.17 or $83.29, and he receives a statement to that effect, he will drop off the 17c. or the 29c. for good luck and remit the $83.

Of course that 17 or 29 cents is nothing in an eighty-three dollar account, but is it business? Leaving out of consideration all other sides of the question, is not that dropping off of the cents in an account a rather loose method of doing business? The retailers who practice it may consider it "sharpness," but if those retailers found themselves in the wholesaler's shoes, in all probability they would not look at it in that light. The only true business way of paying that account is to remit the exact $83.17 or the $83.29.

It is to be noticed, too, that if the account should be $82.87, the retailer never thinks of remitting the round $83. Rather it would be that he would cut it down to the even $82.75.

The retailer cannot claim that it is for convenience that he does business so, since it is quite as convenient to remit $83.29 as $83. Then in entering the item in his books, allowance must be made for the 29 cents as discount or some such thing, and therefore it would in reality be more convenient to remit the $83.29. If it be not for convenience it must be for the 29 cents in itself. Now the retailer has received value for $83.29 and not only $83, and it is only right that the wholesaler should receive to the cent the value of his goods. The 29 cents is of as much value to the wholesaler as to the retailer; it rightly belongs to the wholesaler and he should receive it. If the retailer would look at it from the wholesaler's standpoint he would at once see the justice of the argument.

In all probability the retailer has the same trouble with his customers as the wholesaler has with his. If a customer's purchases amount to $1.05 in some cases that customer would be quite indignant should he put up a two dollar bill and not get one dollar back. Not only is that 5 cents a clear loss to the retail merchant, which loss on a bill of $1.05 means nearly 5 per cent., but there is the trouble of dealing with it in the books, since if the merchant wishes to keep an accurate account of his business it would not do to write across that bill "Paid in full."

This system of doing business is altogether wrong and should not be. The sooner it is discontinued the better will be for the mercantile world. The retailer can do more than the wholesaler can to remedy this evil. The retailer has his customer right before him and can show him directly the reasonableness of his request that the account be paid to the cent. Should the retailer remit to his wholesaler 17 to 29 cents less than the account calls for, it is not so easy for him to reason with the retailer. So the retailer, for the good of his own business, should do his best to wean his customers from the habit, and for the good of business in general he should do unto the wholesale merchants he deals with as he would wish his own customers to do unto him. The chief thing at stake is not the mere monitary value of these "discounts," if such a name might be applied to them, but it is the violation of true business principles.

THE NEED OF EXPERT AUDITING.

HOW imperative is the need of an expert audit is well illustrated by the failure of a large Chicago business house which not long since went into liquidation. This business, according to an exchange, was conducted by three partners, the nominal head of the house being a gentleman too advanced in years to give more than a "consulting" service to the business. Another partner was a man of middle age who had been trained in the selling end of the house and had practically no experience in the management of finances. The third partner was a young man who had inherited his interest in the business and was supposed to be the controlling factor in the finances of the house. Suddenly, and very unexpectedly, this old and well-known business went to the wall. When it was too late, an auditor was called in and quickly found the cause of the trouble:

The business had been sapped by the outside investments and speculations of the youngest partner. "For several years," said the oldest partner, "I have been, on account of age, practically retired from business and have only been consulted occasionally by the men entrusted with the active management. I did not know anything about this drain upon the resources of the concern and supposed that we were in good condition."

"I have been busy," explained the second partner, "promoting sales and handing out goods. Of course I knew we were doing a very good business and felt that any important matter connected with the finances of the house would be called to my attention by the partner in charge of that department."

In other words, if within the last two or three years this house had subjected its accounting records to examination by an audit company, both of the elder partners would have been at once informed of the outside investments of the youngest partner and the latter would have been speedily called to account and his outside investments and operations stopped and the failure of the business averted.

GOODS FOR THE CHRISTMAS TRADE

Many Lines of Interest to Retailers

LEATHER GOODS.

MANUFACTURERS and wholesalers of leather goods are delighted with the way Fall orders are coming in, Never before has there been such a demand for the countless useful and beautiful, small and large articles that come in leather goods, and the coming season will be known among them as the "leather season." The hundreds of leather cases containing or designed to contain almost everything in the wardrobe and on the dressing-table, are being made in such attractive forms that dealers and consumers are realizing the convenience of possessing such accessories.

* * *

Among the various articles for men which are being made up in all forms and prices are toilet cases, which range from the cheapest to those fitted with the best ebony brushes, mirror, shaving set, comb, tooth brush, nail brush, manicure set, and bottles for liquids and pastes. For a travelling man these are an absolute necessity, if he



A Travelling Case.

is a cleanly, well-dressed, careful man, and even if his travels are limited, they provide a neat, compact method of keeping several articles that otherwise would be in the way, and are ready for use at any time, whether at home or away.



A Collar and Cuff Case.

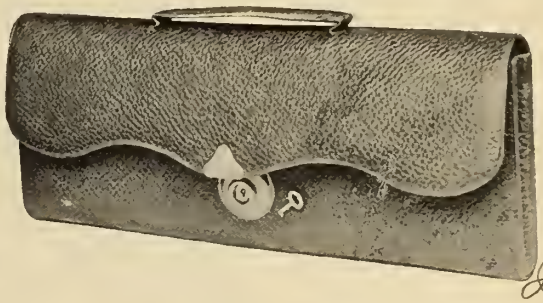


A Brush Case.

But the man has also very many other cases in leather goods that conduce to his comfort and convenience. Leather in all skins is found in brush cases, collar and cuff cases, shaving sets, manicure sets and so on. These come in all prices and shapes and every man can get the case that best suits his ideas of good arrangement.

* * *

Of course the lady's wants are not at all neglected in all these efforts to please the man. For years the lady has realized perhaps more than the man the necessity of travelling cases, even though she does not, as a rule, travel so much. With the innumerable toilet articles of a woman, great variety is possible in the cases, and much



A Music Portfolio.

thought is necessary to pack these pieces into the smallest space without excluding anything that is of value. To a lady or gentleman musically inclined, a music portfolio is a very acceptable gift, and the choice in hand bags provides an easy way for a man or woman to overcome the anxiety in connection with the giving of Christmas presents, and at the same time present a suitable and welcome token of the season.

* * *

Leather belts are being pushed and talked of as the coming belt for ladies, and some say it will vie with the fabric belt for popularity. Great preparations are being made to supply the present and anticipated demand, and various new styles are being shown. The Gibson Girl belt, for which a patent is being sought, is made of a soft leather gathered in pleats that give the effect of the fabric



The Alexandra Belt.

belt. It is finished in all colors, fashionable leathers and new buckles. Another new shape is the Alexandra belt, which owes its shape to the prevailing style of dress among women. The illustration shows the flaps which, attached to the belt proper, shape themselves to the hips of the wearer.

THE EVER-POPULAR DOLL.

SINCE time began children and dolls have been indissolubly connected, and until time ends small arms will fondle smaller lifeless images, lisping voices will whisper mothering words, infant thoughts will be turned to the care of bundles of rags or china. The oldest records of childhood have sent down to us evidences of the use of dolls, and all ages in the interval, to the present time, have continued the close relationship of doll to child. The tiny sarcophagi which are unearthed in Egypt contain, with the little mummies, small figures held close to small breasts.



Some Soldier Dolls.

Definitions without number have been attempted by great men to describe the meaning of the word "doll," but to each and every man and woman, different ideas are contained in the word, and to children, different entirely from the others. Prof. Sully, in an article on "Dollatry," makes an effort to reach the bottom and scale the heights, and the result is: "A doll is a material object which we (adults) regard as lifeless, but which the believing child appears to regard as not only alive, but as sharing in its own psychic qualities, and of which it makes a pet playmate." The little girl found in the ruins of Pompeii with an ugly little doll hugged tight in her arms, and eagerly protected from the terrible heat and ashes, evidenced in a marked degree the unfailing love of the child for the inanimate bit of rags. So deep, so constant, and yet so



Dolls with Several Costumes.

diversified, is this affection, that modern educationists have made a close life study of it, and modern pedagogy is directed by it.

The doll of to-day originated in Holland, that country of quaint habits and quainter children; but it is many a year since any radical change has taken place in the make-up or general characteristics of the plaything. Every material is used in its construction—wood, India rubber, china, wax, cloth, bisque, steel— and there is a ready sale for all. Until the last few years the best doll and the medium grade doll was made with wax head and limbs, but its lack of durability has turned the attention of manufacturers to bisque, and all are satisfied. Bisque is a sort of cement which hardens in the air, and can be washed and roughly used without suffering injury. The steel doll is a new idea which has not as yet taken a prominent position.

Germany is the home of doll making, a position she has long held, and which she will stubbornly defend. France produces a doll which for elegance of finish outclasses all others, and the United States has tried to capture a share of the market, but all efforts seem but to emphasize Germany's impregnability. It is not only in variety and extent of manufacture that her excellence is demonstrated, but no country can compete with her in price. The 5c. doll the child hauls around by a broken arm, as well as the $25 creation that walks, goes to sleep, says mamma, has real hair, lace, and leather, in nine cases out of ten, is turned out in the dominions of Kaiser Wilhelm. To such



An Elaborately-dressed French Doll.

a volume has the business attained that exceedingly few of the factories produce the complete doll. With very few exceptions, each one specializes; one makes the head, another the limbs and body, another the dresses, another the raw material, and so on.

The process of manufacture consists of a moulding of the limbs and body from a soft cement dough by skilled workmen. The body, the arm, the leg, are each made in halves and joined, after which it is allowed to harden. Boys then unite the pieces, and the dresses, which are made by machinery, are put on the figures. These dresses are now a copy of existing fashions in all countries, and form one of the most important studies of the manufacturer. The hair, which is usually a prepared material, is then glued on, either curl by curl, or in bands of cotton into which the hair is woven.

But the doll of the factory, cheap as it is, proves often beyond the purse of the wee girl who wants something to expend her loving upon. Dr. Hall, an English educationist,

NERLICH & CO.

Doll Department.



KID DOLLS

To retail at **25c., 35c., 50c., 75c.,** and up to **$2.00** each.

PASTE DOLLS

To retail at **10c.** up to **$1.00** each.

Special values in **25c.** lines.

JOINTED DOLLS

To retail at all prices from **5c.** each to **$5.00** each.

DRESSED DOLLS

At all prices. Special values to retail at **25c., 50c.** and **$1.00** each.

BISQUE BABIES

WOOL DOLLS

RAG DOLLS

RUBBER DOLLS

SOLDIER DOLLS

DOLL HEADS

Nearly 200 lines of Dolls are listed in our new Catalogue.

NERLICH & CO., 146-148 Front Street West,
(OPPOSITE UNION STATION.)
TORONTO, ONT.

DOLL DEPARTMENT.

in his study of dolls and children, gives a list of substitutes, which includes pillows, sticks, bottles, ears of corn, clothes-pins, cucumbers, brooms, button hooks, pegs, chairs, stools, hair brushes, spoons, orange peels, boxes, sheets, horse-chestnuts and books; which all goes to show the strong hold the doll has on the affections of the child. The same professor in his examination of 845 children, found 191 to prefer wax (this was before bisque came into general use), and as many as 144 pronounced in favor of rag dolls.

Be they ugly or pretty, large or small, complete or incomplete, white or black, all girls, and many boys, must have their dolls. The educational advantages are unquestioned; the depth of love of child for doll is always prominent. Mrs. Wiggs when she threatened to spank her daughter's doll, showed an insight into juvenile nature that was only remarkable for its novelty. Dolls were, dolls are, dolls will be.

ARRANGING A DOLL EXHIBIT.

THE doll of to-day with its delicate clothes and dainty millinery is so easily soiled by the hands of careless shoppers, that one of the problems of the fancy-goods and toy department is to place them where they can be seen but not soiled. Where stocks are large, provision must be carefully made for the display, even though the expense be great, and where stocks are small the question is still worthy of consideration.

The best way to show dolls is to enclose them in upright positions in large glass cases against the wall, but as this is more expensive than many feel they can afford, a compromise has been affected in some cases by the installation of counters with glass tops, beneath which the dolls are placed on their backs. The advantage of this scheme is that such a counter is really the best for all purposes, as everything can be shown with the best success in such a case, and the merits of it are of permanent value in all lines. Dust and handling is avoided, and yet a neat display is made.

One large doll store has the dolls arranged on end in their boxes on the front of the shelving, beyond the reach of customers, and yet in plain sight. A doll, when asked for, is taken down and shown in the box, so that unless the customer is very favorably impressed, no hand touches the delicate clothing. Another merchant has built a small room in his store with a side of the store forming the back of the room, and two partitions about eight feet high jutting out at right angles making the sides. A sloping platform of about 15 degrees from the perpendicular, is built around the walls, and on this the dolls are placed in their boxes (with the tops off, of course), and narrow slats retain them in position. The slats are distanced to suit the different sizes of dolls, and the slant prevents the boxes from falling forward.

A DISPLAY ROOM.

A CITY store has arranged a beautiful room for the display of statuary, vases, pedestals, etc., that has attracted many visitors and sold many articles that would have escaped the eye in an ordinary exhibit. In a modified form the plan is open to most town stores and will pay many times for the bother and expense incurred.

Selecting a dark corner of the store, a small room about 10 by 15 feet was separated from the rest of the store by the use of drapes, on the two open sides. A dado of green burlap to the height of five feet provided a good dark background for the articles shown, and the walls of the two closed sides were covered with a dark red cheap fabric, like a lining, or some such material. All this, with the dark drapes and row of dark covered low shelving about the height of a table and two feet wide, which extended around the room, made the whole tone of a deep rich shade. On the tables were arranged carefully selected articles in the bisque and plaster paris ornaments that are so popular, together with vases and other odds and ends. These were placed with quite large intervening spaces, so that each would stand out prominently, and could be examined without the risk of upsetting other articles. On the walls above the dado little individual racks, placed at intervals, held pieces of fancy china, while on the floor, which was covered with a rug in oriental design and colors, pedestals and piano lamps were set, so as not to interfere too much with the customers when moving around.

Along the ceiling, hanging in festoons, were rows of Chinese lanterns in various shapes, sizes and colors, and inside of them were incandescent bulbs, which, shining through the many colors, cast a softened but sufficiently clear light around the room.

The points particularly observed in the display were the care taken to limit the number of articles to as few as possible, but covering a sufficiently large variety, the preference for deep dark colors except in the fancy chinaware adorning the walls, and the plain marking of the price on each article, so that a customer could enter, look around, admire, find the price of everything conveniently and buy or not, just as he pleased. The whole exhibit gave a feeling of a desire to please and entertain the visitor, rather than an endeavor to sell the goods by any method.

The plan is adoptable in most stores, the lighting being the principal difficulty. The average store has a corner that can be set apart for the purpose—it may be only 8 by 10—and no matter how small it be, there is ample opportunity to use it to good advantage around the presentation season, or to keep it as a permanent display, due attention being paid to the frequent changes necessary. The lighting, which will be difficult in towns, whose electric power is on only at night, can be provided by parlor lamps with colored shades, or the piano lamps which can form a part of the exhibit, if carried in stock. Any colored shade on a lamp, if it throws light enough, will suffice, and even the clear light will show up the goods far better than the daylight. If the lights are clear, it is wise to have them high, so that they will not stand out too prominently. Several stores have discovered the advantages of showing cut glass and chinaware by artificial light, and it will be found that many lines of fancy goods are as much improved. As a fixture, the room will prove a good paying investment, and customers entering the store on other errands will always want to look in.

FANCY CHINA AND GLASSWARE.

A LINE which is becoming more and more popular in the book and fancy goods stores is fancy china and glassware, especially at Christmas time when the demand for presents useful as well as ornamental greatly swells the retail merchant's business. Booksellers and stationers can get a nicely assorted stock of these goods at comparatively little cost, while the profit is well worth a little extra trouble. An announcement of Messrs. Barnard & Holland Co. on another page calls attention to a special line of real Doulton ware, which should be a very popular one. This ware has reproduced upon it Charles Dana Gibson's clever illustrations. The line is unique and is already extremely popular. In addition, Messrs. Barnard & Holland Co. carry many other lines of fancy china and glassware, any one of which would be a good seller for Christmas trade.

NERLICH & CO.

Fancy China Department.

An immense range of specialties for Xmas Trade.



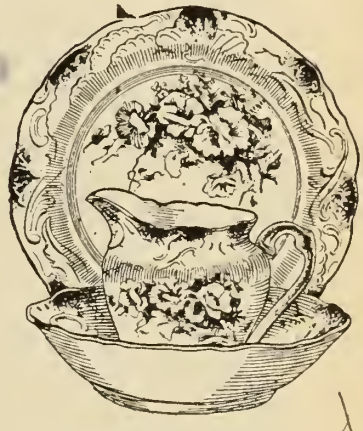
Cups and Saucers, to retail at 10c., 15c., 25c., 35c. and 50c. each.



Plate Sets, to retail at 25c. and 50c. each.



Salad Bowls, to retail at all prices from 25c. to $2.00 each.



Porridge Sets, to retail at 25c. and 50c.



Berry Sets, (13 pieces), to retail at $1.00, $1.25, $1.50 and $2.00 each.



Teapot, Sugar and **Cream Sets,** to retail at $1.00, $1.25, $1.50 and $2.00 each.

Our new Catalogue has 30 pages devoted to Fancy China and China Novelties.

NERLICH & CO.,

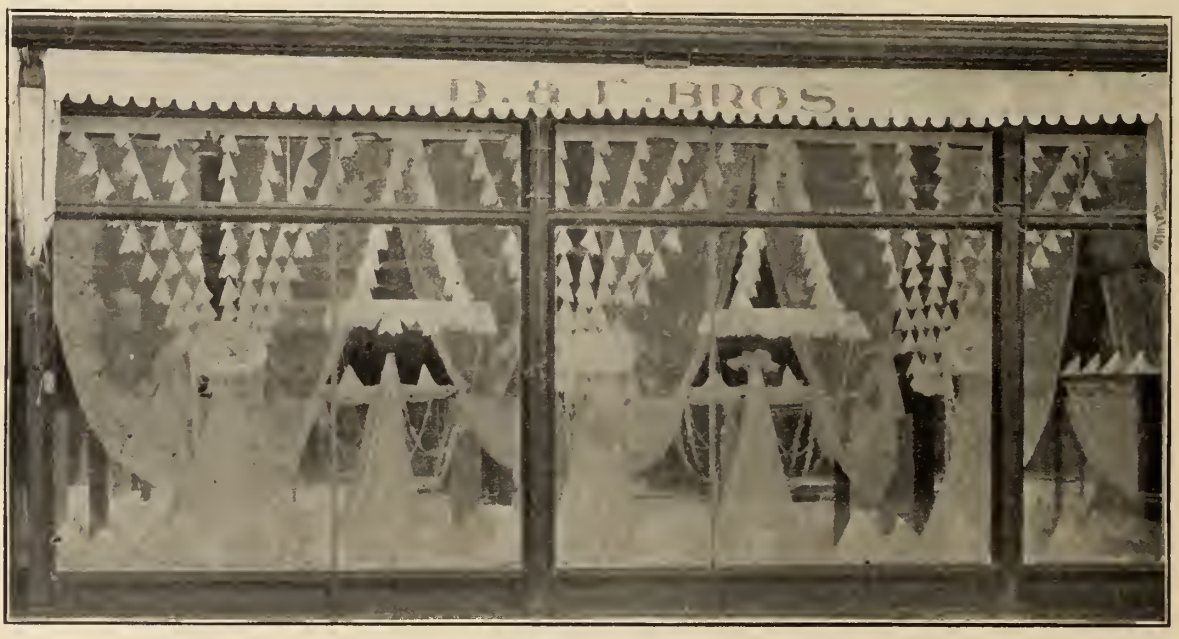
146-148 Front Street West,
(OPPOSITE UNION STATION)
TORONTO, ONT.

CHINA DEPARTMENT.

A WHITE WINDOW.

NO one in a dry goods store has to keep more closely in touch with the fads and fancies of Dame Fashion than the window dresser and decorator. The popularity of white is very pronounced, and it is to this popularity that we owe some very attractive windows. The one we illustrate was dressed by Harry J. Scott with Dundas & Flavelle, Lindsay, Ontario. This is Mr. Scott's description of the scheme followed and the materials used in the dressing of this window:

Rows of folded handkerchiefs were strung from the upper part of the window to the top of the mirror at the back, and three pairs of Swiss curtains were used as drapes for the back part of the window. Cream crepe-de-chine formed the drape in front with cream waist silk as a top trimming in rose form. Rings were suspended from the ceiling with a tape, and tape and rings covered with handkerchiefs. From these rings there hung a swing of 2½-in. white satin ribbon in which were posed dolls dressed in white. The bottom part of the window was dressed and draped with Christmas and holiday novelties in white only, the whole forming a strong and well balanced display.



A Pretty Whitewear Window.

FINE LEATHER GOODS.

James Edwards & Co., 126 Garden avenue, Toronto, manufacturers of fine leather goods, are showing a line of chatelaines and purses of exceptional merit. In the quality of material used and novelties in shapes and finishes they are keeping fully alive to the steadily increasing demand for first-class goods in Canada.

GAMES FOR WINTER.

THE Copp, Clark Co., Ltd., of Toronto, are large manufacturers of parlor games in Canada. They issue a list of 103 different card and board games of the most popular variety. The series made by this firm are known as Winter evening games and the output from the factory annually is enormous. For the season of 1903 they are bringing out a number of new games, among which are: Jewels, British Tar, Mining, Journey to the Sun, Shipwreck, Under the Union Jack, Trades, Japan, The Wild West, Young Canada, and others. The material used in the manufacture of these games and the attractive way in which they are put up is of the best quality and style. The cards are all handsomely lithographed, as are also the boards and labels. Specially worthy of mention is their handsome edition of the popular game of Parchesi, to sell at 25 cents. This is put up in an extra large box with beautiful label. The most popular games are those that retail at 25 cents, and at this price over 50 varieties are made, so that the retailer has many from which to make a selection. In the games to sell at 50 cents are included this season many of those which formerly sold at 75 cents and were good value at that price. The trade, before placing their orders, should inspect the samples with the travellers who are now showing this meritorious line of games.

A SPECIALTY IN CROKINOLE BOARDS.

The Carrom-Archerena Co., London, Ont., have just issued a new catalogue of game boards and game board equipment. It is an unusually handsome one, the cuts illustrating the different game boards made by the company being printed in natural colors. The firm is just now paying particular attention to a new crokinole board, called "Nouparell," which is held to be unusually good value at its price. The secret of the low price at which it is sold is the fact that the firm has recently invented new machinery which is so perfected and expedited a method of manufacture that large quantities can be turned out at relatively low prices. The board is in natural wood finish and no nails are used in its construction. The ditch and rim joints are doweled and glued and the ditch pieces are grooved and glued into the rim. Twelve games are played on the board.

Mr. E. E. Davis, the manager of the firm, has just returned from a business trip. In conversation with "Bookseller and Stationer" he said that, as far as he could see, trade conditions were better than ever before. Canada, he said, had a wonderful future before her, and he would not be surprised to see a greater tide of immigration within the next year or two than anything hitherto experienced, on account of the illimitable resources of the country.

During his recent trip, Mr. Davis travelled extensively through the United States as well as in the Canadian Great West.

THE HOHNERPHONE.

THE firm of M. Hohner, of mouth organ fame, have recently transferred their Canadian branch from Guelph, Ont., to Toronto, a proceeding which has met with full appreciation from the trade. August has proved a record month as far as Canadian business is concerned. The latest thing in musical instruments is the "Organola," an ingenious invention providing great scope for the player's talent. It is likely to have a big sale. M. Hohner is about to put on the market a full line of accordions; all



who handle this class of goods should appreciate this. Accordions have always been uncertain goods to handle, mainly because the quality of the goods obtainable has not been, in many cases, the best. The name "Hohner" is a guarantee of quality when seen on a musical instrument. M. Hohner hopes to be in a position to give full particulars of the new venture in October "Bookseller and Stationer." Their goods are obtainable from all first-class jobbers.

GERMAN TOY INDUSTRY.

By J. F. MONAGHAN, Chemnitz.

THE toy industry of the Erzgebirge, or Ore Mountains, which has been developing for centuries, has been slowly drifting into economic difficulties. With the application of steam power and modern machinery to the production of toys the house industry has been gradually forced to the wall. With an increase in the price of wood and a decrease in the price of the finished product, these people of the mountains have been put into a position where it is necessary to toil night and day for a meagre existence, which is apparently becoming more and more severe.

For some years the labor press of this part of the country has busied itself with a portrayal of the wretched conditions existing among the peasants of the mountains, with the result that an investigation was recently made by the industrial commission of Freiburg, which largely substantiates even the strong representations of the labor organs. The main points of the report of this commission may be summarized as follows:

The number of large establishments engaged in the manufacture of toys is increasing. This might be considered prima facie as a welcome sign were it not for the fact that the toys are not manufactured upon the regular factory plan with hired hands, but are made by men who have rented space and machines quite independently of one another, and who form a sort of voluntary association banded together only for the sake of economy in roof and equipment, but carrying on their own separate businesses. A disinclination is said to prevail among the young men to enter a factory on the basis of wage-earners and be subjected to the immediate control, supervision, and direction of an employer. Rather than earn the higher income afforded by the factory wage the young men in the hills prefer a much more meagre existence in the independence and freedom of their own homes. Because of the fact that the inhabitants of the mountains make but few and simple demands upon life, the real wretchedness of their situation is said to be but rarely fully appreciated.

The wage conditions existing in the toy industry can be readily observed from the following figures prepared by the commission referred to. The most remunerative branch of the trade affords a gross income of from 21 to 40 marks ($5.71 to $9.52) per week, one half of which may be considered as profit. In other branches the net income is as low as 6 to 9 marks ($1.42 to $2.14) per week. It must be remembered that these incomes are not the earnings of a single person, but represent the labor of entire families.

How inconceivably small the price paid for certain kinds of toys is can be seen in the case of pencil boxes of the cheapest quality, for which the maker gets from 48 to 58 cents per gross, or about 1 1-3 cents a piece.

The daily meals of the people are reported by the commission to be confined largely to potatoes, linseed oil, bread and coffee, and, at times, meat on Sundays.

With the price of wood rising, toy factories increasing in numbers in other parts of the country, and the price of toys falling, it seems that the people of the Erzgebirge must, in their increasing wretchedness, find some other means of sustenance. Exporters of toys who operate large factories in this neighborhood report good business and are of the opinion that the house industry of the Erzgebirge is doomed, and that the peasants will be forced to give up their independent production and enter factories.

TOYS OLD AND NEW.

IT was during the latter half of the nineteenth century that the present style of mechanical and popular-priced toys originated and developed into a great business. In England the demand received an impetus that has made the trade in toys in that country one of the living, ever increasing businesses, and the street hawker has, to a great extent, been responsible for this.

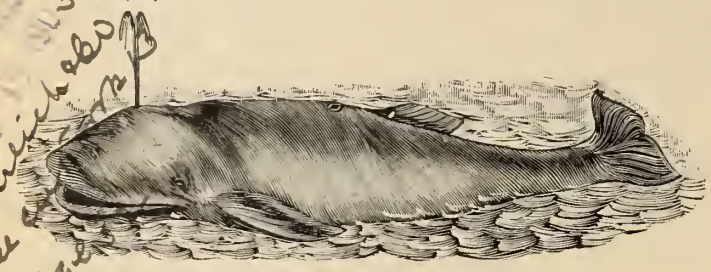


Musical Toys.

To an extent of which we in American cities know nothing, the street hawking of toys in London has assumed proportions that make it one of the most profitable lines for the man with the push-cart and penetrating voice. Every morning the toy shops are besieged by an eager throng of hawkers whose only enquiry is, "anything new this morning?" And the novelties are always sold out

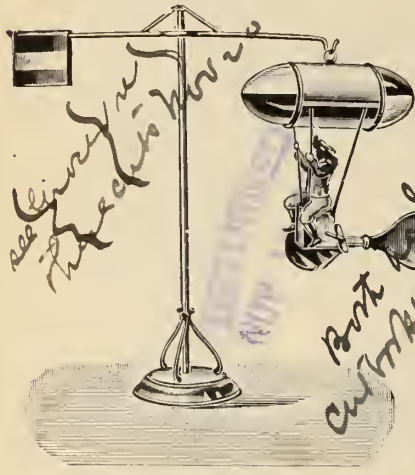
in a few minutes. The cart men around that commercial centre, the London Exchange, do many a good day's business, and, strange to say, it is to a great extent with those at other times dignified men, the brokers. These brokers are said to find the intervals between the transactions of millions of dollars so nerve-trying that they purchase toys to amuse themselves and fill in the moments of suspense.

It was a common street hawker who first started the wonderful demand for the penny watch, that has scarcely slackened to the present day. A London woman hawker, in 1862, purchased a large lot of these cheap toys, and

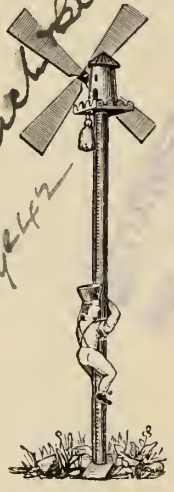


A Spouting Whale.

decorating her cart in black velvet, and piercing holes in it, placed in these holes the little tin watches with the imitation gold chains wound around them. So rapid were her sales that many times that day she was forced to replenish her stock, and others, quickly following her example, soon had all the available stock of the toy stores exhibited in carts. One firm alone sold 5,000 gross in three months. The maker was a Frenchman in Paris, and the run on his toys forced him to rush in new machinery, and work night and day for four months.



Santos Dumont.



The Climbing Miller.

The most popular toy that has ever been shown in England is the cheap bank, built after the pattern of the mail boxes. Its former shape was a square box with a bee hive on it, and the words, "take care of the pence, and the pounds will take care of themselves." At the present day the money box has taken on all kinds of elaborate shapes, from the cheap tin bank with a slit in the top to the steel structure with decorations, intricate and changeable combination locks and several compartments inside—a miniature imitation of the great burglar proof, fire-proof vaults of the banking institutions, and including special coin pocket banks, such as the ten cent savings bank, and the mechanical toy, where the coin is placed in a certain position and a touch on a certain spring makes figures on the box perform certain movements that finally deposit the coin in the proper receptacle.

Every stock in these days is made up, for a great part, of mechanical toys, and in this branch particularly every year is producing a profusion of new ideas that makes the buying season a nightmare for anxiety and variety, and a pleasure for the novelties shown, to every merchant. Toys that run around when wound up can now be bought for the smallest piece of silver, and all the bankings of a child can be spent in spouting whales that swim around in water, or twining, twisting figures that do all the actions of the vaudeville stage. Cheap tin trains on wheels stand beside mechanically correct steamboats that float around and spurt water through hose, and locomotives run rapidly around circular tracks, drawing parlor and dining cars.



Nodding Figures.

Germany, in toys as in dolls, takes the lead in price and ingenuity. Thousands of the inhabitants work either in factories or at home, and send out to the world every season mechanical toys and life-like figures that excel those of any other country. And yet Germany can scarcely be said to invent very many of her specialties. Her principal work seems to be to take the novelty of some other country and improve on it so that it is not recognizable, and then sell it at a cheaper price than anyone else. The United States has attempted to cut Germany out but her attempts have met with no success, and in spite of the surtax, which increases the price of toys here about eight per cent., Germany will still retain the lead in our markets with ease.



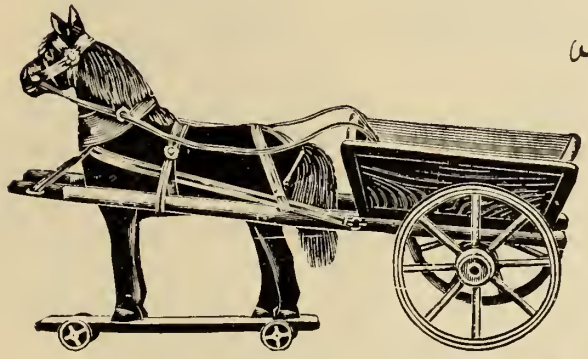
Humpty-Dumpty's Jointed Figures.

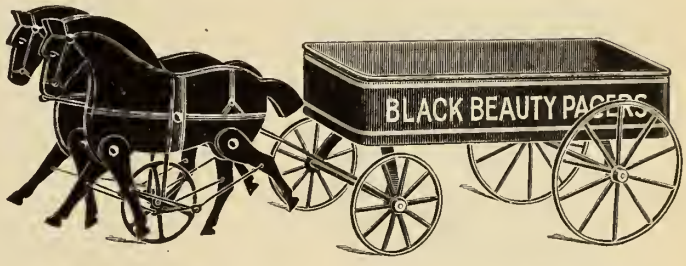
Every child must have its toy, whether it is home-made or not, and every store carries something in the toy line. But it is left for some specialists to turn their attention to the study of how and when to carry toys, what lines to handle, what class to satisfy, and how best to arrange the stock. With them, be it tops, or banks, dolls, or leaping clowns, rattles or speaking figures, price, display, quantity and all the other little details are earnestly considered.

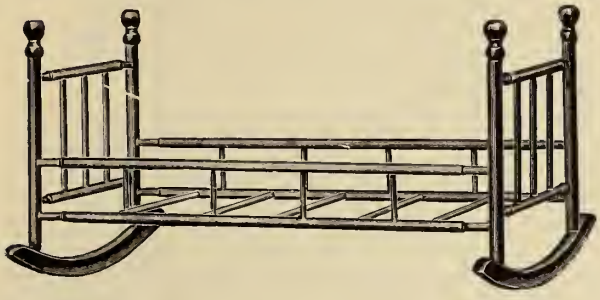
NERLICH & CO.

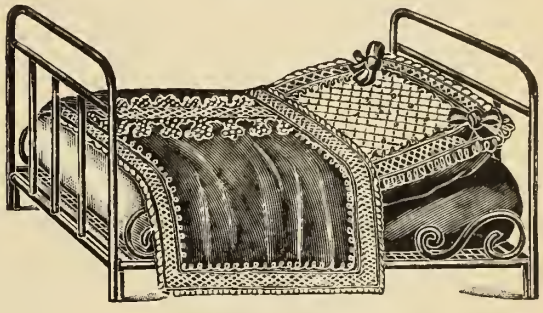
Toy Department.

all used in B.T.S. Oct. issue

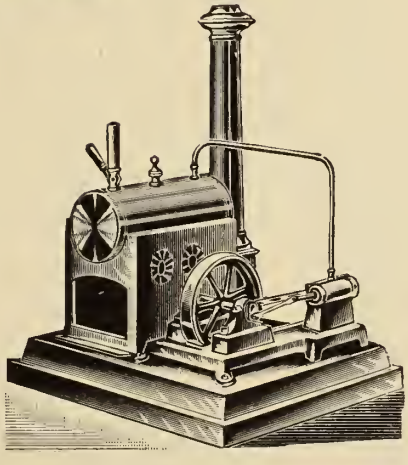


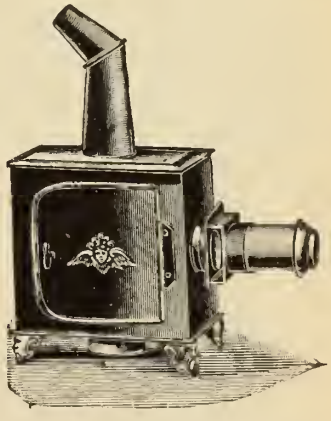












One hundred pages in our new catalogue are devoted entirely to toys, which represents the biggest showing ever offered in Canada.

NERLICH & CO.,

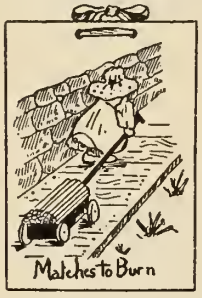
146-148 Front Street West
(OPPOSITE UNION STATION)
TORONTO, ONT.

TOY DEPARTMENT.

With the feeling that from a good stock all children will seek supplies, the expense and trouble of the necessary attention is not considered wasted. Boys and girls alike require amusement and although different lines often suit the different sexes, all are still toy-loving. The boy will spin his top while the girl nurses her doll or skips; the boy will run his tiny engine and the girl wind and rewind her musical toy. The boy's fondness for the top is almost proverbial and the different forms in which it now comes, from the simplest pointed affair to the gyrostat and revolving figures, are an education. One great professor says that women's intellectual inferiority may be due to their not playing with tops.

ORNAMENTAL FANCY GOODS.

SINCE the match-striker craze seized the public some years ago there has been no apparent falling off in the demand. The brightest brains and the cleverest artists have contributed their quota to the array of novelties and works of art that contain a piece of sandpaper and some "striking" illustration or wording. These interesting little presents, which retail for about 25c., are usually made of a piece of cardboard, with a small piece of sandpaper for striking the match and a hand-executed piece of drawing that illustrates the use of the article, and in addition often provides a receptacle for matches or a pipe.





* * *

A collection of old brass candlesticks has often the same interest for a man or woman that a collection of stamps has for a school boy. Battered brass shapes of all sizes adorn many a mantelpiece or table, but in many cases are of no practical value as a useful article. This popularity has induced manufacturers to produce many new designs that, in addition to their ornamental value, are suitable for using in rooms that do not require bright lighting. The one with the handle shown here is made of wood and iron, and, with candle and shade, can be sold as low as 50c.; the other of polished brass brings the same price.





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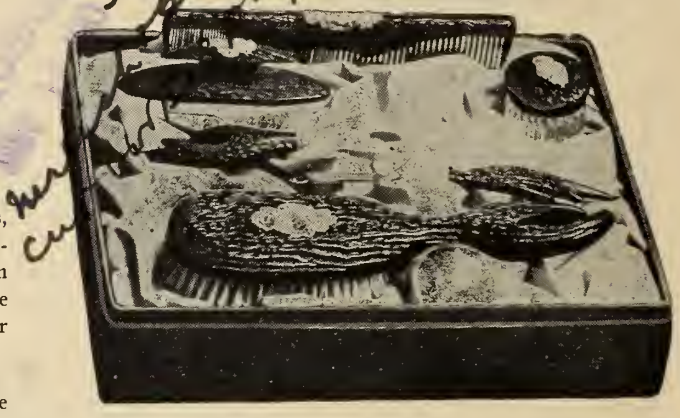
Pyrography is an art that produces work everyone admires and many endavor to make for themselves. All who have bought the necessary equipment express unbounded pleasure in the work, and those who have purchased some of the hundreds of articles so ornamented have never tired of the novel effect. The burnt-wood style of decoration is used in match safes, curling-iron holders, thermometers, whisk-holders, pipe-racks, tie-racks, photo-frames and any other object on which a wooden surface can be made to appear. The illustrations show a whisk-holder and a photo-frame.





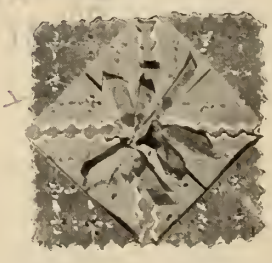
* * *

Toilet sets have always formed a very choice gift for Christmas time, whether in soft leather or board cases. Providing, as they do, an excellent opportunity for ornamental work, this, combined with their usefulness, makes them an ideal token of remembrance. The French stagware, which has not been long on our market, supplies both the ornamental and useful side, and they are so reasonable in price as to bring them within the means of most seekers after suitable gifts.



* * *

Among the large stock of the fancy goods department there are always numerous novelties in the fabric lines. These include such things as pin-cushions, which come in shapes of fruit or animals, as well as the more stereotyped round and square shapes, sachets of different kinds (handkerchief, tie or glove), cushion tops in hand-painted or worked designs, doyleys, tray cloths, shoe-bags, laundry-bags, table centres, etc. The complete fancy goods department keeps a choice selection of all these for the woman who works her gifts. The cuts illustrate a handkerchief sachet made of Swiss embroidered handkerchiefs, with silk lining and ribbon bows, and a new style of embroidery called Deloraine embroidery. The designs



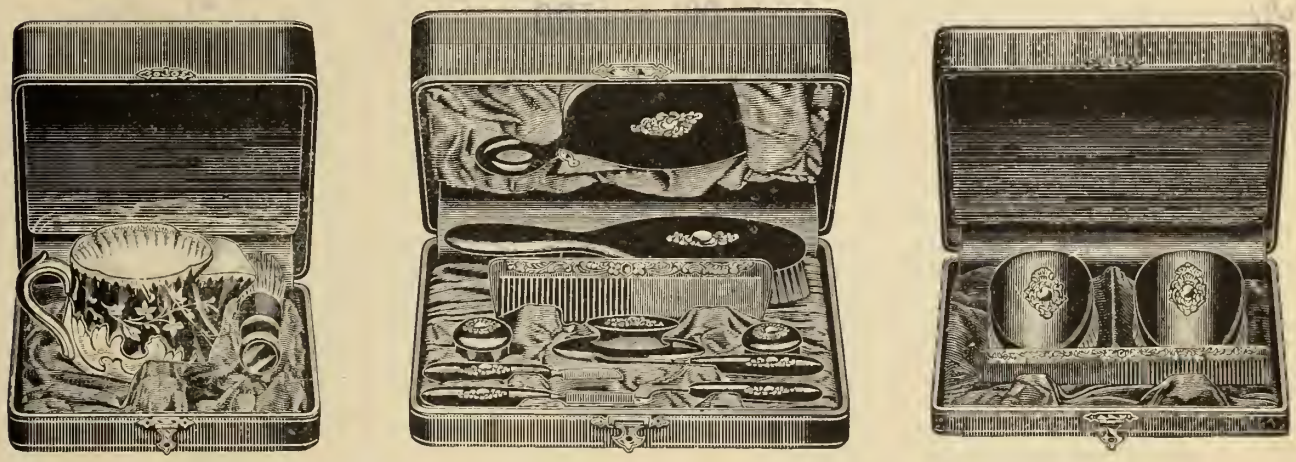


NERLICH & CO.

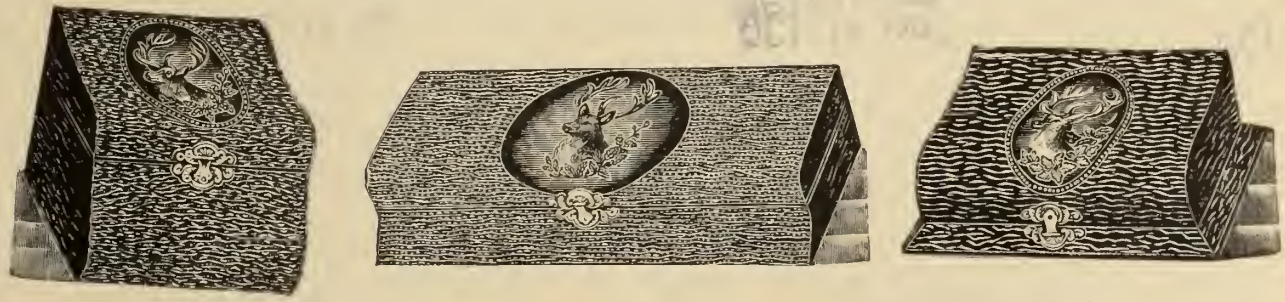
Fancy Goods Department.



The above cuts represent our glass wall placques No. 136/1160, 13 inches in diameter. Price, $2 25 per dozen. Positively the best value ever offered in this class of goods.



Leather Toilet Cases with real Ebony Fittings, one of the leading features in our Fancy Goods Department.



Stag Celluloid Cases with stag design fittings are a new and popular selling line (Fancy Goods Department.)

OUR NEW CATALOGUE CONTAINS A LARGE SHOWING OF XMAS FANCY GOODS.

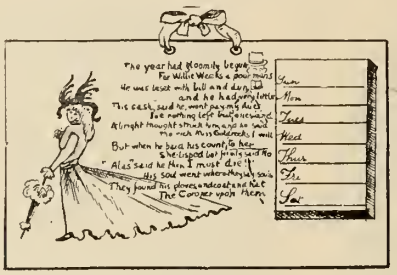
NERLICH & CO., 146-148 Front St. W., TORONTO, Ont.
(OPPOSITE UNION STATION)
FANCY GOODS DEPARTMENT.

are stamped on heavy cream Bulgarian linen in flower designs, and are constructed to be cut out when worked.

* * *

Calendars, the exclusively Christmas and New Year's gift, are this year behind other years in no way. They are got up in all prices and styles, from the cheapest tiny monthly sheet to the large daily card for the office. The illustration shows a comic calendar which is very cleverly arranged so that the abbreviation of the day of the week forms the last word of a line of poetry. The ditty runs :

The year had gloomily begun
For Willie Weeks, a poor man's SUN.



He was beset with bill and dun,
And he had very little MON.

"This cash," said he, "won't pay my dues;
I've nothing left but ones and TUES."

A bright thought struck him, and he said,
"The rich Miss Goldrock I will WED."

But when he paid his court to her,
She lisped, but firmly said, "No, THUR."

"Alas," said he, "then I must die."
His soul went where they say souls FRI.

They found his gloves and coat and hat,
The coroner upon them SAT.

THE ILLUSTRATIONS.

IN the illustrations an attempt has been made to give some idea of the season's offerings, both in novelties and good-selling articles. For the cuts in the doll and toy departments, the games, and the French stag sets, we are indebted to Nerlich & Co.; for the leather cases, to The Brown Bros.; for the football and belts, to The Western Leather Goods Co.; for the other ornamental fancy goods designs, to The Boyd, Brumell Co.; and for the picture frame, to The Cobban Mfg. Co.

THE BROWN BROS., LIMITED, TORONTO.

NOW that the Summer vacation is over, the business man is becoming busy once more, some in buying their immediate wants, some in attending to the wants of others; but the far-seeing man is giving attention to the future needs of his business. Christmas will soon be here, and it behooves the thoughtful to make preparation accordingly. There are so many useful and ornamental articles one could buy for Christmas gifts that often some lines may be overlooked and not thought of until the buying rush is on, and then the manufacturers' stocks are so run down that only a meagre assortment may be obtained. There is also the feeling that there are certain lines that are essentially "Christmas," and hence are poor stock to carry over, but there are some that may be safely carried over without fear of loss at all. One of the safe stocks to handle is fancy leather goods, and we hereunder give a few hints of some very serviceable and beautiful goods we have seen in the hands of the manufacturers, The Brown Bros., Limited, Toronto. This firm manufacture an extensive line of fancy leather goods of all descriptions—wrist bags, ladies' purses and all the more staple lines. They have a magnificent showing of toilet cases of their own manufacture. These goods they feel justly proud of, and there is no need for any dealer buying for import when these goods are made so well and cheaply in Canada. These goods range in price from the cheapest right up to the most select case fitted with genuine ebony brushes and first quality of glass and steel fittings. Their men's shaving cases, fitted



with a pair of first quality razors, shaving strop, etc., make a very acceptable gift for a shaving man. Another eminently suitable gift for a lady or gentleman who is musically inclined is a music portfolio. These goods are made in numerous styles and leathers. A postal card dropped to the makers will bring an immediate response, with prices and samples if desired. Writing portfolios are very useful at any time and could be classed as a staple. They are, however, in greater demand at the holiday season than at other times of the year. The Brown Bros., Limited, make a complete range of these portfolios and look for a good business in them. The buyer, when buying from this house, has the satisfaction of knowing that should any article prove unsatisfactory or in any way defective the makers would consider it a favor to have same returned immediately, stating what is wrong, and they will at once rectify it, and thus add proof to the saying that goods "made in Canada" are trustworthy in every sense of the word.

GAMES AND SPORTING GOODS.

NO stock of fancy goods is now complete without a plentiful supply of games for old and young and sporting sundries for outdoor games. In spite of the hurry and bustle of modern life, there are very few adults who do not obtain relaxation by an evening's quiet games in the drawing-room, and no child's life is the Paradise we older people seek to make for them without the blocks, the puzzles, the card games, which amuse and improve.

For the very small the building blocks are among the most useful as well as entertaining of games, and, nowadays, perfect buildings, correct in all the important details, can be made from specially prepared blocks and iron structural work. The Noah's ark and the A.B.C. blocks are as old as children, but never vary in their popularity. Puzzles provide endless amusement, and the simple card games are a beginning of the more interesting games of more advanced years.

Variety for older players is a tax on the brains of the manufacturers year after year, but, as yet, no complaints

SEE our exhibit of Fancy Goods for Christmas Trade

Glass, Medallion Plaques and Pictures, Paper, Metal, Celluloid, Wood and Gilded Photo Frames, Bronze Goods in all patterns and descriptions, Clocks in all styles, Hand Mirrors, Pictures, Leather Dressing Cases (Travelling Outfits) **Smoking Sets and Tables,** nick-nacks and all kinds of fancy goods,

If you want anything in Fancy Goods, **WE HAVE IT.**

PAQUETTE BROTHERS,

527-528 Board of Trade Building, Montreal.

Sole agents for LOEWENSTEIN & HECHT, Berlin, Germany

Telephone Main 3971.

THE GIBSON GIRL BELT

SOFT AS SILK. MADE OF LEATHER.



THE LATEST BELT NOVELTY ON THE MARKET.

Very popular with the ladies and profitable to the merchant.

Made in Swedes and Seal. Assorted colors, silk-lined, plain and fancy buckles. To retail from **50c.** to **$2. Send for sample dozen.**

The Alexandra Belt is another of our popular lines.

The Western Leather Goods Co., Limited

82 Adelaide St. East, TORONTO.

DRY GOODS NOVELTY.



THE

Ingersoll

American Watches.

RETAIL PRICES, **$1.25 to $2.50**

ARGUMENT.

We now offer a practical time piece for the Dry Goods Trade of Canada, and base our statement upon the following:

First—It is absolutely guaranteed to keep accurate time.

Second—It stands rough usage and does not get out of order easily, **making it the only watch for dealers outside of the jewelery trade to handle,** and also making it a practical one for sportsmen, boys and all men who give a watch hard usage.

Third—Its low price and high quality insure a tremendous sale, which we further augment by furnishing many handsome advertising devices for your store.

Fourth—Last but not least, these watches offer a **handsome profit.** Price cutters are not supplied.

Sold by several leading Dry Goods Jobbers of Canada. We will tell you who they are upon request.

Trial Offer—To any Dry Goods Merchant who will write to us upon his **business letter head** and inclose 75c. we will send a sample watch (duty not paid) and our catalogue, so that he can test its accuracy and durability.

INFORMATION ON REQUEST.

ROBT. H. INGERSOLL & BRO.

51-53 Maiden Lane, - - - NEW YORK, U.S.A.

RUBBER COLLARS

The Arlington Co. of 475 Broadway, New York.

Mr. E. S. Haasberger will be pleased to show the **jobbing trade only** our full range of collars and other fancy rubber goods. Apply at

10 St. Helen St., MONTREAL.

can be made for their failure to sustain interest. The old games of dominoes, checkers, chess, parcheesi, cribbage and bagatelle, will never be off the market, and each year sees something new in the board games that entertain so many at Christmas time and during the Winter months. Crokinole, a game of more recent years, is holding its own, and carroms, table croquet, fort, ten pins, carpet balls, table tennis, ring toss, and the other parlor games, have always a very active demand.



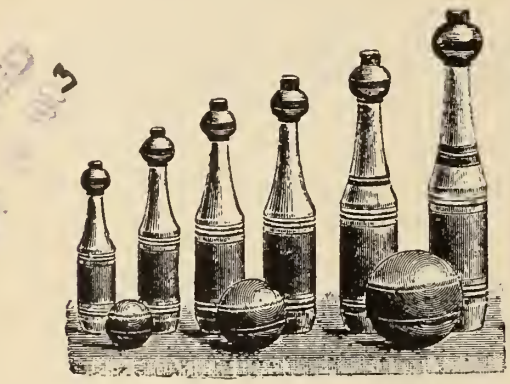
"Flinch," a New Game.



Cards for "Authors"



Cards for "In Castle Land."



The Game of "Ten Pins."

Card games are always popular, whether they be lost heir, authors, old maid, snap, nations, or the hundreds of games that can be played with the whist cards. A new card game is called "flinch." It is said to be quite an intricate game, as much so as whist, and, though consisting of 150 cards and requiring close attention, is simple enough to entertain young and old.

* * *

The toy books of the children are of various degrees of merit and workmanship, but almost all depend for their groundwork upon some well-known children's story or childish superstition. Blue Beard, Tom Thumb, Santa Claus, Mother Goose, Jack and the Beanstalk, Robinson Crusoe and Kriss Kringle, all furnish the plot and pictures for many a book. More educative series contain Bible stories, tales of animal or vegetable life, or pictures of well-known men in military life. The A.B.C. books are designed to provide the simplest, most effective ways of teaching the child the alphabet and arousing its interest in the spelling of short words.

* * *

Although the Fall season is not the buying time for the greater part of the sporting goods, such games as hockey and basket ball are indulged in during the cold season and require fairly large stocks in the former game. Punching bags, boxing gloves, excercisers, and similar indoor sports, are, of course, Winter games. Football is played in some towns all Winter. The illustration shows a new football, which is being patented. The novelty consists in the position of the vent, which runs across, instead of along, the seams. By this it is claimed that the ball will retain its shape much longer, as the stretch is around the ball from seam to seam, and, with the old vent, some give was impossible to counteract. The new ball has been tried, and reports speak highly in its favor.



A New Football.

IT TAKES MORE THAN MERIT TO SELL GOODS.

Merit is a mighty good thing to have as a foundation, but a foundation isn't a house-top, and the house-top is the thing that sticks up.

Your goods may possess the most merit and your ads the least—perhaps they don't balance.

Your announcements should be as far superior to the announcements of your competitors as your goods and methods are superior to theirs. Nowadays "a man is known by his advertisements."

Trade paper space is like good land. Of itself alone it will produce something, but properly worked it yields abundantly.

If you'd like to accomplish more with your advertising expenditure—if you'd like your advertising to become conspicuous for its merits—to be, above all, resultful—make use of our Department of Advertising Service.

We can be your advertising-manager if you say so, originating and executing plans for the extension of business —or working with you simply to the extent of preparing good ads, booklets, mailing cards, catalogues, etc.

We devise plans, write copy, design, illustrate and supervise the printing of high-class advertising literature. All or any part of this assistance is available at reasonable charges.

Consultation as to methods and samples of work done will illustrate our usefulness. Free, of course.

DEPARTMENT OF ADVERTISING SERVICE

"IDEAS FOR ADVERTISERS"

MacLean Publishing Co., - { 232 McGill St., Montreal / 10 Front St. E., Toronto

IS THERE AN EXPORT PRICE IN THE UNITED STATES?

AN article in "The Dry Goods Review" of August regarding the importing of job lots from the United States at prices made specially low for the Canadian trade has been attracting the attention of dry goods men in the manufacturing and jobbing as well as the retail branches of the trade. There is some dissent from the views taken by the writer.

In the first place, a manufacturer of waists, Mr. Boronow, of The New York Silk Waist Co., will not believe that American firms have a special export price for Canada, lower than that at which they sell to American buyers. "It wouldn't pay them," he said, "to conduct a business like that. Their American customers would soon find out the advantages given to buyers from Canada and would insist on having the same, or would take their custom elsewhere. At the end of the season there is always a lot of job goods left over, which the holders are only too glad to sell at almost any price to get rid of. The American manufacturers do not come to this market with these goods, or send their travellers here to sell them. It is the Canadian buyer who goes to New York looking for these lots. He gets them at a ridiculously low price, because the manufacturer will sell to him at a loss rather than lose his trade; but he would also sell to any American buyer who wanted the goods at the same price.

"We hardly realize the immense amount of goods left over each season in the United States and the natural eagerness with which those who have them welcome a sale. It would take three times our population to consume all the job lots in the United States.

"So I fail to see why the Customs Department should appraise these goods at any other than the price at which they were bought. I am speaking really against my own interests in this, but it is a matter of legitimate buying and selling, a fair bargain, and calls for no interference from the Customs authorities. Of course, if it were true, which I cannot believe, that Canadian buyers secure a better price on these marked down goods than American buyers do, then it would be quite right to charge the duties according to their value on the American market. But they are job lots, marked down, just as is done every season in Canada, and our buyers go to the United States for them. That is all you can say about them. If the American buyers don't want these job lots it is not the manufacturer's fault. His business is to mark them down to get rid of them, whether Americans or Canadians take them, but he does not mark them down for the export trade."

This seemed to be the general opinion. And it was pointed out that as long as we continue to follow New York styles, each fashion being kept going here a couple of months after its disappearance in New York, so long would these importations continue. One manufacturer stoutly maintained that the Department of Customs could do nothing in the matter without absolutely proving that the American manufacturer was not willing to sell these job lots to his home customers at the low price he sold them to Canadian buyers. It would actually prevent our importers from driving a good bargain in the United States. It would carry the matter to the highest court in the land.

When shown the editorial in "The Dry Goods Review," Mr. Geo. L. Cains, director of Greenshields Limited, themselves one of the largest importing firms in Canada, said: "There is really nothing in this. It is the American system of doing business. They have a season for almost everything and what they sell for 15 cents to-day at the end of the month they will offer at 10 cents, and anybody can buy at that, whether Canadian or American. I do not believe they have a special export price for Canada. Their policy is to get as much out of new goods as possible and then sell them for almost anything to clear them."

Notwithstanding this, others have strongly maintained that Canadians are sold goods at an enormous discount off their actual value, which would not be given if there was any possible means of disposing of them in the United States, and thus Canada is made a dumping ground for such goods.

It is an interesting question, to which there are plainly two sides. Our readers could exchange interesting and valuable opinions on the subject through these columns.

GOOD BUSINESS ADVICE.

By J. TROY.

IN a conversation I had with a prominent and successful business man just a little while ago, I learned from -- him something which prompted me to write this short article. It is often the boast of proprietors that they know every detail of their business and allow nothing to be done without their personal attention, pointing with pride to the many details which they look after, and possibly, in the same breath, expressing regret that it leaves them so little time for other work or that their nerves are fearfully sensitive.

Men who have grown up from the factory into responsible positions are very apt to be of this type, for it is very hard for them to drop details with which they have been familiar, as it is to remember that there are others who can look after them just as well—perhaps better—and leave their time for more important things. It is well to know the details, so as to be able to examine them occasionally, but to attempt to follow them continually is not only a waste of time, but also prevents attention to features of much more importanee.

By giving the men in charge of the departments full control of them (of course within reasonable limits) holding them responsible for the work of that department, and offering an inducement for proper management, the details will be looked after and the proprietor will have time to devote to subjects properly within his sphere.

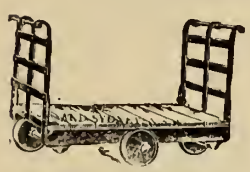
The most successful managers are those who manage men, not things.

By selecting the right heads of departments, encouraging them to do their best, by showing in a substantial manner that their work is appreeiated, and devoting the time that is too often spent in trifling details in becoming familiar with the latest methods, the manager or superintendent can suggest improvements to the various departments that far outweigh the whole cost of some of the details referred to. Before giving too much time to insignificant details, which are of little consequence one way or the other, it is well to consider whether the amount involved is worth the mental worry and the time it takes. There are men so constituted that they eannot be content to allow others to decide on any details, however small, and it is probably useless to try to change their ways.

Those who are just coming into responsible positions, however, may see the errors of others and profit by them.

TRUCKS

FOR WAREHOUSE AND FACTORY.



Save You Money.
Do Men's Work
Draw No Salary.

Our Trucks are guaranteed satisfactory. Turn in their own length.

MADE IN CANADA.

H. C. SLINGSBY FOR CANADA.

Factory, Ontario Street. Temple Building, MONTREAL.

ECONOMY COUNTS

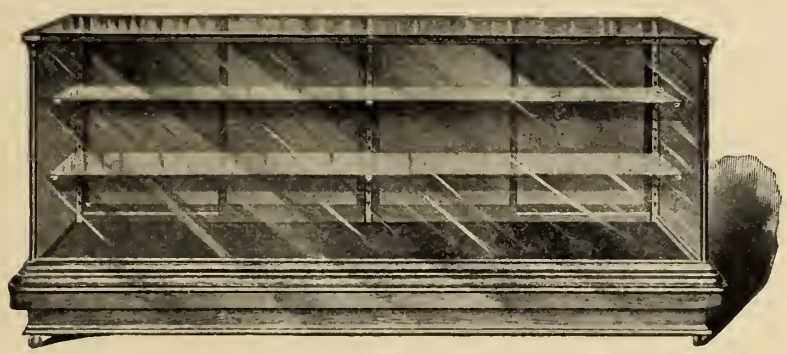
even in wrapping papers. The quality of our brown and manilla papers makes them cheaper than the so-called cheap papers. Strength and durability make them reliable and satisfactory.

MADE IN CANADA

CANADA PAPER CO. Limited.

TORONTO and MONTREAL.

The "Dominion" Goods



THE "CORONATION."

If we could show you what amount of thought has been expended, the labor and skill required to produce our patent "CORONATION" floor case, we are sure you would not fail to fully appreciate its very high quality and many desirable and superior advantages. EVERY DETAIL in its construction and composition has been most carefully considered and re-considered from the standpoint of ARTISTIC BEAUTY and EXCELLENCE, ATTRACTIVENESS and DURABILITY. REGARDLESS OF ANY PREFERENCE you may have, it will be to your VERY BEST interest to consult us when desiring to purchase FLOOR CASES, WALL or COUNTER CASES, BANK, OFFICE or STORE FITTINGS OF ANY KIND. Our goods are made of the VERY BEST materials, are designed, made and put together, and finished by HIGHLY SKILLED mechanics and artizans, and our prices ARE REASONABLE.

Designs and Estimates, Suggestions or Information cheerfully furnished to prospective buyers on application.

Send for beautifully illustrated catalogue, free for the asking.

The WISE man NEVER HESITATES but pushes right on to the BULLS EYE OF SUCCESS. Why not you, by BEAUTIFYING, IMPROVING and making MORE ATTRACTIVE YOUR store? By so doing you WILL DRAW a LARGER and PROBABLY BETTER class of trade, which WILL prove a grand and PAYING investment.

DOMINION SHOW CASE CO.,

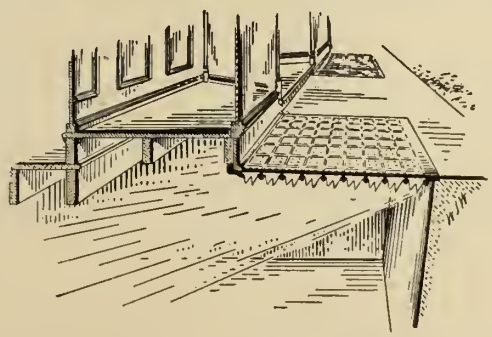
N. R. Lindsay, Manager.

Phone Main 3611 53 Richmond St East, TORONTO

LUXFER

Sidewalk and Window PRISMS.

The Best Improvement for Business Premises



Method of Installing our Standard Sidewalk Prisms.

SEND FOR CATALOGUE.

LUXFER PRISM CO., LIMITED

100 King Street West, TORONTO

Montreal Agency: F. T. Blennerhassett, 783 Craig St.

GLASS...

FOR

STORE FRONTS

We make a specialty of all glass materials for the latest, most up-to-date

STORE FRONTS AND INTERIOR DECORATION

WILL SEND DESIGNS.

LUXFER PRISM CO. LIMITED

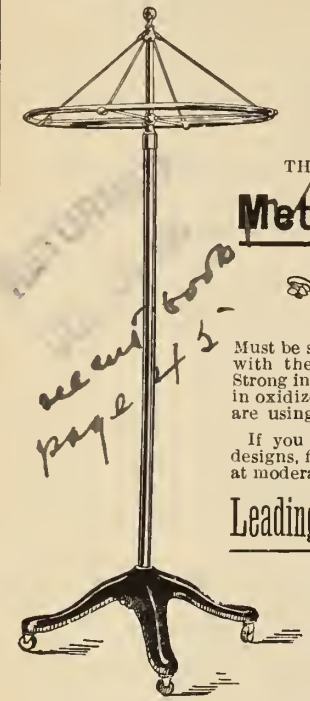
100 King St. West, - TORONTO.

Montreal Agency: F. T. Blennerhassett, 783 Craig St.

FIXTURES

OF ALL KINDS FOR

Dry Goods, Clothing, Druggists' and General Stores.



THE CUT SHOWS OUR NEW

Metal Revolving Cloak Stand.

Must be seen to be appreciated. Fitted up with the nicety of a high-class machine. Strong in every part, and beautifully finished in oxidized copper. All the first-class stores are using them.

If you want Fixtures of the very latest designs, first-class workmanship, strong, and at moderate cost, go to the

Leading Display Fixture House

for your supply, where they have none but expert help and up-to-date goods, and where you are sure of prompt attention. We have wax figures in great variety, cabinets of all kinds, show cases, glass counters, triplicate mirrors, etc.

Clatworthy & Co.

48 Richmond St. W., TORONTO, ONT.

Sparks ON THE Roof

will not cause a fire if you have been wise enough to use

EASTLAKE Steel Shingles

They prevent fire as surely as they resist lightning—two points in their favor that commend them to every practical man.

Besides, they're so easily fitted and laid, and not expensive.

ASK FOR THEM.

METALLIC ROOFING Co. Limited

TORONTO MONTREAL WINNIPEG

Practical Display Fixtures—Money Earners and Money Savers.

PRACTICAL HOSIERY RACKS.

A new device, made of steel, nickel-plated.

Slip the stocking in the spring, pair by pair.

Place the spring in the frame at the top of the rack.

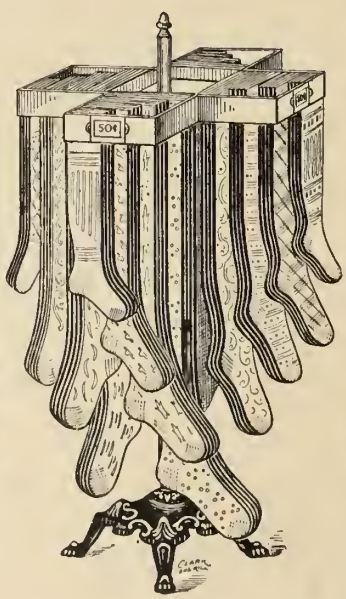
A quick jerk disengages the pair desired without interfering with the others When handled and inspected they hang tight and fast, keeping their position and shape. There can be no disorder in the stock when this rack is used.



THE SPRING.

No. 1 34 inches high, 16 inches wide. Has 4 springs. Capacity 72 pairs hose. **$5.75**

No. 2 34 inches high, 16 inches wide. Has 8 springs. Capacity 120 pairs hose. **$6.75**



No. 1—Price $5.75.

Sold by the leading jobbers of Dry Goods and Notions.

Practical Fixtures are made for all sorts of merchandise.

Send for Catalogue to the Manufacturers:

A. N. RUSSELL & SONS, Ilion, N.Y., U.S.A.

Up-to-Date Fixtures for Up-to-Date Merchants.



NO. 3 RIBBON CABINET.

Practical Piece Goods Fixtures.

The proper display of ginghams, prints and piece goods in general requires a Practical Counter or Floor Fixture. Either holds 40 pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

Practical Counter Fixture, height 3 ft. 6 in. 20-in. counter space. Price..... $6.50

Practical Floor Fixture, height 5 ft. Price $7.50

For full description of the Practical Display Fixtures send for a catalogue to the manufacturers,

Practical . . .

Ribbon . . . .

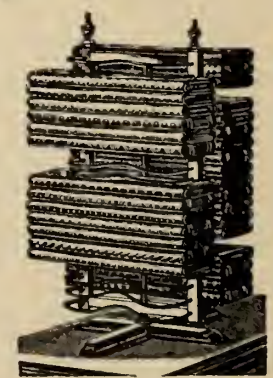
Cabinets . . .

PRICE LIST.

Cabinet. No.		Capacity. Bolts	
0	27¼x 6¼x26½	50..	$ 6.00
1	28¼x14 x26	100..	10.00
2	28¼x14 x38	150..	13.50
3	28¼x18½x38	250..	18.50
4	28¼x23¼x38	325..	23.00
5	28¼x27¼x38	400..	26.00
6	28¼x32¼x38	475..	30.00
8	28¼x42¾x43½	700..	42.00

MADE OF OAK, RUBBED FINISH.

SOLD BY THE LEADING JOBBERS OF DRY GOODS AND NOTIONS.



COUNTER FIXTURE.

HINTS FOR SEASONABLE WINDOW DISPLAY

By W. R. McCOLL

TRIMS FOR OCTOBER.

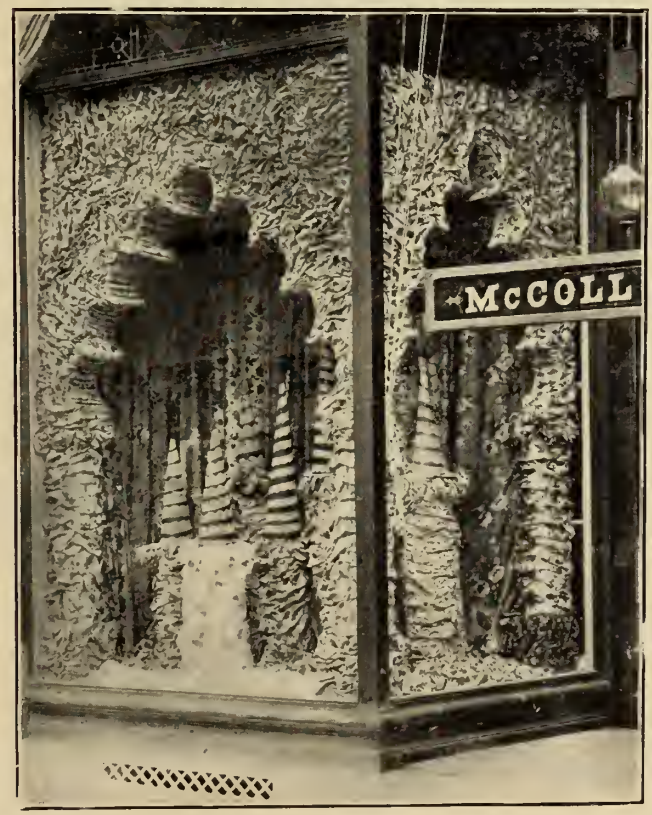
THESE are the days when he who calls himself the store decorator is called upon by each department head to give him the first show, the best show, and the best window, where there are several to select from. New goods are clamoring for instant recognition and display double the capacity of your windows, and perhaps of your ability. It takes a rather level-headed man to satisfy the demands of half a dozen department heads, who each want first call and all are pulling in different directions to gain their ends.

KEEP COOL.

Don't, however, get "rattled." The man who loses his head is lost entirely. The store needs your very best efforts. Therefore put your mind upon one show at a time, and do good faithful work upon each. Get through as quickly as possible, but don't slur or slight the trim by leaving out the details that add a finish to your work.

TAKE YOUR TIME

Never mind if Smith wants a mantle window by noon, and Jones wants a linen trim by six p.m. Let them wait



No. 1.

their turn rather than execute half-finished windows and test your strength to the verge of nervous prostration.

The decorator who is at the mercy of every department head in a large business has no sinecure, and the quicker he asserts his independence by taking orders from the manager only the better service he can, and will, render the establishment.

GOOD WORK TAKES TIME.

If a window of ordinary size is trimmed as it should be, one day for each window is not too much time for a decorator, without an assistant, to complete the trim; yet we know firms who expect two windows dressed each day, and each one must be a startler. They seldom get what they expect. Though a man makes his best better every day, it takes time; and time he must have for effective and telling trims.



No. 2.

DO YOUR BEST.

Don't get discouraged, but do your best at all times and set back fair and firm on that. You can't do better than your best and none should expect it.

OLD THINGS BUT NEW WAYS.

Did you ever notice how some men write an ad.? They talk in short, crisp, sharp sentences that make you stop and think; it sounds new; strikes you from a different angle, and takes effect. Ever try to dress windows that way? Give them something they have seen before but at a new angle, make it striking, hit sledge hammer blows that will take effect and ring in new trade. Those people who pass your door every day are somebody's customers—but not yours. Why not, by crisp, snappy window display, cause them to stop and look? If they are interested you have gained a point. Once you get a person interested you "see him coming." After that the salesman should be able to close a sale. Everything has a beginning—but the beginning is the hard part. If people "brush" past your "front" without so much as a look there is something wrong with your window policy and you should look around to buy, beg, borrow, or steal some new ideas.

IS THIS YOUR TROUBLE?

When you have invented some new motif that you think is rather "slick" doesn't it succeed in fastening your gaze? That's it exactly. You are looking at the chief points. There is where you possibly have been making the mistake. They count, of course,—count for much. But what about the details?

Uncovered, bare spots on the window floor, foot prints on materials in full view of the onlooker, a half used paper

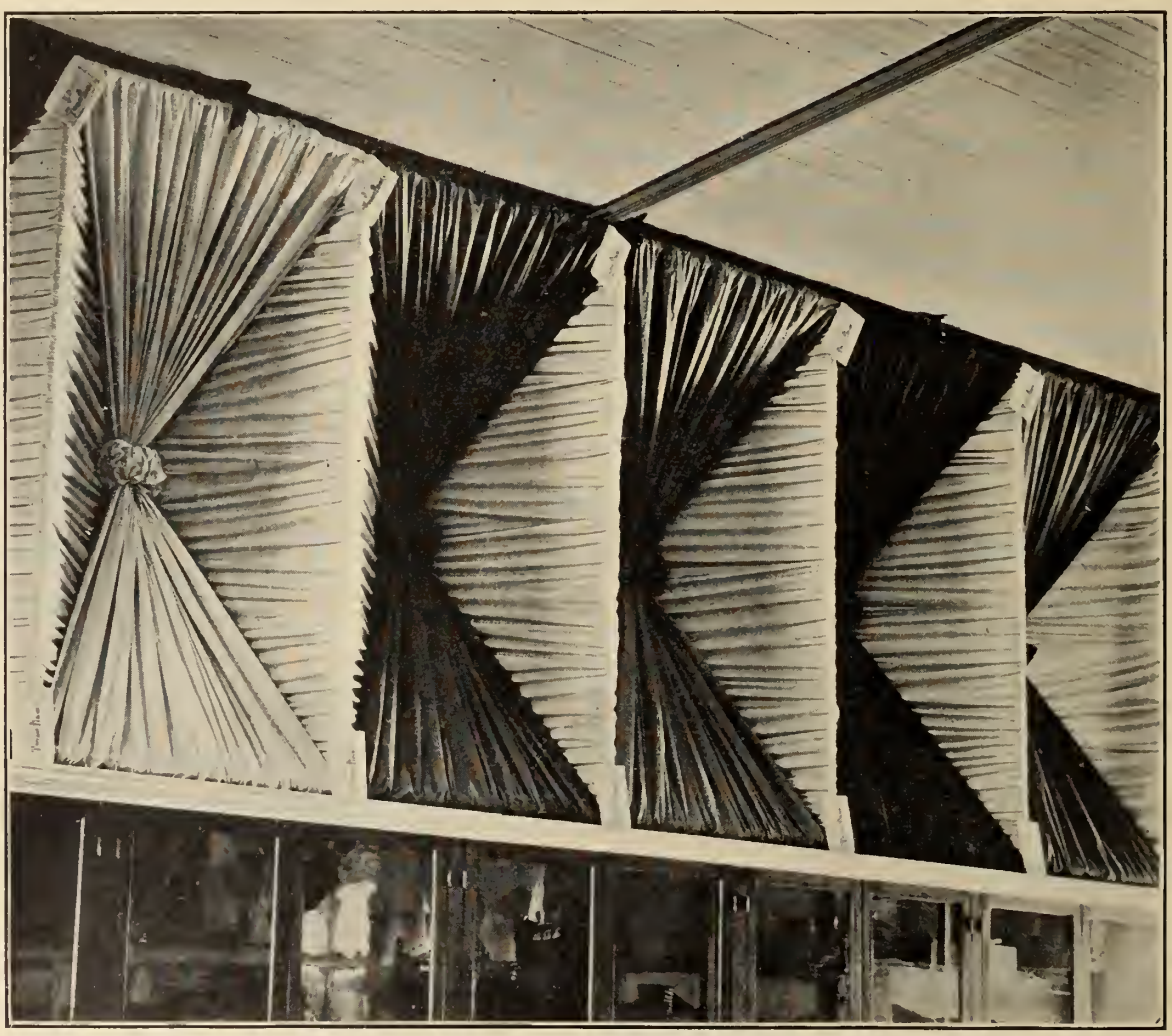
of pins lying exposed, ends of boards showing, draping stands peeping out here and there. All of these things are details and they count, count for much, count against you and the store. They figure up so quickly that they may "count you out." Perhaps these "little things'- that we have mentioned are the very items that cause the people to "brush" by your window. People notice these things very quickly and when the subject comes up for a hearing they are not backward in expressing their views.

IS THIS YOUR TROUBLE ?

The drawback to many trimmers is over crowding and placing too many lines in a window. If one cannot tell whether a garment is a night-dress, chemise, or corset-cover, surely the fault must be in the display of the garment. Yet you can recall windows where the goods shown were so crowded and bunched that it was a difficulty to distinguish between the pieces exposed for sale. It is much better (when stock will permit) to show one line of goods at a time. Results are better, there is not the same temptation to overcrowd, and a better variety of designs can be arranged, so that every detail of the garment may be seen at a glance. Windows are not made for puzzles, but to simplify the showing and sale of merchandise. Write that down where you will stumble over it every day.

OUR WINDOW DRESSING ILLUSTRATIONS.

NO 1.—Art Drapery.—From floor to ceiling drape wall and window back with handsome art sateens. In three front corners of window floor, close to glass, place a square box 14 inches each way (or round cheese box will answer) as a foundation; upon which stand a 10-inch pasteboard pillar, or cylinder, 5 feet high. Drape these pillars with soft art muslin, rippled, being careful to pull the ripples over the small pins used in making the ripples. Finish the top of pillars in full puffs for a capital. Out of ½-inch lumber make two Moorish arches (in duplicate) and fasten them together with 9-inch strips of lath, making an arch 9 inches in thickness. Cover with pasteboard and, commencing at the back, or inner side, lay art muslin in pleats across the little concave arches, bringing the material to the front, and rippling as evenly as possible to match the pillars. When arches are completed, lift them up and set upon the pillars. Window Floor.—Arrange 10-in. cylinder 3 to 5 feet high, topped off with 3 to 4 feet cones covered with assorted shades of plain cambric and wound with torchon laces. Trim each cylinder with a different design of material, and use enough of each to complete the floor dressing.



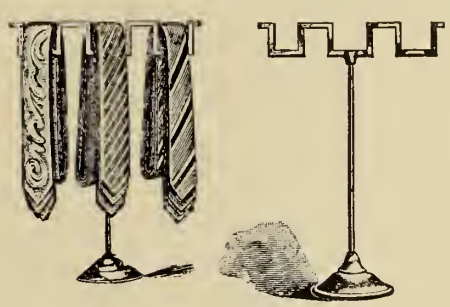
No. 3.

No. 2.—Stuff Goods Trim.—This beautiful drape is formed on a triangular-shaped stand larger at the foundation

THE LEADING

Window Dressers

are asking for Fixtures made by The T. B. MFG. CO. **"Why"?** Because we are making the strongest and neatest fixtures. Ask them, they'll tell you.



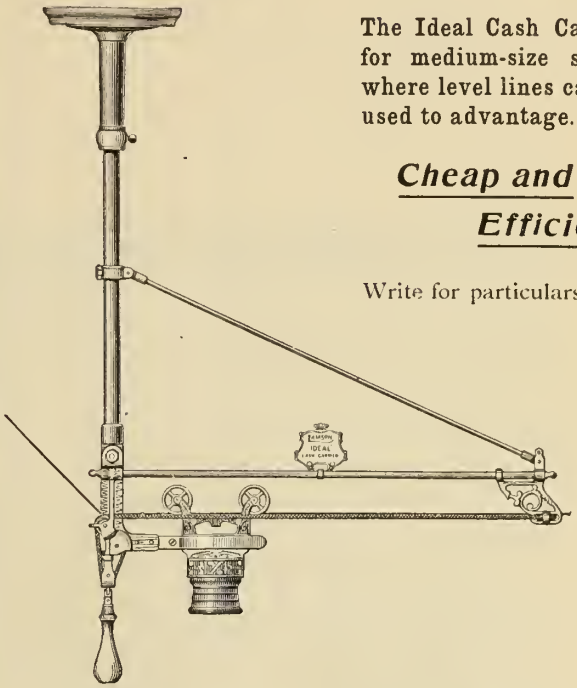
String Tie Displayer No. 258.

Toronto Brass Mfg. Co.

98-100 Lombard St., and 99-101 Richmond St. East.

TORONTO

LAMSON IDEAL CASH CARRIER



The Ideal Cash Carrier for medium-size stores where level lines can be used to advantage. . .

Cheap and Efficient.

Write for particulars.

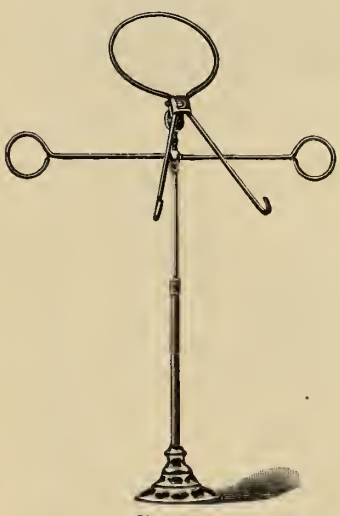
FRED'K C. CUTTING

73 Adelaide St., West, TORONTO, ONT.

Display at its Best



No. 394.



No. 396.

CHRISTMAS trade is not far off and you will want to show your stock at its best. We operate the largest and best-equipped plant in the world for the manufacture of

Window and **Interior Display Fixtures, Papier Mache Forms, Wax Figures, Triplicate Mirrors, Wall Mirrors, Stools, Show Cases.** In fact everything necessary to equip a first-class store. Send for either or both our Showcase or Display Fixture Catalogues.

Hugh Lyons & Co.,

NEW YORK SALESROOM, 679 BROADWAY.

LANSING, MICH.

CHICAGO SALESROOM, 238 MADISON ST.

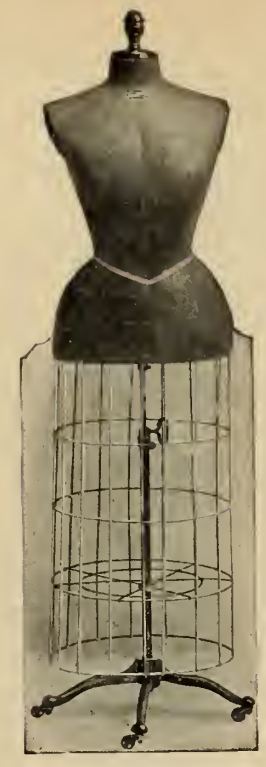
and small at top. Lay pleats as shown in cut and carry the material around on the floor for foundation finish. After the cut is thus far advanced place another top triangle over the smaller one (the same size as bottom of the stand) and drape it in pleated folds of the goods folded double as it is taken off the web; using plenty of stuff for top dressing or puff. Now raise the pleated cover and turn it back, completing the design.

No. 3.—Interior Decoration.—To fill a large space with little material this drape is very effective. Length 25 feet, height 8 feet, width 3 feet. Frame work.—Raised on little blocks (one inch high) from the corner top, and flush with the front edge, lay a round pole; upon this pole rest standard edgewise 1x2½ inches, 3 feet apart, and cut them to fit tightly against the under side of ceiling poles; nailing firmly top and bottom. Back against the wall, exactly intermediate between the front standard, erect similar standard and nail firmly. Now with wash goods or any plain material, pass the goods around the first standard in front, behind the rear standard, then around the next front standard until finished. Work from the top downward, shirr material full, pull tight, and pin. Then, using one piece of fancy wash goods for each 3-foot section form a puff by tying in a half yard of material large, soft puff or knot. The centre row is draped on cylinders 10 inches in diameter and 5 feet high, the material lying smoothly around the cylinder, upon which are disposed dress trimmings to match. The material is laid in pleats over the cylinder top, the pleats being extended on either side. Between the cylinder stands are four drapes, laid in pleats over a board standing edgewise to the glass, the outer folds being caught up and attached to the top of drape. The front row is composed of silks, the top corner folds of which are pinned to an 18-inch millinery stand, each fold being turned in and tacked at each point to window floor. Dress trimmings, gloves and buttons are used as accessories to complete the trim.

No. 4—At back of window make a shelf 10 inches wide and three feet high. Cover this with bright-colored material upon which set four stands with V-shaped, raised arms and drape with dress goods laid in side pleats, each side of which is caught up and disposed over the raised arms. The intervening spaces are filled in with webs of fancy waistings laid on the raised shelf and carried up to window rear, where they are attached and finished with a and attach it to a screw eye in centre of back standard, pulling the fullness into flutings and pinning over top and under bottom poles. Stand cards of lace at each angle and suspend the same by the corner from the ceiling.



No. 4.



The recognized standard of excellence in form building is the

PALMENBERG FORM

Manufacturers of garments are using this form in preparing their Fall lines.

Retailers should remember that as the manufacturers fit their models to the Palmenberg Forms, these forms are naturally the best for retail store displays

Write for 304-Page Catalogue, and Supplement F.

J. R. PALMENBERG'S SONS

ESTABLISHED IN 1852.

Office and Salesroom: 710 BROADWAY.

Factory: 89 and 91 West Third Street, **NEW YORK, U.S.A.**

THE AUER GAS LAMP.

"TURNS NIGHT-TIME INTO DAY-TIME."

New Styles. Lower Prices.



No. 21
100 Candle Power.

Do you want a lamp which won't tire your eyes?

Do you want a lamp which makes sewing or reading a pleasure?

Do you want a lamp which gives more light than half a dozen kerosene ones for less money?

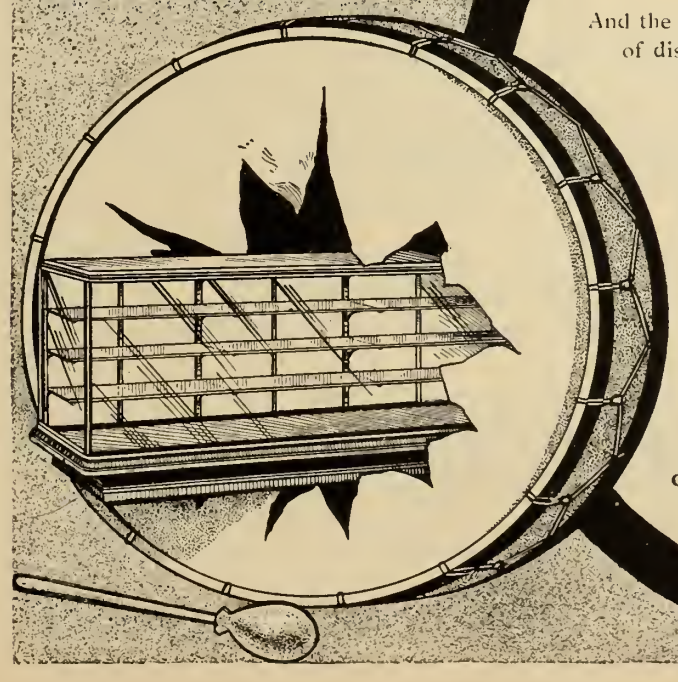
Do you want to sell the best lamp on the market?

THEN WRITE FOR OUR CATALOGUE AND DISCOUNTS.

Every Lamp Guaranteed.

AUER LIGHT CO., 1682 NOTRE DAME ST., MONTREAL.

CAN NOT BE BEATEN



A PHILLIPS *Silent Salesman* TRADE MARK

And the store that installs it can never be beaten in quality of display.

Judge the *Silent Salesman* by the quality of its materials, by the beauty of its design, by the artistic cabinet making it comprises—judge it by any standard you may set, it is easily at the head of the Showcase procession.

But we've no need to beat our own drum. Ask any merchant of your acquaintance, or, better still, take a look at our catalogue and see what you think for yourself.

JOHN PHILLIPS & CO., Limited,

Originators of the *Silent Salesman* Case.

Canadian Branch: WINDSOR, ONT.

Detroit, Mich.



Seed Beads



Every live store must have them, for the Indian Bead-Work craze is spreading like wildfire.

We were first with the proper colorings and sizes in Seed Beads, and to-day have complete supplies of every kind of Beads wanted to produce the proper effects in Bead Work Belts, Purses, Chains, Etc.

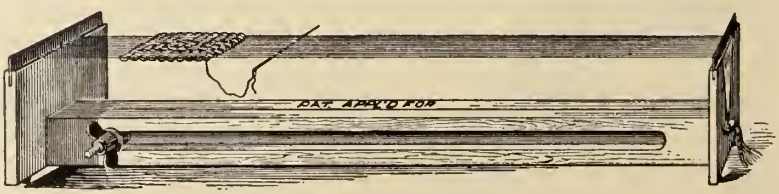


Three sizes in Black Beads, Red Beads, White Beads, Opal Beads, Pink Beads, Amber Beads, Turquoise Beads, Royal Blue Beads, Sky Blue Beads, Lavender Beads, Yellow Beads, Green Beads, Violet Beads, Checked Beads.



Also complete lines and sizes of Gold, Silver and Steel Beads. Keep your stock complete and ***replenish*** from ours as you sell.

Because of the big rush of orders for these goods we must ask for your indulgence regarding deliveries.



A full line of Easter novelties now ready for import.

The Indian Bead-Work Loom is selling rapidly—made in two sizes, retailing at 25 and 50 cents. You ought to sell dozens of them while the fad lasts.

Send for a dozen of Looms and a 5 or 10 dollar assortment of Beads. You can re-order if you want more.

San Francisco Office :
130 Sansome Street.

St Louis Office :
Model Building, Cor. 7th and Washington Ave.

SAMSTAG & HILDER BROS.
IMPORTERS & MANUFACTURERS
BROADWAY 557 & 559 NEW YORK.

Chicago Salesroom :
185 Dearborn Street.

Boston Office :
Merchants' Building, Cor. Summer and Kingston Streets

BUSINESS MEN OF THE MONTH

LORD STRATHCONA.

DURING the recent congress of representatives from the various Chambers of Commerce of the Empire, two men stood out most prominently as being fitted by their experience and age to direct to a great extent the tone of the convention. Both these men are known the world over, but to us at least the name of Lord Strathcona is much more familiar than that of Lord Brassey.

As philanthropist, as High Commissioner of Canada, as one whose loftiest aim is the good of the Empire first, and secondly the part Canada shall play in this, and the benefit she will derive from it, a man whose position is the result of hard and honest labor in the various positions he has filled, and who, in spite of his age and well-earned rest, seems to never weary in working for Canada's interest, every Canadian feels the greatest faith in his ability and efforts.

Donald Alexander Smith was born in Scotland in 1820 and received his education at the local school. In 1838 he began his career in the employ of The Hudson Bay Company and has remained with it, through all its positions, to the present day. During thirteen years of hardship and privation on the coast of Labrador he so convinced his employers of his ability that he was removed to the Northwest and rapidly worked his way to the position of chief factor, and later was appointed resident governor and chief commissioner of the company in Canada.

Mr. Smith first came into prominence during the insurrection of the Red River Settlement in 1869, when he was appointed as special commissioner of the Dominion Government to enquire into the circumstances, afterwards receiving the thanks of the Governor-in-Council. In 1870 he was returned to the Legislature for Winnipeg and St. John and called to the first Northwest Territories Council. In 1880 he was defeated at a bye-election, but in 1887 and 1891 was returned for Montreal West with an overwhelming majority. In 1896 Sir Donald Smith left Canada as High Commissioner in London, and was also sworn in as a member of the Queen's Privy Council of Canada, and appointed Commissioner of the Pacific Cable Conference at London.

His K. C. M. G. came in 1886, and ten years later he was made a Knight Grand Cross in the same Order. The next year he was raised to the peerage as Baron Strathcona and Mount Royal, of Glencoe, County of Argyll, and of Montreal. He has been vice-president and is now president of the Bank of Montreal and chancellor of McGill University.

With Lord Mount Stephen he gave a million dollars to the Royal Victoria Hospital at Montreal, and followed it up later with another gift of $800,000. McGill University has profitted from his philanthropy to the extent of over $400,000. A great part of Canada's progress is due to him, and Sir Charles Tupper has said that the Canadian Pacific Railway was rendered possible only by his encouragement and beneficence.

LORD BRASSEY.

ONE of the broadest-minded, most capable men in England to-day—a man whose every energy is strained to maintain for England her commercial and naval superiority—is Lord Brassey, Sir Thomas Brassey, K.C.B., D.L., J.P., D C.L , Barr. Although not so great a local name here in Canada, his work embraces the entire Empire. As an authority on labor and naval questions, Lord Brassey's superiority is acceded, and his books, including "Work and Wages," "Lectures on the Labor Question," "English Work and Foreign Wages," "British Seamen," and "The British Navy," have done much to establish his world-wide fame.

Born in 1836, his father was Thomas Brassey, a well-known contractor for public works. His education was carried on at Rugby and University College, Oxford, from which he graduated with honors in the Modern Law and History School. His parliamentary career began at Devonport in 1865 and continued, as representative for Hastings, from 1868 until 1886.

In 1880 he was appointed Civil Lord of the Admiralty, and three years later as Secretary of the Admiralty. From Lord-in-Waiting in 1894, he was appointed Governor of Victoria in 1895, and held this office for five years.

His other positions have included president of the Statistical Society, 1879-1880; member of Royal Commission on Unseaworthy Boats; chairman of the Opium Commission; member of Committee for Defence of Coaling Stations; president of the Institution of Naval Architects, 1893-95. He was made a peer in 1886. In 1876-77 he went around the world in his own yacht, the Sunbeam, and laid the foundations for the active part which he has ever taken in the organization of the Imperial Federation League.

WORTH SENDING FOR.

THE "Force" Food Company are distributing a very handsome button to their friends. The button has a splendid reproduction in colors of the now celebrated Jim Dumps, with the expression "Be Sunny" inscribed on the margin. It is really a very clever and attractive little ornament, and certainly the best thing of its kind yet issued. Any of our readers who have not yet received one can get it by sending a card to The "Force" Food Company, Toronto, and mentioning the name of The Canadian Grocer, as they are for the trade, who can, in addition, if they wish, secure a few for presentation to their customers.—The Canadian Grocer.

A BIG CHARLOTTETOWN STORE.

JAMES Paton & Co., Charlottetown, P. E. I., are building a large extension of three storeys to their store. It faces on Sidney street, and will be devoted to the display of furniture, a line that has become of great importance with the firm. The additional floor space thus secured will be equal to that of the whole ground floor of the front store. While furniture has become a big thing with Jas. Paton & Co., they have kept their general dry goods and ready-to-wear garments well to the front, and a visitor to the store may inspect a very handsome stock. Mr. Paton was one of the prominent delegates from Charlottetown to the Maritime Board of Trade convention.

MADE AN ASSIGNMENT.

DELFOSSE & CO., manufacturers of artificial plants, store fixtures and mirrors, window decorations and wax figures, etc., Montreal, assigned on August 29 on demand of Caverhill, Learmont & Co., wholesale hardware merchants. The firm of Delfosse & Co. consisted of Joseph A. E. Delfosse and Alexander G. F. Ross, and their total liabilities amount to about $6,000. There were some 86 or 87 creditors, most of them being down for very small amounts, except the banks, which were secured. The chief creditors were: Eastern Townships Bank, $1,051.57; Sovereign Bank, $1,000; Dominion Bank, $586; Boivin, Wilson & Co., $452.72; Caverhill, Learmont & Co., $335.45; Bulmer, McLennan & Co., $295.30; Bank of Ottawa, $200; Jules Lavergne, $168; Thos. Robertson & Co., $157.16; Grand Rapids Show Case Co., $122.75; Cadieux & Derome, $120.17; Beaupre & Fils, $118.22; John Date, $118.02; Newman Bros., $107.50; O. Belanger, $103.40.

GEO. H. HEES, SON & CO. LIMITED

HAVE IN STOCK NEW ARRIVALS OF

Cushion Tops. **Lace Panels for Doors.**

Bobbinet and **Muslin Curtains, our own make,** New Designs.

Lace Curtain Materials, all kinds.

New Patterns of Tapestry Curtains and **Table Covers.**

New Patterns of Chenille Curtains and **Table Covers, our own make,** at Special Prices.

Silk and **Cotton Velours,** plain and new fancy designs.

Couch and **Furniture Covers,** new designs from **our own looms,** and also latest attractions in Imported Lines of these goods.

Lace Curtains.

We make a specialty of Lace Curtains, and carry in **stock ready to deliver** an immense quantity of these goods, from **20 cents** to **$30.00** a pair. Having bought many of these saleable goods before the advance in price, we are giving the benefit to our customers. Please compare our Lace Curtains and prices, and you will find it to your advantage to buy from us.

Window Shades, Curtain Poles and Fixtures, Brass and Metal Goods, and a Full Stock of Upholsterers' Supplies.

N. B.—We sell these goods at a price that affords the RETAILER LARGE PROFITS.

MONTREAL WAREHOUSE,
No. 20 St. Helen St.

GEO. H. HEES, SON & CO., LIMITED,
TORONTO, ONT.



CARPETS.

FLOOR COVERINGS AT THE DOMINION EXHIBITION.

THIS year two good displays were made of floor-coverings at the Dominion Exhibition, held in Toronto, and in addition one exhibit of rugs in the process of manufacture. Both exhibits drew forth comment of approval and exclamations of surprise from beholders, and, common as oil-cloths or carpets are in dry goods and furniture stores, crowds of visitors to the Exhibition were intensely interested in goods which they saw came from Canadian mills.

The Dominion Oilcloth Co., Montreal, could have used with profit a much larger space than they could procure, but the best was made of what was available. The entire exhibit, with the exception of a few mats of oilcloth-ends, consisted of oilcloths and enamelled goods in rolls set up on end, and difficult as it would seem to make a presentable display of such unwieldly, stiff goods, the efforts of the exhibitor were not wasted. What first caught the eye was a high circular platform piled higher still with table oilcloths in various patterns and colors, and on a smaller central support border pieces for stairs or borders. On the floor around this were placed the various floor oilcloths made by this firm, in all the widths except the very wide, and in mats.

Two particularly interesting lines were the mosaic and blue tile effects, both of which are comparatively new. The mosaic patterns are suitable for halls or bath rooms and in color and pattern imitate very closely some styles of mosaic work. The blue tile effects promise a great demand for use as wall coverings on kitchens and bathrooms. The newness of this line has not allowed it, as yet, a pronounced popularity, but, wherever used, its cleanliness and other sanitary and decorative merits have brought for it the highest praise. It is stuck on like wall paper and can be washed and kept perfectly clean and fresh in appearance.

This firm has commenced the only linoleum factory in Canada, and one of the few in America. The recentness, however, of the start prevented their exhibiting any of it at the Exhibition.

The Toronto Carpet Mfg. Co. had two very attractive and interesting exhibits, one in the Manufacturers' Building and another in the Process Building. A room artificially lighted showed to advantage some large rugs hung on the wall and surrounded by a plain green ingrain. On the floor rugs and mats, with a few palms, showed up well. Outside, a tasty arrangement of rugs on the walls and floor, and piles of ingrains completed the exhibit. In the Process Building a large rug loom was busy making a smyrna rug, and the railing was constantly crowded with interested spectators.

A new style of floor-covering was exhibited by The Gutta Percha and Rubber Mfg. Co., Toronto. This was a rubber interlocking tiling which they claimed to be an improvement on linoleum for certain uses. It is made of small star-shaped pieces of hard rubber, which interlock and form a solid, durable covering. The steamer Kingston, the King Edward Hotel and certain banks have adopted its use in halls, elevators and business offices. It can be made in a large variety of patterns, is noiseless, nonslipperv, waterproof and sanitary.

THE CARPET IMPORTS.

THE blue books for the months of June and July show a marked increase in the importation of carpets and rugs over 1902. In June of this year we received carpets valued at $110,862, against $71,730 last June, and for the twelve months ending June 30, 1903, $1,726,218, against $1,380,310 the previous year. In the former case there is an increase of 55 per cent. and in the latter of over 25 per cent.

The month of July brought us, according to our trade and navigation reports, a total of $77,201 this year, although The Kidderminster Shuttle, an English trade newspaper, claims to have sent us over $95,000. In July, 1902, we received $50,882.

England's export of carpets during the first seven months of this year totalled £540,825, while the amount last year was only £498,988, an increase of almost 9 per cent. Of this the United States received £35,470, or a decrease of £1,750 from last year, her imports to France, Canada, and New Zealand making up most of the increase in the total. During the month of July the total amounted to £68,262, an increase of £6,462 over last year.

AN ORIENTAL RUG SECTION.

THE illustration is a portion of the section devoted to Oriental rugs and draperies in the large departmental store of Marshall Field & Co., Chicago. In its immensity it is beyond the Canadian store's power to copy, but in a few details it offers many suggestions. The hardwood floor is handsome of itself and provides a good background for carpets to be shown upon. The large rugs are folded neatly and piled in sizes so that the desired size can be conveniently reached. The arches are well filled and tastefully decorated with Oriental draperies and small rugs, making a selling display and preventing the necessity of handling. Every available space on the walls is filled with rugs, and many piles appear on the floor, but still ample space is left clear to show a desired rug.



An Oriental Rug Section.

ADVERTISING A CARPET DEPARTMENT.

A St. Joseph, Mo., carpet company is just concluding a Grand Midsummer Prize Distribution Contest, which proved a great success as a trade bringer. The following are the prizes and conditions:

"1st. To the man or woman purchasing the largest amount of goods before October 1, 1903—The choice of any $45 rug in our stock.

"2nd. To the man or woman purchasing the second largest amount of goods—Lace curtains to the amount of $20.

"3rd. To the man or woman making the largest total cash single-article purchase—Twenty square yards imported inlaid linoleum, worth $1.50 per yard.

"4th. To the man or woman making the second largest total cash single-article purchase—Portiere curtains or elegant drapery, worth $12.

"5th. To the man or woman making the third largest total cash single purchase—Twenty yards best all-wool super ingrain, worth 65c. per yard.

"6th. SPECIAL AWARDS—With every article of goods purchased by a customer, a coupon will be issued to the purchaser, carrying his or her name and address. These coupons will be deposited in a strong box in our store, and on Tuesday, Sept. 1, the box will be opened before three disinterested parties, and under their supervision a girl will be blindfolded and will draw ten coupons from the strong box. The tenth coupon thus drawn will win a beautiful Axminster rug, 9 x 12 feet, worth $27.50.

"7th. On Tuesday, Sept. 15, as specified in condition No. 6, the strong box will again be opened and the tenth coupon will be the winner of a 40-yard roll of China or Japan matting, worth 20c. per yard.

"8th On Wednesday, Sept. 30, as specified in rules 6 and 7, the strong box will again be opened and the tenth coupon drawn will be the winner of two pairs of lace curtains or two rope portieres, worth $8."

WALL PAPER.

WALL PAPER IN THE DRY GOODS STORE.

IN the ever growing tendency towards the enlargement of stock, and the increase in lines carried by the dry goods store, housefurnishings appear near, or at the head of the list. The departmental store of the city is but a mammoth imitation of the general store of the village, but, by means of its large capital and well-paid officers it has broken away from its parent and adopted schemes and departments that cannot be handled in the smaller store with its individual owner, combined proprietor and manager, and limited demand.

In every departmental store the housefurnishings department is considered and treated as one of the most profit-

A. R. BURROWS & CO.

—Manufacturers of—

Rug Fringes,
Carriage Fringes and
Carriage Dusters

GUELPH, ONT.

Write us for Samples and Prices.

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

The
LIGHTNING TAPERED NEEDLE
is
Needle Perfection.
Sews
with half the effort of other needles.

A Favorite With all needle workers.

Sold By
Sig. Blumenthal,
591 Broadway, - NEW YORK CITY.



A CHILD CAN OPERATE IT

Make Your Own Buttons
WITH THE
NEW DEFIANCE BUTTON MACHINE

Makes all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of buttons.

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,
266 Greene St., Cor. 8th St.,
NEW YORK, U.S.A.

FADED WALLS AND CEILINGS
may be restored to orginal brightness by
THE CLEVELAND WALL PAPER CLEANER.
A 25c. can will clean the average room. We supply free samples with every order. Write us above it.

Geo. Ridout & Co.,
77 York Street, TORONTO

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO
Dry Goods Commission Agents.

Representing
- STEAD, MILLER & Co., Philapelphia, Pa., Tapestry Curtains and Upholstery Coverings,
- CARTWRIGHT & WARNERS, Limited, Loughborough, Eng., Hosiery and Underwear,
- BENTLEY & TEMPEST, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths,
- HOOD, MORTON & Co., Newmilns, Scotland, Lace Curtains.



Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS
AND
TABLE COVERS

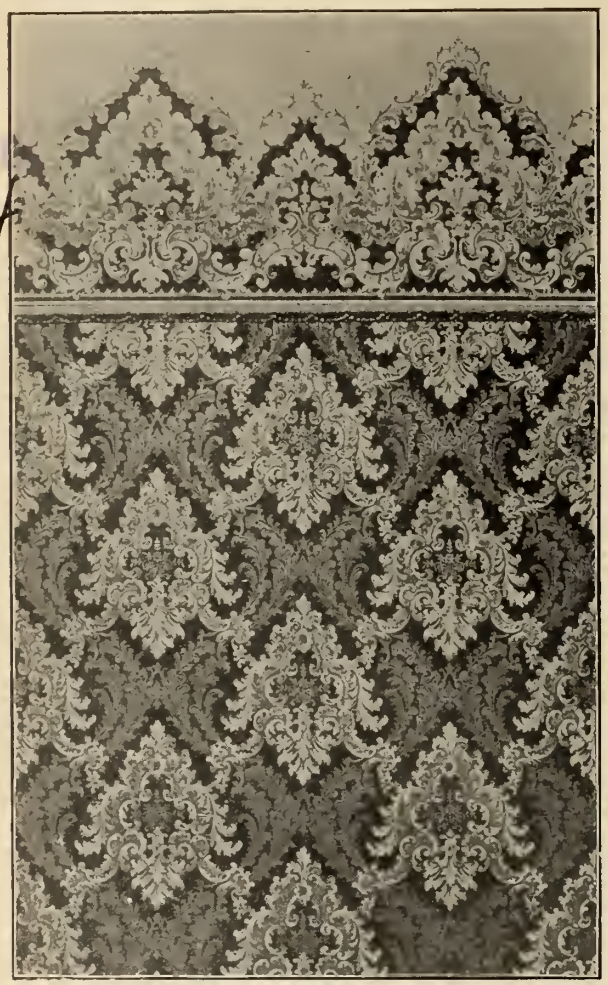
In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART
27 Front Street West, TORONTO

able, and altogether satisfactory, in the store; in the smaller store of the town or village, where this department is provided for, its success is a matter of self-congratulation. The disadvantages, however, which the smaller store has to overcome, are the limited capital available, the extent of competition, and the demand—obstacles which are not, as a rule, in the way of the larger store of the city. When a city departmental store commences business the housefurnishing department is always complete—carpets, curtains, art furniture, crockery and chinaware, and wall paper but the smaller store of the town usually commences with one or two lines at a time and gradually branches out as the business and the demand increases.



Pattern 1484. An effective wall paper manufactured by Staunton's, Limited, Toronto.

Wall paper as a paying line to carry, and to specialize on, has so strongly attracted the attention of certain merchants that in the city very many stores carry nothing else, and are among the best paying businesses. And yet in spite of all these, the departmental store wall paper trade thrives and prospers and appears to suffer little from the specializing merchant. A town seldom supports a store confined to the handling of wall paper, and this fact provides for a successful trade in the stores dealing in other lines—dry goods, stationery, grocery and hardware. All of these are finding money in wall paper, but none seems to be better adapted to making the most of it than the dry goods store, particularly the one which already has a housefurnishing department.

Wall paper is essentially a housefurnishing. The man who needs carpets or curtains is, in every case, interested passively, if not actively, in wall paper, and can be counted upon as one on whom wall paper talk will not be wasted. The housefurnishing department in its busy Spring season is entered by hundreds of prospective customers, and almost every one of them is, at the time, buying wall paper for some room. The big advantage which a dry goods store has over any other store which includes wall paper in its stock, is that wall paper can be talked and shown to every one buying Spring furnishings, whereas in the other stores the Spring specialties are either of no account or are not at all connected with housefurnishing, thus not affording an opportunity for the display of the wall coverings carried. This is a very important consideration too, as a customer very often objects to being forced to look at goods which are not in his mind at the moment, and will not spare the time.

The dry goods store is, as a rule, the larger store, and has many a corner that can be utilized for the display and storage of wall paper. With the exception of the stationery store it is the cleanest, as a rule, of any of the stores that handle wall coverings, and in the display of such decorations cleanliness is a telling feature in the surroundings.

Closely connected as it is with the other lines in housefurnishings, the dry goods store that carries wall paper does not seem to have gone out of its sphere in laying in such a stock, and the feeling is abroad that such a man should know something about this branch, and therefore be able to buy to the best advantage and have on hand the most suitable styles. If a men's furnishing store should attempt to deal in wall paper people would realize that the proprietor was departing from the sphere where his experience amounting to anything, and would know that an unsatisfactory stock would be shown. The affinity that exists between wall paper and dry goods, particularly through housefurnishings, is close enough to make the former in place in any dry goods store.

CROCKERY AND GLASSWARE.

SOME NEW DISPLAY SCHEMES.

NO line affords more variety of plans for its successful display than that of chinaware and glassware. In itself each piece is usually a piece of art, and the shapes lend themselves so readily to all kinds of stacking and arrangement, that with any thought at all, novel ideas, and ideas that will show the goods to advantage, can be worked out by any merchant. So many of these present themselves that no china department should be without its attractiveness to the customers of a store, no matter how often they enter.

A china table recently had the top arranged in steps of about six inches width ascending from one side to the other, while what might be called the back was divided off into shelves about six inches high, designed to hold cups and saucers. Viewed from one way the cups with their saucers were seen on shelves one above the other, and showing the side pattern of the cups, and from the other side, cups and saucers and other small lines were arranged on the steps. The table was covered with a deep red material.

A good method to adopt in separating goods of one quality or price from another is to use a long table built up in narrow steps from both sides to the centre. At

WALL PAPER MANUFACTURERS

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for the good things in our new Samples. They're everywhere—all through the line.

Just look at our Samples when our Salesman calls—then if you think there's money in handling "STAUNTON WALL PAPERS," we'll be glad to book your order.

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FORMERLY M. STAUNTON & CO.
TORONTO
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DOWN COMFORTERS,
WOOL COMFORTERS,
COTTON COMFORTERS,
BED PILLOWS,
WHITE CUSHIONS,
COSIES, MUFF BEDS, Etc.

FANCY CUSHIONS.



FANCY COSIES.

Price lists on application.
Feathers Bought

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A Hint to the Wise.



Place your orders NOW FOR

Sofa Cushions and Bed Pillows

FOR FALL DELIVERY

PRICES WILL NOT BE LOWER THIS YEAR.

IF YOU HAVE NOT A PRICE LIST WRITE FOR ONE.

The Alaska Feather & Down Co.
of Montreal, Limited.

Feathers! We Buy Them

certain points at the edges of the top step, little brass hooks can be screwed in, and, hanging from them by means of a screw-eye, down the steps, strips of a narrow gilt or black picture framing divide the sides into sections, each of which can contain ware of a certain kind or price. This method of subdividing has the great advantage of affording opportunity for sizing the different compartments by inserting the top hook wherever desired.

Cut glass can be displayed to great advantage in a cupboard of shelves ranged against the walls or around a pillar, the shelves completely covered with black velvet. In a good daylight or artificial light the cut and sparkle show up well against the black material. A choice piece of cut glass is enhanced in appearance by being placed on a sheet of mirror glass, or, if this is not obtainable, a framed mirror with the frame covered with some dark cloth, either red or black, answers the purpose.

THE CHINA DEPARTMENT.

IN every department of their business Marshall Field & Co., of Chicago, pay the greatest attention to arrangement for convenience and display. The illustration shows a section of their china department. To one who studies the picture very many useful pointers are apparent. The use of tables has long been conceded the best method of showing chinaware, and by using only a few pieces on each table, the best effect has been made. A jumbled-up collection, or too many of each article, is a great mistake. On some of the tables shelves underneath provide auxiliary stands for showing different varieties of the same line that is on top, to be shown on demand. The pillars are made use of as backgrounds for shelving, and the more expensive wares are enclosed in glass cases. A probable monotony that might have appeared in the aspect is avoided by the use of tables of different sizes, shapes and positions. Plates are shown tilted as well as flat, and each table contains only pieces of the same set or kind.



A Well Arranged China Display Room.

When a complete set of dinnerware, or of a certain expensive chinaware, is to be shown, the separate pieces of which are also for sale, it is well to display it all on one table, each kind of plate and as many cups and saucers as possible being stacked by themselves. On the table a loose card can be placed containing the price of each piece and that of the complete set. This does away with much handling and the consequent risk of breakage, and in this way the display retains its original position longer than when each piece has to be turned up to find the price.

Where pillars occur, shelves can be built up around them to almost any height, and the pillar behind covered with some dark material. The smaller articles should be on the bottom shelves and the larger ones higher up if the shelving runs above the head, so that all can be seen without handling.

HOUSEFURNISHING NOTES.

The Collingwood furniture factory which was being built by Disney & Devlin has changed hands, and Mr. P. W. Arnold, the organizer of the Meaford factory, has taken charge.

The Hopkins & McEachren wholesale upholstery factory has commenced operations in the Kennedy Block, Stratford. Mr. McLaughlin, formerly of The Gold Medal Manufacturing Co., Toronto, is foreman.

The great textile strike in Philadelphia which has seriously interfered with the production of ingrain carpets

HINE PARKER & CO., LIMITED,

HOSIERY AND UNDERWEAR MANUFACTURERS

SPECIALISTS In all kinds of HOSIERY and SHIRTS

London, England.

Men's and Boys' Underwear
" Half-Hose
Boys' Knicker Hose
Cardigans, Sweaters and Jerseys
White and Colored Shirts and Tennis Shirts
Collars, Pyjamas, Bath Robes
Dressing Gowns, Smoking Jackets
White and Fancy Waistcoats
Women's and Children's Hosiery, Vests, Drawers and Combinations.

Look for our Spring Line.

SOLE REPRESENTATIVES FOR CANADA AND UNITED STATES

E. A. CUFFE & CO.

67 YONGE ST. - TORONTO.

BRIGHTEN YOUR STORES
— AND —
SELL MORE GOODS
— BY USING —
TURNER CLUSTER ARC GAS LAMPS.



Four mantles are used, gives as much light as 10 ordinary jets, and is only 1½ cents per hour—one-third the cost—more light than 15 incandescent electric lights, and is one-quarter the cost.

The following Toronto wholesale firms use them and thousands of others:

Gordon, Mackay & Co., Limited.
W. R. Brock & Co., Limited.
John D. Ivey & Co., Limited.
F. Robertson & Co.
Smith, Whyte & Runciman.
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Illustrated Catalogue and Prices on Application.

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MADE IN CANADA

OIL CLOTHS

BE PATRIOTIC and at same time get best value, by purchasing Canadian-made Oil Cloths.

WE SHOW SELECT AND UP-TO-DATE PATTERNS in

Floor Oil Cloth—3 qualities—4/4 to 10/4 wide.
Canvas and Painted Back Stair Cloth
Mats or Rugs—All sizes.

Table Oil Cloth.
Cotton and Duck Back
Enamelled Stair Cloth.

Enamelled Muslins, Drills and Ducks.
Decorative Burlaps.

Our goods are handled by all the Wholesale Dry Goods Houses. The attention of dealers is called to the advantage of handling Canadian-made goods. *It is worth money to get your orders and repeats filled promptly.*

WE HAVE LARGE PRODUCING FACILITIES AND GIVE SATISFACTORY DELIVERIES.

The Dominion Oil Cloth Co., Limited, Montreal

has petered out, and almost all the workmen are back at work without gaining their demands.

An original young woman has papered the walls of her room with the envelopes of the letters she has received. The variety of size, shape and color does not make up a very tasty room, but novelty is there.

The Listowel Furniture Co. has made many changes in its directorate. Mr. Albert Wahl succeeds Mr. Fred. Johnstone as manager, and other changes are in progress. Mr. Johnstone resumes the management of the Bell factory at Wingham.

A recent visitor to Canada was Mr. Samuel T. Turpin. He represents The Rooseveldt Pottery Co., Zenville, Ohio, and his mission to Canada was in the interests of his firm. Mr. Turpin, an old dry goods man, has some good live business methods.

The looms of Geo. H. Hees, Son & Co. at Valleyfield have been working overtime this Summer on their upholstery goods. Some good designs are shown in tapestry and chenille curtains and table-covers, furniture coverings and wall coverings. These new lines will be interesting to intending purchasers.

ART FURNITURE.

PICTURES AND FRAMES.

EVER since the gay-colored Santa Claus and Blue Beard picture books of early childhood held us hours at a time with rapt attention admiring the wonderfully diversified colors in Santa's pack, and the unearthly tint of the beard of the wife-slayer, there has lingered in our minds, with or without development, a craving for illustrations, a love of pictures. Even to the man or woman whose nature does not respond very readily to well-executed works of art, there remains the interest aroused in younger years, and enough of it to render pictured life a never failing attraction.


RETURNE
MAY 23 190
Cut Book
Page 6
Line

But with the great majority, this interest does not remain at the stage which existed long years ago, but, with each succeeding year, has developed into a deeper, more reasoning feeling, that understands the larger longing, and eagerly cultivates it. Mere pictur?s are not then sufficient, but, in addition to the illustration, must be characteristics that stamp it as a work of art, a fairly true copy of some event or object, not only in shape or outline, but also, where colors are used, in color and shading. And these artistic creations are as much a necessity to the rounding of the life of such men, as the ordinary daily wants of life are to other classes.

* * *

Of this inherent passion in man the merchant can take advantage and turn it to his own profit, without feeling he has done wrong, or without ever satisfying the demand. In pictures, framed or unframed, there is a profit that means much to the merchant, and yet is fully supplied to the purchaser in the art of the picture and the gratification and pleasure given. An illustration may be of the greatest merit, and yet be bought for a very small sum. This artistic piece can then be sold by the retailer for many times its cost with the feeling that the customer is getting the worth of his money. In this way pictures of the same cost can be graded according to merit; one may bring only a dollar and another five, but in each case value is given. And this is where the handler of pictures often makes a mistake. He pays fifty cents for a certain line, which includes pictures of various degrees of merit, and because of the same cost price, he thinks he should sell them all at the same price. This is a method that is ruinous to the picture business, both by the stock of the poorer class soon left on hand, and by the impression it imparts of lack of knowledge of value on the part of the dealer. Every artist grades his productions according to their merits, never according to their size. A small work, six by eight, may be worth more, even when done by the same artist, than another four times its size.

* * *

In a framed picture, the cost of the frame must also be taken into consideration. But in it, too, artistic merit counts much. With very many people the frame bulks large in the estimation, and a good frame on a poor picture will often effect a sale, where a poor frame will spoil the chances of a much better picture. Care should be taken that frame suits picture, as, where good taste is shown, the price asked may be much larger than where they are ill-suited. The picture frame branch of the business has come to be quite important. Where a good selection of shapes, colors, and sizes is kept there is always a good demand, and left-over stock is perfectly eligible for any other time of the year—and year after year. These frames can often be sold much more cheaply than those made in the store, and in this way sales are made to customers who would not afford the expense of made-to-order frames. Then there are many shapes that could not be made by the retailer, and many kinds of wood and patterns, of which it would not pay to carry a stock in the unfinished frame.

THE WIND-UP OF A CARPET COMPANY.

A MEETING of the creditors of The Dominion Carpet Co., Sherbrooke, Que., which has recently gone into liquidation, was held during September in the Superior Court, Mr. Justice White presiding. Mr. J. J. Griffith was appointed liquidator, and Messrs. James McKinnon, S. W. Jencks and J. A. Tate, were appointed inspectors. Mr. Wm. Morris, K.C., of Messrs. Lawrence & Morris, who appeared on behalf of the English shareholders, said that they, at a meeting in London, had unanimously decided to allow the company to be brought under the Winding-Up Act at once.

THE WATSON FOSTER Co LTD
MONTREAL.

NOT BECAUSE
THEY ARE
MADE IN CANADA
BUT BECAUSE
— AND RESULTS THIS TRIP HAVE PROVED IT —
OUR PAPERS POSSESS A DEGREE OF
ARTISTIC MERIT
MATERIAL VALUE
AND
SUITABILITY OF DESIGN
SUPERIOR TO ANY COMPETITION
AT HOME OR ABROAD.

WE HAVE, OR ARE BOOKING, THE ORDERS OF EVERY DEALER WHO IS NOT INFLUENCED BY OTHER CONSIDERATIONS.

IF OUR MEN HAVE NOT CALLED, THEY SOON WILL.

Oct. 1903.

WALL PAPERS

DECORATION.

THE DEN OR LOUNGING ROOM.

AS the den or lounging room is essentially a spot for comfort and freedom, and is more or less private, according to the wishes and inclination of the owner, each man decorates it according to his taste, in the way that will conduce most to his pleasure. The privacy which many men desire for their den precludes, too, the considerations of what others will think, and allows a freedom in design, which dare not be observed in any other section of the house.

As a necessity, the den does not play an important part in the arrangement of a house, but, as a room in which pleasant hours can be spent, its place is at the top of the list. Few people seem to realize this, except those who enjoy its comforts, but year after year, in the planning of a house, this small room of freedom is being more attentively considered.

In the arrangement of the den, each man must consider his own tastes, and, if the results please him, the aim of the room has been attained. And yet there are a few rules that govern the construction of most of the best dens. In a den more than in any other room, the location is a matter for attention, as it should be where a man may have ready access to his dressing-room, in order to enable him to change his lounging suit when necessary.

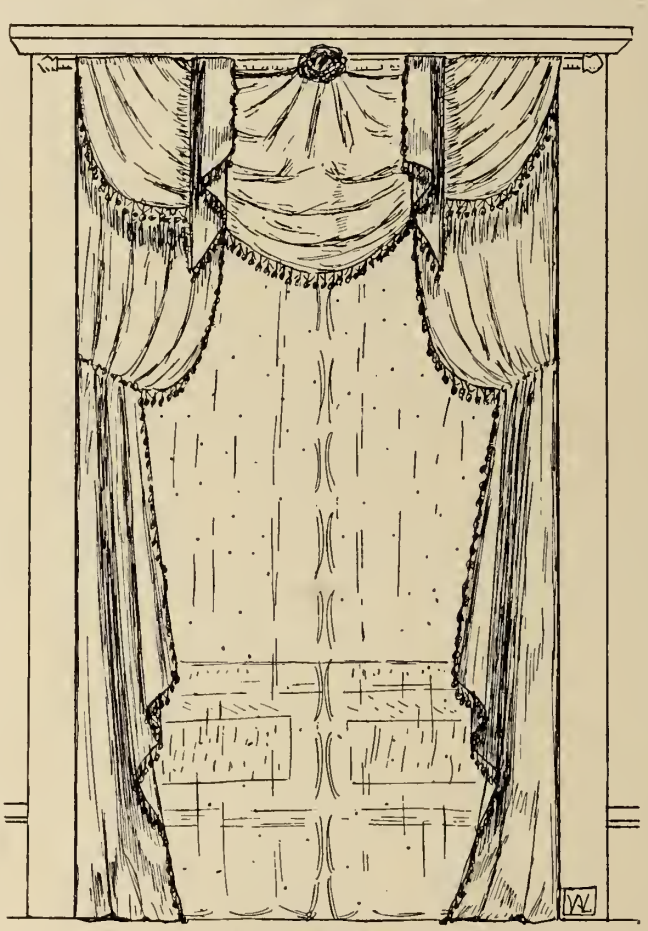
The color scheme depends for the most part upon the use to which the room will be put. If a reading and writing room is to be made of it, the shade is preferable when rather light; but if its use is a lounging room or smoking room, and in all cases where great light is unnecessary, the darker shades are more suitable. Wood panels with plain painted or papered walls, increase the feeling of cosiness afforded by the other fittings of the room. A very tasty and cheap den can be made of bamboo panelling over an ingrain paper, the common fish poles in large sizes being cut into proper length and tacked on to the wall.

Where possible Oriental designs should be used in rug, cushions, draperies and furniture, but ease must not be sacrificed to appearance in any case. Easy chairs in leather or material with Oriental designs, cosy corners which look and feel cosy, and a large grate, are necessities in all successful lounging rooms, and the lack of them changes the name of the room. If desired a desk is often included in the furnishings.

All dens are more or less museums, the associations, the thoughts, the interest, aroused by all such collections, forming a pleasant addition, both to the appearance and comfort. Shields, warlike weapons of all kinds, are as much in place in a den as the stove in a kitchen, and the larger articles unsuitable for wall decoration find a good position on the floor. A den is a place of rest, and, therefore, the filling up of floor space is not as bad taste nor as inconvenient as in another room. No pictures should be used except as curiosities or parts of a collection. A den without an ornament of any kind on the walls save the panelling does not look bare, but one with pictures is robbed of most of the air of freedom required in such a room.

Dull lighting is the best; iron lamps with red glass, or incandescent lights in frames that deaden the glare, are the most restful and warm. These lamps can be obtained in Oriental designs and hung on black chains in scattered parts of the room. Some have a central light close against the ceiling, and covered with a dull red glass. The fish-net as a den decoration is so common as to need no description, whether used on the walls or ceiling or as drapes. Wherever used it is hung loosely.

One characteristic of all dens is that there is no elaborate ornamental work on the walls or mantelpiece, unless, of course, the Moorish style of architecture is followed. Plain panelling, plain paper, plain straight drapes (as a rule) and plain easy strong chairs, are the correct thing; no fragile chairs, no lace lamp shades, no irrelevant bric-a-brac, no pictures, have a place in that spot of freedom and comfort—the den or lounging room.



A Window Drape.

A WINDOW DRAPE.

IN the illustration of a window drape a heavy fringed velour was used over dainty cream curtains. The centre swag is continued in the gathered overhanging pleats, and the side draping runs over the pole and ends between the centre swag and the pleats. To keep in place it is pinned at the pole. Other ways can be worked out that will give quite the same appearance. The three top swags could be in one piece, with a cord providing the divisions. In that case the pleated drapes would be made separate and the side lengths would end at the poles. Any light material would be unsuitable on account of the inelegant "hang" that would appear in the pleated drapes.

TO CLEAN DOORS.

Rub the finger marks with a clean piece of flannel dipped in paraffin oil and the marks will disappear like magic. Wipe with a cloth wrung out of water to take away the smell. This will be found far better than using soap and water, as it does not take off the paint.

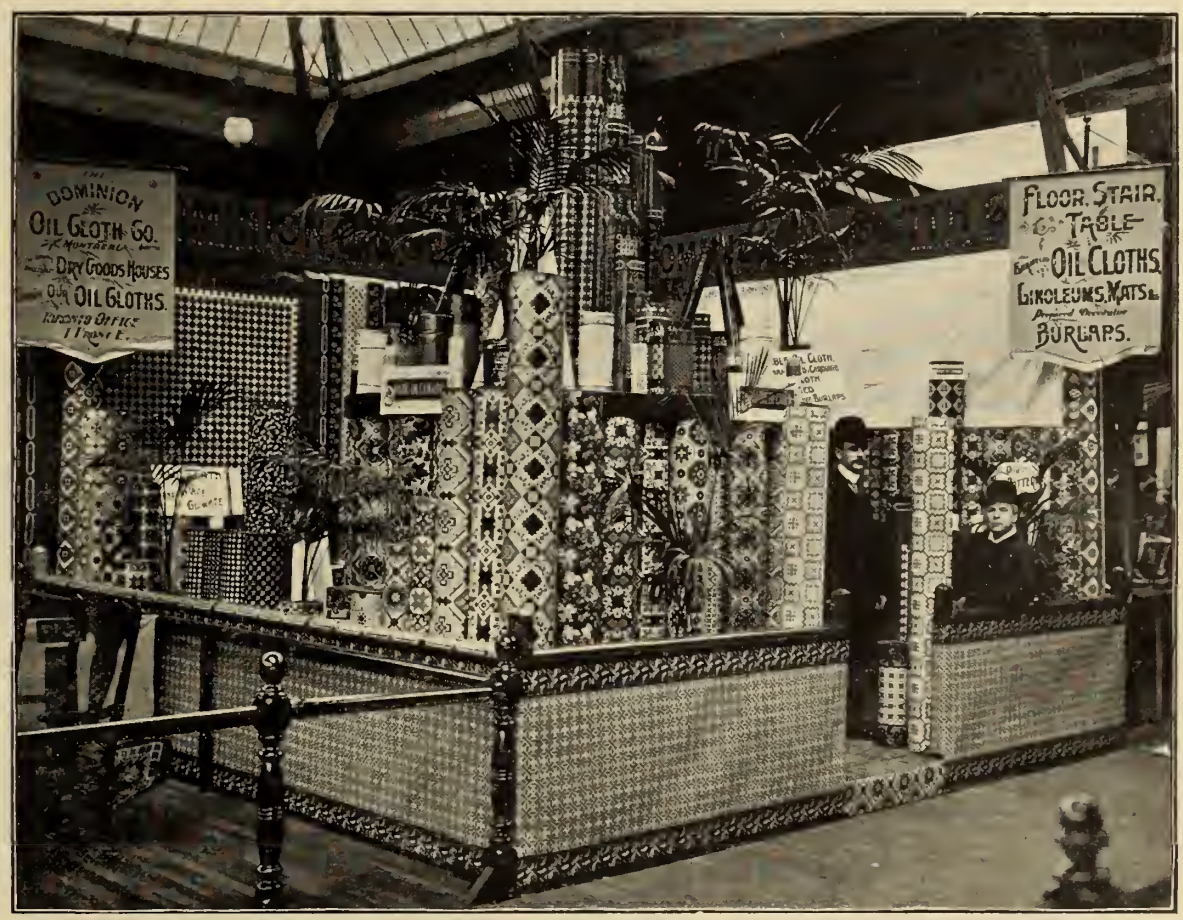
DISPLAYS OF DRY GOODS AT THE DOMINION EXHIBITION

WHEN, on the afternoon of Saturday, August 29, at the city of Toronto, Lord Strathcona, "Canada's grand old man," pressed the inaugural button of the Dominion Exhibition he set in motion the wheels of an exhibition, which for completeness and good management will be long remembered by everyone of the hundreds of thousands whose attendance assisted in making profitable the carrying out of the ambitious aims of the new directorate.

Toronto has held many a meritorious exhibition, and has ever proved a disappointment to very few, but this year the highest preconceived ideas of visitors and the wishes of the most optimistic of the directors were so fully satisfied as to prove that the public deeply appreciates conscientious efforts and tangibly expresses its appreciation.

The changes in the directorate this year were faithfully mirrored in the wonderful improvements visible in all parts of the grounds. The new Manufacturers' Building worthily held first place in the attention of the average visitor, and within its walls the large number and variety of exhibits, combined with their individual excellences and the facilities for viewing them, proved a great part of a day's attraction for people considered as casual observers only. The inducement such a building offered to men who had refused to exhibit in the old Main Building left no vacant space in the immense building, and it is safe to say that not more than a half of the exhibitors were fully satisfied with the space obtainable.

But outside this immense structure and its beautiful exterior, changes of as vital if not as visible importance added materially to both appearance and convenience. The former arrangement of scattered buildings in irregular positions was done away with as much as possible. Clusters of small structures that blocked the way, opened in all directions and confused the visitor have given place to larger buildings that include several styles of exhibits, and are situated in such a way that a definite plan can be followed in viewing the grounds without retracing one's steps so much as to consume most of the time in passage from one building to another.



The Dominion Oil Cloth Co.

The large building south of the Machinery Hall, which combines the agricultural, stoves and process exhibits is practically under one roof, and yet carefully divided. The Process Building, the Stove Building, the Women's Building, and a large section of the Dairy Building are not only new this year but the first is of brick and the last of cement, increasing greatly the solidity and appearance of permanence which is usually too often neglected in exhibition buildings. Much has



The Galt Knitting Co.

been done, too, in the way of widening the walks by tearing down or moving small unnecessary structures, and the open view obtainable from almost any quarter of the grounds is one of the great features and one that prevents much confusion and wasted steps.

The importance of this year's improvements has nowhere revealed itself in such a pronounced manner as in the exhibits of interest to dry goods merchants. Former years saw no more than a paltry three or four of such exhibits, but this year there were over a score of exhibitors whose well-arranged sections accomplished great things in showing visitors the extent and excellence of Canadian productions. The "made in Canada" cards distributed by the Canadian Manufacturers' Association left no doubt as to the place of manufacture. These exhibits were almost all displayed in the south-west corner of the Manufacturers' Building and in the Process Building.

EAST & CO.

The first section to the south of the west entrance was taken by East & Co., trunk and umbrella manufacturers, Toronto, and the crush around the stand on rainy days showed that the East umbrella will soon possess more than a local reputation. The large glass cases contained good specimens of leather trunks and valises, and the tanned alligator hides hung around gave an added interest.

THE PENMAN MFG. CO.

The Penman Mfg. Co's exhibit across the aisle, with the words "the largest knit-goods manufacturers in the world," attracted much attention with its large convenient show-cases filled with all kinds of knitted goods—hosiery, underwear, sweaters, and ladies' golf goods. The five cases representing the products of Canadian mills contained a collection that proved a surprise to visitors, many having had the idea that such finely-made goods were imported.

THE WATSON MFG. CO.

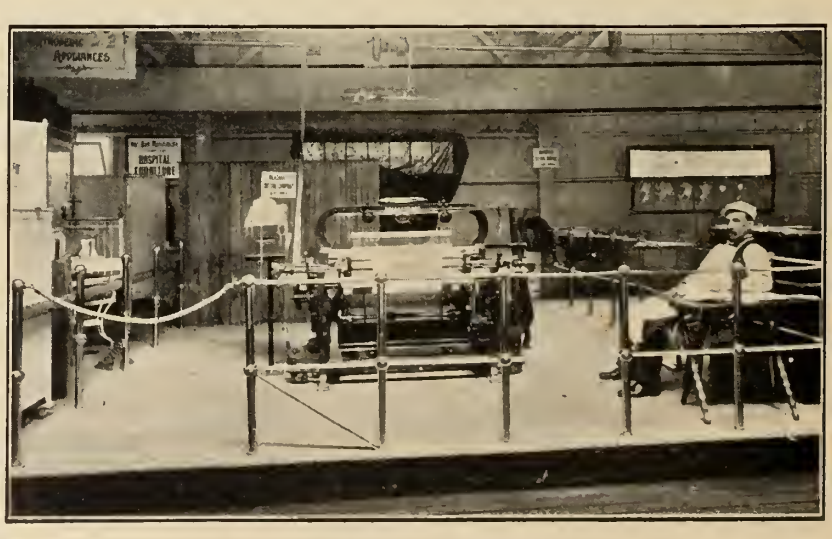
The Watson Mfg. Co., in the adjoining section, showed a similar line of articles. South of this was one of the most attractive of the dry goods exhibits—that of

THE GALT KNITTING CO.

A booth about nine feet in height was becomingly decorated with a colored bunting roof and rope portieres on all sides. Inside was a choice display of eiderdown kimonas, bathrobes and dressing gowns on figures that showed off the goods to the best advantage. The colors, the beauty of the goods and the arrangement of the stand gave a very pleasing effect.

WOOLLEN BLANKET EXHIBITS.

Across the aisle were shown the two woollen blanket exhibits of The Brown and Wigle Mfg. Co., of Kingsville, Ont.,



The Merchants' Cotton Co. Making Bags.



The Gutta Percha and Rubber Mfg Co.

and The Slingsby Mfg. Co., Brantford, Ont. Brown & Wigle's exhibit, although prepared in a hurry and unfortunately too much condensed, contained a creditable display of blankets and blanket cloths with the special finish which this firm prizes so highly. Blankets were in all colors from the tan, red and blue, which goes principally to the Yukon, to the beautifully soft white more expensive lines for the high-class trade. The Englishmen of the Chambers of Commerce, after looking at these goods, said that the patterns and make-up were better than any in England, and asked that samples be sent to their country.

The Slingsby Mfg. Co. had a well-filled section of blankets, knee rugs, horse blankets and blanketting in all colors and qualities.

KINGSTON HOSIERY CO.

In two long glass cases, the Kingston Hosiery Co. were displaying a tasty range of ladies' and children's underwear, in natural wool, fleece-lined, balbriggan and mercerized material. The men's underwear appeared in Scotch knit, fancies and natural wool, fleece-lined balbriggan and mercerized material, and a showing of wool socks in heavy and fine cashmere weights for men and women completed the display.

CANADIAN WOOLLEN CLOTHS.

An exhibit which attracted a great deal of attention and proved a great revelation to nine-tenths of the people who visited the Manufacturers' Building was that of the woollen cloths "made in Canada." Hundreds of visitors expressed the greatest surprise that such goods were home productions, and Mr. J. Watson Young, who was in charge, said that many women asserted that they would hereafter make a point of asking for Canadian goods, since the patterns, colors and texture of the cloths for women's dresses, shown in the exhibit, pleased them so much.

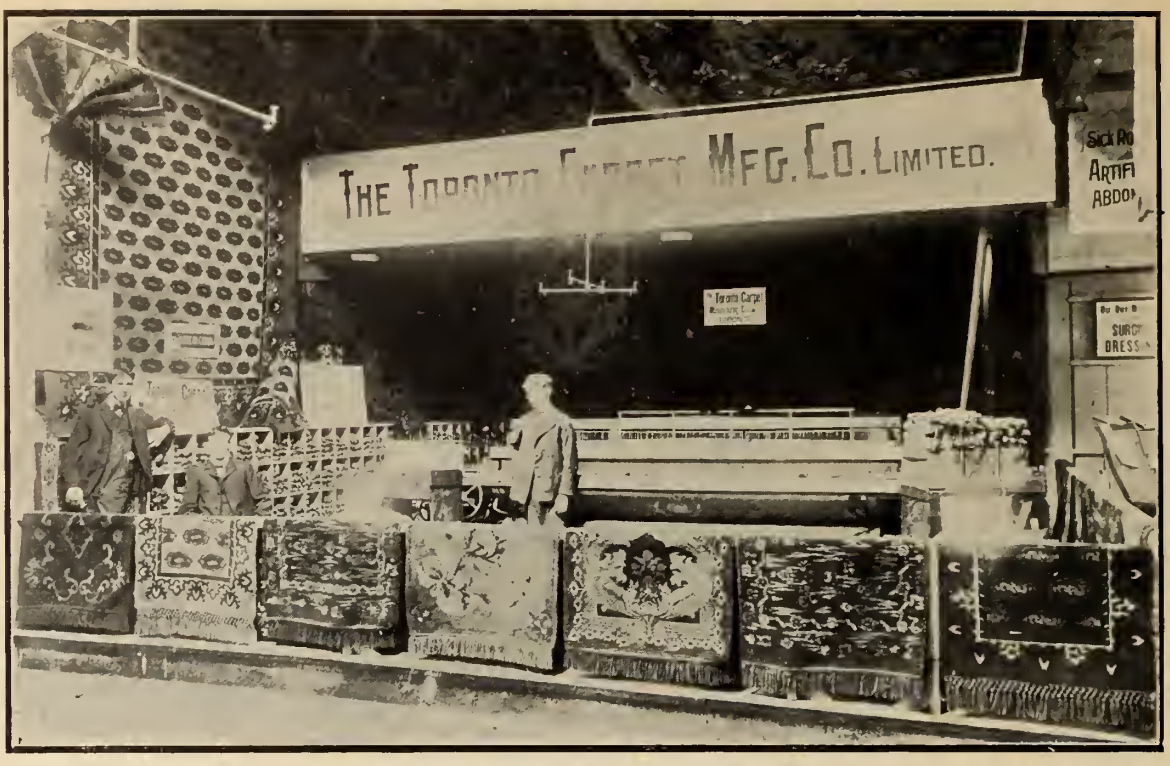
On tables, sharply-inclining platforms were fixed about eight feet high and over these the cloths of the various mills were arranged in folds. Those represented on the thirteen tables were :—The Montreal Woollen Mills Co., two tables; The Cobourg Woollen Mills, Geo. Pattinson & Co., of Preston, Ont., The Canada Woollen Mills Co., four tables, representing their mills at Hespeler, Waterloo and Carleton Place; The Maple Leaf Woollen Mills Co., Markham, Ont., The R. Forbes Co., Hespeler, Ont., The Hewson Woollen Mills Co., Amherst, N. S., and the Auburn Woollen Co., Peterborough, Ont. The cloths shown embraced worsteds, friezes, meltons, beavers, lap spreads, flake, fancy, plain and Halifax tweeds, homespuns, fancy-backed overcoatings, hop sacks and basket weaves, camels hair, black and colored broadcloths, whipcord, serges, pantings, Paris cord, women's fancy dress tweeds and tweeds with silk mixtures.

CARPETS.

A large section in the north-west corner was occupied by The Toronto Carpet Mfg. Co., who made an exceedingly



Boston Wood Rim Co.

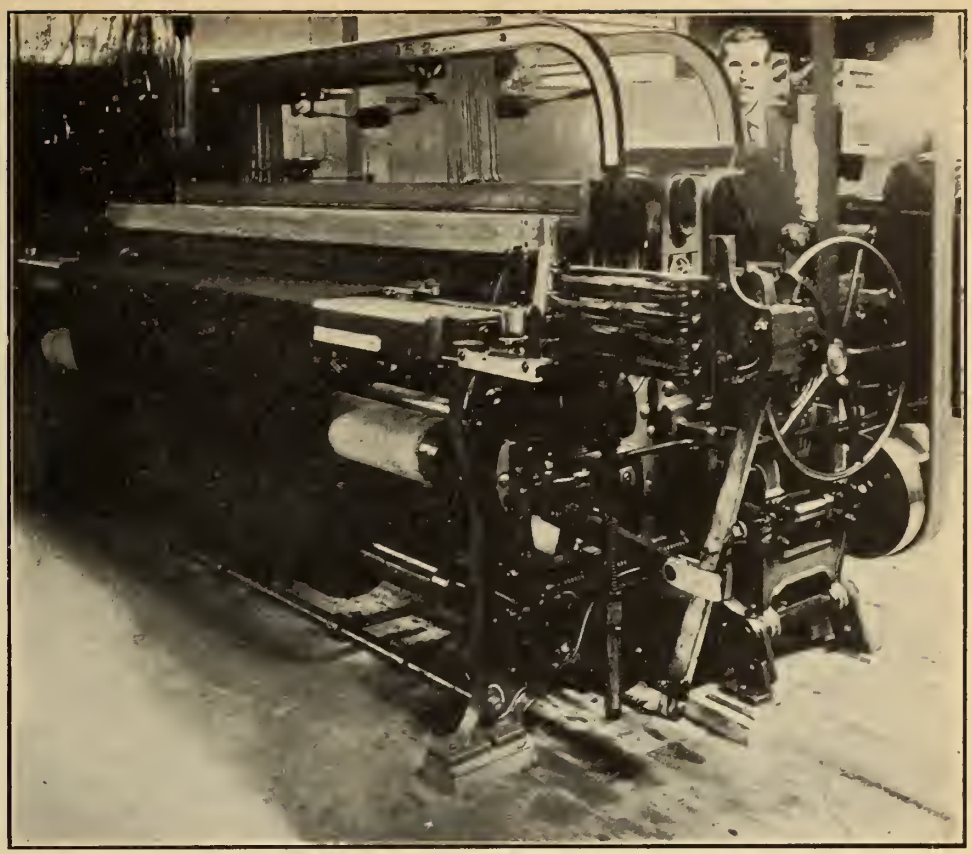


The Toronto Carpet Mfg. Co. Weaving Rugs.



The Slingsby Mfg. Co.

good exhibit. A small, dark corner room was decorated with a large rug in the centre of each wall, and around each was a plain ingrain used as a wall covering. The ceiling had an ingrain draped from the sides to a cluster of lights in the centre. The pretty rugs, artificial lighting and palms made a very effective room. Outside the walls were covered with large rugs and at the edges of each ingrains in rolls were piled, surmounted by a small rug. On the floor were rugs large and small, and small cases on the railing contained samples of the different kinds of wool used in the manufacture of carpets.



The R. Forbes Co. Weaving Worsted.

LEATHER GOODS.

In another part of the building was the Brown Bros.' exhibit of leather goods and stationery, but through lack of space as good a showing as is possible with the productions of this firm could not be made.

DOMINION OIL CLOTH CO.

The Dominion Oil Cloth Co. were also unfortunately confined for space, but at that a very neat display was made. Surrounded by a railing covered with an oil cloth that closely resembles wood was a row of oil cloths of various widths and patterns, and in the centre was a lofty platform covered with rolls of table oil cloths and border goods. Among the floor oil cloths were shown the popular mosaic patterns for floors and the blue tile effects which are gradually attracting notice as wall coverings for kitchens and bathrooms. Oil cloth squares and enamelled goods were also shown. This company has commenced the manufacture of linoleum, but were unable to include any of these in this year's exhibit.



East & Co.

EXHIBITS OF SHOE MANUFACTURERS.

Three shoe manufacturers made displays—The Walker Parker Co., The Berlin Rubber Co., and The Gutta Percha and Rubber Mfg. Co. The latter firm were making a specialty in this year's exhibit of their new interlocking rubber tiling which seems well suited for hotels and steamboats and for certain rooms in residences. L. H. Packard & Co. had a pyramid of shoe blacking, and a case of infants' shoes.

E. C. Walker & Sons, Toronto, Ont., had a couple of cases of millinery wire in hat shapes and in the wound reels. Stanley Walker and Fairweather & Co. showed fur exhibits.

GRILL WORK.

The Boston Wood Rim Co. had an exhibit of great interest to housefurnishers, including, as it did, a great number of lines in art furniture such as screens, easels, paper racks, hanging cupboards, tabourettes, footstools and small tables. The outside of the section was decorated with grill work and silk drapes, and the railing consisted in part of their wooden bicycle rims.



An Excellent Display of Canadian Woollens.



The Watson Mfg. Co.

EXHIBITS IN THE PROCESS BUILDING.

The Process Building was at all times filled with a crowd of eager observers, interested in the exposition of the methods of manufacture. At the western entrance The Toronto Carpet Mfg. Co. had a loom for the weaving of Smyrna rugs and two boys were constantly busy throwing back and forth the shuttles and pressing the tread that packed the weft. The primary and perhaps more difficult stages of the work had been done in the factory, and all the boys had to do was to throw the shuttles and use ordinary precaution in keeping the weft in place.

The making of the cops in the factory included the pattern for the rug and also the width and length, but the interest shown by the spectators never flagged, and the quality of the rugs shown was evidenced by the exclamation of a tall southerner, when, after watching the weaving and then examining the rugs hung around, he said, "Good for Canada."

The Merchants' Cotton Co., St. Henri, Montreal, were unable to set up a machine for the manufacture of their larger lines of sheetings, cambrics and flannelettes, but the same principle was to some extent shown in the manufacture of bags. The machine was constantly at work until the thread ran out, when it stopped automatically, and when refilled started again. The bags were woven without seams. This firm has been running twenty-one years and employs over 2,500 people with 2,000 machines.

In an adjoining section The R. Forbes Co., Limited, Hespeler, Ont., showed a loom in operation for the weaving of fancy worsted. The pattern was formed by small circular pieces of metal on bars that revolved, and as each bar came to a certain position certain warp threads were lifted and a shuttle shot through. As each bar lifted one of the sixteen different sets of warp, the pattern was thus made, and on the same principle the proper colors were used. The company has been in existence since 1864 and manufactures serges, pantings, worsteds and tweeds.



The Brown & Wigle Mfg. Co.



The Berlin Rubber Mfg. Co.

The Berlin Rubber Co., which occupied the next space, had on exhibition the rubber used in the manufacture of rubber boots and slippers in its various stages, from the raw material as it comes from the native gatherer, to the finished rubber shoe. This rubber is the product of the rubber plant, and is gathered by the natives in various ways, each one adopting as a principle the pouring of the sap over a stick and the beating of it until it is hardened and in a mass. The rubber is imported in this shape as large rolls or lumps and is treated by the company to the various processes, the result of each of which is shown. The raw material which costs about a dollar a pound is subjected to all these processes, which do not alter it much in appearance; but great changes are made in the texture, and the finished rubber of the shoe is a very different material from the hardened sap as it comes to the manufacturer.

Much credit is due the Canadian Manufacturers' Association, to whose energy was



The Penman Mfg. Co.



The Toronto Carpet Mfg. Co., Limited.

due the various woollen exhibits, each exhibitor being a member of the woollen section of the association. Very many of these were manufacturers who supply the wholesale trade only, so that the expense of their exhibits would be an outlay without at least direct returns, being unable to take advantage of the display to take orders. The Manufacturers' Association, however, feeling that erroneous ideas were in existence concerning the quality of Canadian productions, prepared exhibitors were compelled to leave their exhibits in place until 9 p.m., thus allowing an extra day, as the concluding Saturday of other years was utilized as a clearing-up day. Fully 20,000 people, including a large percentage of school children, flocked to the grounds on this day to make a final review of the stock and see the last of the Exhibition. This setting apart of the last day as Children's Day was intended as a balm to the disappointed hundreds of boys and girl



The Kingston Hosiery Co.

the exhibits purely as an educative scheme, and employed a man to manage the entire section during the Exhibition.

The receipts this year fully justified the extra expense and attention given to the preparation of the new buildings and other special efforts, and Mr. McNaught is encouraged to continue the improvement commenced in 1903. Four days before the closing of the gates the receipts equalled those of last year's entire exhibition, and these four days drew an average of over 30,000 people. The last day was left wide open and whose pleasure the wet weather of the first Children's Day considerably lessened. It would appear, however, to be a decided improvement to retain the last day for them, as in their eagerness to see everything some destruction was done on the first Monday to the outside of several exhibits.

Next year further improvements are promised, among which are a new Press Building and an Administration Building. The directorate is determined to steadily persist in their well-begun administration.

OBITUARY.

THOMAS OLIVER.

THOMAS OLIVER, buyer for The Sanford Manufacturing Co., Hamilton, Ont., is dead. On his last trip to the Old Country he was taken sick on the steamer, and on his arrival a physician diagnosed his sickness as Bright's disease. He returned to Canada some time later, having missed a steamer on account of his illness, and arrived a very sick man. He was removed to the city hospital in Hamilton, where he passed away on September 15.

For 25 years Mr. Oliver was the European buyer for his firm, and had crossed the ocean over 100 times. Previous to assuming the position of buyer he was the British Columbia representative of the firm, and was very popular among the men on the road. In England among the warehousemen and wholesalers and mill owners he was also very popular and well liked, having a kindly and genial disposition. He leaves a widow and one son.

J. H. PARKS.

John H. Parks, who was in business with his son in St. John, N.B., died on September 6 after a lingering illness. The deceased was born in St. John in 1836, and was educated at St. John Grammar School. He afterwards fitted himself for a civil engineer.

In 1861, the firm of Wm. Parks & Son started the first cotton mill in Canada, beginning with 1,500 spindles, and their energy and the high quality of yarn produced gradually broke in on the imported goods, until in 1870 the senior partner died, and Mr. John H. Parks took charge. For many years he continued the advance until, forced by reverses, he sold to the York and Cornwall mills, Mr. Parks starting business with his son.

Deceased was at one time a candidate for the Provincial Legislature, and also served on the Portland Town Council. His interest in the militia was widely known, and for years he held the position of president of the Provincial Rifle Association.

J. H. ROGERS.

Mr. J. H. Rogers, formerly a fur merchant in Winnipeg and in Toronto, was found dead in his bed a few days ago. The night previous he retired in apparently good health.

CRAVENETTE



For . . .

RAINCOATS

For LADIES and GENTLEMEN

All genuine Cravenette Cloths have this trade mark stamped on them.

PRIESTLEY'S CLOTH "Cravenette" RAIN PROOF

GREENSHIELDS LIMITED

1903

SOLE AGENTS

MONTREAL **VANCOUVER**

DRY GOODS REVIEW

SUBSCRIPTION PRICE:

Canada, Great Britain and United States, - $2 a year.
Other Countries, - - - - - - - - $3 a year.
Single Copies, - - - - - - - - - 20 cents.

Invariably in advance.

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Are based on $35 a page and will be furnished on application to Mr. A. B. Caswell or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal to advertise in. Advertisements, to insure insertion in the issue of any month, should reach this office not later than the eighteenth of the month preceding.

MONTREAL AND TORONTO, OCTOBER, 1903.

EVADING THE HIGH DUTIES.

NOW and then we hear of quantities of woollens being smuggled into the United States from this country, and, if all reports are to be believed, not only woollens but a fair amount of made-up clothing enters the United States free of the duties.

It must be said, however, that the goods are entirely of English origin. The difference between the duty imposed on English cloths by the United States and that when entering Canada is, of course, very great, so that Americans who want London styles and cloths find it to their advantage to get their tailoring done in Canadian cities, wear it once or twice and take it home to the United States. (Having been once worn it is free of duty). This has been brought to the notice of some American custom-tailors, particularly in Buffalo and other border cities, who are naturally incensed at losing this trade to Canadian tailors. They are now thinking out a remedy.

It is also said that representatives of London houses tour the States, taking orders for their clothing. The goods are then shipped from England to Montreal, where they are received by agents and passed to their United States destination.

What measures the United States Government can take to do away with the importing of made-up clothing into the republic, when worn by the owner, it is difficult to understand. As to the smuggling of the cloths, that is a matter calling for greater watchfulness on the part of the American customs officials, though it must be said that they have a reputation for being already only too exacting in the discharge of their duties.

However, we need not be impatient for an early remedy of this state of affairs. It is a good thing for our custom clothiers.

* * *

Success is not o'er fleet of foot, but it cannot be caught by the indolent.

* * *

OUR ENGRAVINGS TAKE FIRST PRIZE.

IT is worthy of note that in the group of engravings which secured first prize at the Dominion Exhibition, four of the engravings were those which had been prepared originally for use in this paper.

THE REVIEW prides itself upon first-class work in all its departments, and the quality of its engravings has just received additional recognition in the award secured by its engravers.

* * *

LORD STRATHCONA FOR GOVERNOR-GENERAL.

LORD STRATHCONA has been mentioned as a possible Governor-General of Canada. No one, however, seriously believes that he will ever receive the appointment, although in these days, when Canada is no longer looked upon as a useless appendage of the British Crown, we should not, perhaps, be too positive in regard to the matter. But, on the other hand, it must not be forgotten that the Governor-Generalship of Canada is one of the plums reserved by custom for members of the British aristocracy ambitious to shine in the diplomatic service.

That does not, however, alter the fact that Lord Strathcona would make a most acceptable, as well as a most capable, Governor-General. There is no one who, to the Canadian people, would be more acceptable, either at home or abroad. It is true he was once "in trade," and had to fight his way in the world. But if this should, peradventure, make him unacceptable in the eyes of a few, in the eyes of the many it would be looked upon as a commendable quality. He is one of the pioneers of the Great West, and for half a century he has, in one capacity or another, been a factor in the development of the country. During that time he has served apprenticeships in commercial, in parliamentary and in diplomatic fields to a combined degree probably unequalled by any one to-day in the British Empire.

Although he has served his country well in Parliament he has never been a strong party man. He won his elections, not because he was the candidate of any particular party, but because he possessed in an eminent degree those qualities of business commonsense and integrity that caused constituencies to seek him. Consequently, his appointment would be

unobjectionable to either political party. Indeed, we believe that politicians of all shades would deem his appointment as Governor-General a fitting climax to the public career of a worthy son of the Dominion. And there is no question in regard to the attitude of the business men of the country.

But a business man for Governor-General of Canada is something for which we can scarcely hope. At the same time, however, nothing will be lost by reminding the Imperial authorities that such an appointment in the person of Lord Strathcona would be most gratifying to the Canadian people.

* * *

System in the store aids in building up a surplus cash account in the bank.

* * *

THE CARELESS RETURNING OF GOODS.

THE attention of The Dry Goods Review was, a few days ago, again called to the careless returning of goods by a parcel in one of the wholesale houses which had the day previously been returned by a customer some distance away. The parcel consisted of knitted goods and silk ties of light color. But, notwithstanding this, however, there was no outer covering to the parcel. The boxes of ties were placed under and the knitted goods on top and were tied together with a piece of binder twine. When the parcel arrived at its destination, the boxes containing the ties were badly crushed and torn, while the knitted goods were bespattered with mud.

Without entering into the merits or demerits of the practice of returning goods, the trade will readily acknowledge that carelessness in returning goods should be discountenanced. There are, undoubtedly, occasions when merchants should return goods, but there is never any occasion on which, when returning goods, carelessness should be allowed in the parcelling up of the goods. When goods are returned, no matter for what reason, care should be taken that they are so protected as to insure their arrival at the wholesale house or at the factory in proper condition.

* * *

A good appearance is desirable in an advertisement as well as in a merchant.

* * *

THE MANUFACTURERS AND RECIPROCITY.

THE Canadian Manufacturers' Association have come out somewhat emphatically in opposition to reciprocity with the United States. During the last two years the members of the National Manufacturers' Association of the United States have passed a series of resolutions in favor of reciprocity with Canada, as well as with other countries; and yet the position of the two organizations is much about the same.

In reality both are against reciprocity. The Canadian organization has expressed its views in language which is unmistakable. The organization in the United States, on the other hand, while it professes to be in favor of reciprocity, is really opposed to it. As The New York Journal of Commerce said in an editorial commenting upon the convention held in Philadelphia a year or two ago, called for the specific purpose of discussing reciprocity, what they really wanted was not reciprocity. They called it reciprocity, but it was a misnomer.

The fact of the matter is, that the manufacturers of the United States want Canada and other markets as a dumping ground for their surplus products, but are opposed, as they emphatically stated in their resolution, to any change being made in their own tariff which would reduce in the least degree the high protection they now enjoy.

The position taken by the Canadian Manufacturers' Association will appeal to fair-minded men, no matter what their own personal views may be in regard to the question of reciprocity, as being much more candid and commendable than the subtle and equivocal resolution passed by the national organization in the United States.

As far as reciprocity with the United States is concerned, it does not require a resolution of the Canadian Manufacturers' Association to indicate the sentiment in Canada toward that question. Reciprocity between Canada and the United States is not within the sphere of practical politics.

Canada courted reciprocity with the United States year after year until she awoke to the fact that she was being humiliated. This awakening was one of the best things that ever happened for this country, inducing us more than anything else ever had to depend upon our own resources and our own efforts. To-day we are proud of the fact that no country in the world is prospering more rapidly or whose future is brighter. This makes us self-reliant, and towards reciprocity decidedly impassive.

* * *

Never hesitate to swallow your prejudices when you can thereby get on the inside of a good customer.

* * *

HOLIDAY PRESENTS IN THE DRY GOODS STORE.

BY an observer of the tendencies in the dry goods trade, there are seen many lines of goods quite foreign to the trade in its generally accepted sense. This is instanced particularly in articles suitable for presents, a line which has recently come prominently to our notice, and in which, it is safe to say, a very profitable business is conducted by a large percentage of the trade. This holiday line has really no limit. It includes perfumes, writing materials, fine brushes, manicure sets, plush goods, fancy work baskets, inexpensive jewelry, toys, games, sporting goods, fancy china, etc., etc. All of these lines would seem to be more suitable for the drug, jewelry or stationery store, but the dry goods merchant finds them so profitable, and his business of such dimensions, that there must be some good reason to account for it.

This is found in the fact that in the smaller towns where the trade is largely dependent upon the farming community, the people are most reluctant to part with money, when farm produce will take its place. Stationers, druggists and jewelers cannot accept trade, but the dry goods merchant, in his common role of general merchant, is willing to do so, and the farmer will naturally turn to him for what he requires, including birthday gifts, wedding and seasonable presents. With this great advantage, a dry goods merchant who advertises and displays his articles suitable for presents can do a profitable business the year around, and to the great convenience of his customers.

A BLOW TO PREFERENTIAL TRADE.

THE resignation of the Right Hon. Joseph Chamberlain, Secretary of State for the Colonies in the British Cabinet, is significant, and to Canada is of particular interest. It means that for some time to come at any rate preferential trade within the Empire is not a probability. This is clearly evident from a sentence in Mr. Chamberlain's letter to Mr. Balfour tendering his resignation. "For the present at any rate," he says, "any preferential agreement with the colonies involving any duty, however small, on articles of food hitherto untaxed, even if accompanied by a reduction of other articles of food equally universal in their consumption, would be unacceptable to the majority of the constituencies." In other words, he realizes that for the Government to go to the country with a plank in its platform providing for a tax on food products, even if designed for the benefit of the colonies, would be to court sure and certain defeat.

As any fiscal policy in Great Britain which does not provide for the preferential treatment of Canadian food products would be of no benefit to this country, the resignation of Mr. Chamberlain must naturally be a cause of disappointment to those in Canada who were hoping that the aims and objects of the late Secretary of State for the Colonies would prevail.

Under the circumstances Mr. Chamberlain, by resigning, has shown himself to be a wise and adroit statesman. Had he remained in the Government, not only would his party have no chance whatever of success at the polls, but the cause of preferential trade, of which he is the acknowledged leader, would suffer more from the defeat at the polls than from being driven in the meanwhile into Torres Vedras. It is in realizing this that Mr. Chamberlain has displayed his good generalship. What the ultimate result of his retirement within the lines of Torres Vedras will be remains to be seen. Canadians naturally hope that he will, like Wellington, march out to victory.

Although Mr. Chamberlain and his preferential plank have retired from the British Government, it is evident that Premier Balfour is determined on a campaign for "fair trade," a term which is less likely to stampede the British voter than the word "protection." "Fair trade" is a shibboleth that will hurt the economic conscience of no one.

In the now famous pamphlet which Mr. Balfour issued a few weeks ago, the principle is clearly stated that England must have freedom to negotiate in order that freedom of exchange may be increased. "It cannot be right for a country with free trade ideas," he says, "to enter into competition with its protectionist rivals and allow itself to be deprived of the only instrument by which their policy can conceivably be modified."

Mr. Balfour some months ago similarly expressed himself, and the late Lord Salisbury, when Premier, confessed that England possessed no instrument with which she could negotiate with protectionist countries in order to obtain tariff modifications.

From what we can read from this side of the Atlantic, it is scarcely likely that Mr. Balfour will be able to retain the reins of power after the next appeal to the country, even though his prospects may be somewhat better on account of the retirement of Mr. Chamberlain with his prefcrential policy.

But there is no mistaking the signs of the times: England is drifting towards a change in her fiscal policy. Mr. Balfour declares he is a free trader, but he contends "that in the future the disadvantages Great Britain suffers must increase with the growth and spread of protection abroad and the absorption of new markets."

The wave of trade depression which sweeps over the world in cycles is already showing signs of again making its appearance. When it reaches in force the United States and Germany, and the products of those countries are being dumped on the British market, and the British factories are being closed down, an impetus is certain to be given to the cause of "fair trade," which will return to power Mr. Balfour or whoever is the leader of the movement.

The course of events in Great Britain in regard to the fiscal policy of that country will be interesting to watch during the next few years. It is likely to prove more interesting than anything affecting the trade and commerce of the country which has transpired during the last half century. It will be a contest of business common sense versus economic theories.

* * *

Success is born of the union of Right Buying and Right Selling.

* * *

THE PRICE OF GREY AND WHITE COTTON.

A SOMEWHAT unsettled feeling has been created in the trade on account of a circular issued by one of the cotton companies urging wholesalers to delay placing their orders for Spring goods on account of the decline in the raw market. This circular was issued at the same time as the other companies were sending out a new list on grey and white cottons, announcing an advance of ⅛c. per yard.

From what THE REVIEW can gather the circular is the outcome of a disagreement among the manufacturers as to the amount of the advance. The company which sent out the bearish letter wanted, it is claimed, quotations marked up more than ⅛c. per yard; in fact considerably more. The circular urging merchants not to buy followed the failure to persuade the other companies to agree to the proposition.

In spite of the bearish character of the circular, THE REVIEW is assured that a number of orders are being placed by the wholesalers with the cotton companies at the advanced prices which went into force on Sept. 8.

Compared with a year ago the price of grey and white cottons is ¼ to ½c. per yard higher. The last advance was made on May 22, when quotations were marked up ⅛c. per yard on the lower numbers and ¼c. per yard on the higher numbers.

It appears to be the general opinion in the trade that the circular was unwarranted by the condition of the market. The manufacturers do not base their prices on the condition of the speculative market. They base them on what they believe will be the average prices they will have to pay for their cotton, labor, etc. Consequently the price of manufactured cotton goods does not fluctuate with the ups and downs of the market like sugar.



MAC LEAN PUBLISHING CO., LIMITED.

ART DEPARTMENT

Nothing adds to the value of an "ad." more than a suitable Illustration

We can furnish designs at Very Slight Cost.

CUTS IN RETAIL ADVERTISING

IT is many years since the wholesaler and the manufacturer and even the large retail stores began to use cuts in their advertisements, and the results were of such value that at the present day few find it possible to obtain a perfectly satisfactory outcome of the money expended on advertising without illustrating the goods and their uses, or drawing the attention of readers in a surer way than by using cold type only.

But the average retail store has either not fully grasped the importance of this auxiliary to good advertising, or by his distance from the cities has been unable to procure cuts. The wholesaler as a rule is situated in the larger centre, and has the advantage of being able to have his cuts made near at hand and from any design or article which he desires. He feels that his customer, the retailer, will know very much less about his goods, however skilfully worded a description may be given, if a cut does not accompany the description, and he has not been slow to realize that the cut or an electro of a special character will attract the eye of the hastiest skimmer of the pages --one whom plain type would not be likely to affect.

So it is that often the retailer either cannot afford to go to the expense of getting special cuts made, or through lack of experience does not know their value. The wholesaler has, of course, always known that whatever aids the retailer aids him, but until recently he has not attempted to assist his own business by supplying the retailer with cuts advertising an article he desires to sell. Now, however, it is not unusual for the retailer to look to the wholesaler for his cuts of special lines, and where possible the wholesaler is usually willing to supply them, provided they advertise a line which can be obtained from no, or very few, other houses.

In the United States and England this feature of the cut business is thoroughly attended to by wholesalers and manufacturers, and they have discovered that where a personal advertisement in a daily newspaper may not bring colossal returns, the desired end is attained by providing the cuts to the local dealer and through him selling his goods. Cuts are very expensive in the original, and retailers should appreciate the money expended by firms that supply them, for although it may be deemed a selfish motive that actuates it, it should be remembered that the profit from their use comes entirely through the retailer, and brings him much more profit than it does the wholesaler. A retailer should not expect the supply of cuts, but when offered he certainly should take advantage of them as a cheap money bringer for himself.

The four cuts shown belong to a series of twenty electros which Greenshields Limited, Montreal, have prepared to advertise Priestley's dress goods and Cravenette for their customers. They can be obtained by application, and those who have so far tried them appear gratified at the results.









Debenham, Caldecott & Co.

EXCLUSIVE NOVELTIES.

SPRING 1904

Latest ideas from the leading markets.
For direct importation in . . .

- DRESS GOODS
- COTTONS
- SILKS
- RIBBONS
- LACES

OUR SPECIALTY

SILKS

MAIL ORDERS PROMPTLY FILLED.

Our travellers will call on you shortly with a complete range of samples for SPRING 1904.

AUTUMN 1903

In stock for assorting:

- DRESS FABRICS
- VELVETS
- RIBBONS
- SILKS
- LACES
- TAFFETINE LININGS
- ROMAN SATINS

DEBENHAM, CALDECOTT & CO., Cor. Bay and Wellington, **TORONTO.**

For The Trade Only

DRY GOODS

Staple and Fancy

Domestic and Foreign

Best Goods---Best Prices.

P. Garneau, Fils & Cie.,

QUEBEC.

Wholesale Only.

ESTABLISHED 1840.



DRESS GOODS

FEATURES OF THE TRADE

THE wholesale houses are turning their attention to Spring business. The travellers are about starting on their rounds now at the first of the month, and samples now shown indicate another Spring season of light, flimsy materials for waists and costumes. "It is to be another white season" is the comment heard on all sides. This is always satisfactory. A "white season" or "black season," and, of course, a season when combinations of the two are fashionable, are welcomed by wholesaler and retailer alike. It is then they make most money, and have no dread of carrying over stocks. But the white goods, plain and with colored pattern, are in great favor for Spring, though stripes remain the leading pattern and there are few innovations in the figured designs.

* * *

Lustres will be excellent property for Spring, 1904, in both blacks and whites, but the latter are particularly good. Crepe de chine and peau de soie, in silks, are leading features for next season. A combination silk and wool crepe de chine in white, with a satin stripe in self color, has been remarkably successful as a material for waists and it is again to be good for Spring. Veilings, of course, are again to be used, and all shades are shown to correspond with the popular colors in dress materials. Lace effects and embroideries in the light Spring fabrics are looked upon with favor.

* * *

At this date it is, of course, rather doubtful just what position cotton goods will take for Spring. Business already has been hampered somewhat on account of the uncertainty that prevails regarding prices, and as to what to quote to prospective buyers, and until it is definitely known at what figures cotton goods will sell at there is little probability of this condition of things being remedied. Wash goods must be purchased for Spring, and, in spite of the high prices cottons will sell, though among manufacturers there is some timidity apparent lest the new prices should be so high as to limit sales. The trade, however, are using caution in making such purchases and there is every indication that they are fully alive to the requirements of the situation.

* * *

A favorite color for Spring will be in jacqueminot, which is also in demand for evening wear during the present Fall season. Fawns, in all probability, will hold their present strong position, though they are no more important in the eyes of the jobber than light navies and royal blues. Navies went better last season than importers had anticipated, with the result that more than one wholesale house found their stock in this line inadequate, and larger purchases are being made for the coming Spring season, both in silks and other materials. Mauves will also come in for a large share of attention, and other light shades of the pastel order will sell well.

* * *

Fall business is practically over, as far as the wholesale trade are concerned, and we have yet to hear of a single Canadian house which is not perfectly satisfied with the business done. One Montreal house almost doubled its trade in general dress goods this season. The great demand, as we have all along been predicting, has been for the snowflake and tweed effects. There is still a demand for them, but the trouble is to get them—that is, the snowflake goods. "If we had a line of snowflake patterns to sell at 37½c.," said the head of one dress goods department, "we could sell 500 pieces of them in a week, but we can't get them on time. If we placed an order now it would be five or six weeks before we could get the delivery." All the houses have also been remarkably successful with their zibelines. Both the long and short naps are taken. Tartans in zibeline cloths have gone fairly well. With some houses a particularly good business was done in the dark green and blue effects. These make up into very handsome costumes, a fact which the women of the United States have been quick to recognize, with the result that "across the border" the demand for these goods has been proportionately much heavier than here. Jobbers holding any stock of these cloths, however, are by no means anxious to dispose of their property at shaded prices, feeling sure that later in the season there will be an increased demand for them. There are good grounds for this view, for during the past season plaid patterns in silks went extremely well, and the fashion shows every indication of being carried over (in darker tones) to the Fall and Winter seasons. In the long hair surfaces in zibelines, a good deal of greens were taken, though jobbers had not looked for anything extra in the demand for this color. Blues, however, as was expected, led in point of sales. Cheviots and tweeds have sold well.

* * *

The trade done in velvets, velveteens, silk velvets, metallic velvets, etc., has been eminently satisfactory. The patterns in metallic velvets continue along the delicate lines and tiny figured effects which have been the order of the day since their introduction. Indeed anything else would probably produce a bold effect that would be impossible to popularize among a good class of trade. Bedford cords have been in demand, both the plain and a very pretty pattern with a satin stripe effect which looks well when made up. Blacks and blues continue to lead in shades. Some feeling is reported from United States markets for purples and heliotropes in velvet costumes, but these are not likely to take here to any appreciable extent. At least, in comparison with the more staple colors, but a limited quantity would be sold.

* * *

Now that stocks of Fall dress goods are safely in the hands of the retail trade, and Fall showings are the rule in dry goods houses, business is rather quiet with importers in the dress goods department. This, however, is only to be expected, as there is little duplicating until stocks of Fall materials are more broken into, and of course, as yet, there has been little or no selling of Spring goods, as most lines are scarcely in a sufficient state of readiness to show to the trade.

The effect of the heavy advances in all grades of wool is making itself felt in the Spring lines, but it must be conceded that manufacturers have been very moderate when the high price of raw material is taken into consideration. But it is said that all the advances do not meet the eye on the price list, as qualities have been, in some cases, deteriorated to allow the sale of the material at a certain price. Fabrics made up of the coarser grades of wool show quite as large an advance as those that are made of the finest Australian wool. In fact the advance in the coarse grades has been higher in proportion, owing to the enormous increase in their use for fabrics intended both for men's and women's wear. The majority of popular weaves, such as cheviots, homespuns, tweeds, wool crashes, canvas and twine cloths, zibelines, etc., are largely made up of these coarser wools. The high price of fine wools was an inducement for manufacturers to put their best efforts into goods made from the cheaper grades and so attractive have been the fabrics which they put on the market, and the demand so enormous, that it has forced the price of some of these kinds of wool to a basis out of all proportion to that of fine merino.

SPRING MATERIALS.

ON seeing Spring lines one is struck by the familiar nature of the goods shown—in fact they are a continuation of Fall fabrics only in Spring colorings, and —to repeat the remark of an experienced importer of dress goods—seldom has there been a season when styles were so well settled at such an early date as they are for this Spring. All goods shown are of an open nature in canvas and hop-sack weaves of a varying degree of coarseness, with as far as can be seen a decided feeling in favor of the coarser open weaves.

This Fall there is a large variety of fancies showing, and as yet there is a very quiet but strong feeling for plain cloths.

The fancies that have met with most favor this Fall are in the Scotch effects, from a tweed to the extreme novelty, comprising bouttone yarns and illuminating colors on a dark ground, and it is exactly this class of goods, only in decidedly light colorings, that are showing for the Spring trade. Colorings are very light; and everything points to another season in which white will reign supreme, as in all lines that do not carry a white ground a good deal of white enters into the make-up of the fabric, and the other colors are also very light, except where dashes of a deeper color are introduced to give relief. Mohair and silk knoppes are just as prominent as in Fall goods. As in the darker Fall cloths, there is no distinct pattern, but granity grounds carry broken over-checks and stripes in a variety of colorings.

With most retailers the custom at the end of the season is to sell what goods they have left over at reduced prices. This, as a general rule, is a wise and safe policy, but this season there is no break in the character of the goods and as the demand is likely to be larger than the supply, retailers will be wise to keep their goods, and do no price cutting in the present state of the market, as they are too valuable to sacrifice; in fact all conditions favor the retailer at the present time. Fall goods are right in line for the Spring and will be more valuable property then than now, as prices are likely to rule higher. Then the prosperity of the country is so great that these advances will prove no hindrance to trade, as people are looking out for what suits them, not what is cheapest.

Spring lines are remarkable, so far, for the absence of the old familiar black and white knickerbocker effects, and it is conceded in well-informed circles that they have had their day, and that Scotch effects and granites are taking their place for useful wear.

After Scotch effects come neat patterns in men's suitings, and any quiet pattern in this class of cloth is just what is taking both for this Autumn and also for early Spring wear. Particularly are they in request for the long-coated Norfolk suits, and the loose semi-military coats so much in evidence in showings for Fall. One great secret of the popularity of these suitings and Scotch effects, is that they combine the best of wearing qualities with a neat fancy effect, and they can be bought for a moderate price as they are made from medium grade wools.

Whatever feeling of uncertainty there may have been earlier in the season about the position of voiles for Spring wear there is no doubting their position now. Both French and Bradford manufacturers have featured voiles largely, in plain as well as in fancy lines; in fact the voile idea is by no means played out, as is proved by the lines of linen and cotton goods shown for next Spring. There seems to be a tendency for the plain cloth, but in the nub and fancy lines there is also a good showing. Embroidered voiles in the "Broiderie Anglais" patterns are the newest expression in these fancies.

Etamines, eoliennes, crepe de chine and old favorites of the same nature are all again in their place in Spring lines.

Judging from samples shown, one of the best lines of dress materials for Spring will be mohairs. Bradford manufacturers have completely outdone all former efforts and have produced some really beautiful novelties in these goods. Mohairs have been bidding for favor for a couple of seasons past, and can no longer be slighted by retailers with any pretentions to keeping an up-to-date stock. Not only are they seen in stripes, etc., suitable for waistings, but they are also in styles that are suitable for the whole costume as well. These new mohair fabrics are noticeable for their soft finish and they have draping qualities that the older weaves lacked.

Alpacas have been favored this Summer for tailored shirt-waist suits, in blues, greys, and blacks only, but now they are showing in white and pastel shades suitable for more dressy gowns.

COLORS FOR SPRING.

THAT we are again on the threshold of another white season, and more pronouncedly so than that of 1903, is confidently predicted by those in a position to judge. Indeed white seems to sell now-a-days irrespective of the season of the year. White being, as it were, the dominant note in the color scheme, everything else falls into line, and some very light-colored effects are shown, but relieved and illuminated by dots and splashes of brighter colors in a limitless number of schemes and combinations. Pale tans and fawns are very well represented.

Granite grounds in these shades, mixed with white, are the rule, relieved as above described, and also with shot effects made by crossing threads of blue and mauve, blue and green, brown and salmon, etc. In fact there is an almost endless combination of colorings. In the darker grounds in tweeds, a deal of white or cream is mingled with the darker colors.

In voiles, blue, in shades up from royal, and in bright navies, are very much in evidence, both in plain and fancies. Other good colors are champagne, grey, tan, mode, willow, reseda, emerald, pale blue, and in pinks on wine order. Mauve and heliotrope are on all the color cards, but no one has much confidence in them as they are not satisfactory colors—they have a tendency to add to the wearer's age—and they are not generally becoming. It

is only in high-class trades that any amount of these colors will be at all prominent.

A complete change has come over the color scheme, and though white is so fashionable, what colors are used are of a richer, brighter hue than for many seasons past.

WASH MATERIALS.

FIRST and foremost in the list of wash materials stand the mercerized cotton waistings, as they are now called. Vestings was applied to the heavy boardy varieties that have gone to join the fleece-back and other heavy varieties of piques. Medium weights are what are wanted for both Fall and early Spring selling, but there are also lighter makes for Summer wear.

Small, neat patterns in damask and jacquard designs are most shown, and there are a few stripes. This is the rule in all weights.

Imitations of wool fabrics are all good, and cotton voiles, cotton poplins, Bedford cords, etc., are likely to be good sellers. The Bedford cords are taking the place of piques, and show lace stripes as well as the woollen varieties. There are stripes and small figured color patterns, but they are not as well thought of as the all-white goods. In colored lines, mingled grounds with a small damask pattern are what are being shown, but they are hardly as attractive as the all-white. Blues and gunmetal effects, however, are by far the best.

Matallasses and basket weaves are also well to the front. Many of these clothes are so lustrous that it is difficult to tell them from silk.

Perriot dots on an ombre ground in a sheer mercerized cotton material is a striking French novelty in every sense of the word; in fact it seems a little too pronounced for the general run of Canadian trade. Any other information that can be obtained about next Spring's cotton goods is rather of a vague nature as the high price of raw cotton has a disturbing influence.

If showings of cotton goods are not numerous it is amply made up for by the many beautiful lines of dress linens that are on the market, and it looks as though dress linens were in for a run next Spring. Linen voile in the natural color, with a colored flake in mercerized, is the most notable novelty. Then there are many mingled weaves of varying degrees of fineness, and these all show the heavy flaked idea.

BLOUSINGS.

BLOUSINGS, as usual, run to stripes, which is the most becoming form that blouse patterns can take; but these stripes are neater and quieter in effect than those that have been shown for some seasons past. A narrow plain stripe and a fancy one is a very usual combination. Lace stripes and dresden stripes are also shown, and as for materials, mohairs, Bedford cords, and the many unshrinkable flannels featured under special names, as Orlwoola, Viyella, etc., are the most used. A novelty this season is a lace striped Bedford cord. Bedford cords with a small embroidered silk sprig in colors can hardly be classed as a novelty, but some very pretty things are seen in them.

In blouse materials it is white first, both in Fall and Spring lines. Colors just off white, as cream, putty, ivory, etc., are also good, and in deeper tints there is champagne, and delicate blues, pinks, greens, and to a limited extent, mauve. All the usual plain white materials such as lustres, homespuns, Bedford cords, etc., are selling just as freely as ever both for Fall and Spring.

FIRE INSURANCE IN DRY GOODS HOUSES.

THE following letter was sent to a local Montreal newspaper by one signing himself "Dry Goods Merchant:" Sir,—The following article by Walter C. Betts, strikes me as peculiarly applicable to the situation in Montreal.

Your department stores don't burn down, somehow; your risks are scattered so that you have no conflagration hazard; your moral hazard is of the best in the country and it's not too big to watch; your sprinklers have reduced losses to an average of about $300; a dry goods fire means big salvage; the plants you cover are splendidly managed and their owners are always on the qui vive. You save all the waste and the extravagance of the stock companies. You possess many other advantages. In fact, I will admit that you have all the arguments on your side—except one.

And that is?

You're a mutual! In a mutual you're likely to be assessed, whereas in a stock company you pay your premium and that's the end of it.

It is remarkable how often we have listened to the above line of argument!

As a matter-of-fact, the "old-line" companies have been levying assessments for the last forty years, probably before that. When premiums averaged 101.48 per cent., (years 1896-1900) many thought when they paid their premiums that that was "the end of it." They had already been assessed without knowing it. In 1902, when the average premium suddenly and without justification rose to 114.55 per cent., many people discovered that an assessment had been made. Many haven't discovered it yet, because the assessment wasn't called by that name. There is nothing in the world to prevent more assessments in the shape of rate-increases, excepting the patience and fighting ability of the insured. It is to the interest of insurers to develop their fighting ability and to fight so long and so strong that they become independent.

But to come back to our subject—year in, year out, for the last forty years, the stock companies have been making the most clumsy, the most stupid assessments that were ever devised. They have been assessing the classes and groups that are honest, and provident, and watchful, for the benefit of the classes that are negligent and careless, and criminal—getting those who don't burn down to foot the fire bills!

A mutual makes its own class liable to assessment if that class should burn down excessively. It is not concerned with the losses of other classes. But in the last twelve or fifteen years there has only been one sprinkled department store fire where the loss was over 10 per cent. (Quoted from The Journal of Commerce, New York, May 19, 1903.) If, during this time, all our stores had been insured on the mutual plan they would have been liable to assessment, it is true, but they wouldn't have been assessed; on the contrary, they would have received dividends of 60 to 80 per cent., year in, year out.

But they were in the stock companies, "where you pay your premium, and that's the end of it."

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DRESS ACCESSORIES

LACES.

THE fashions of the day are very picturesque and call for large quantities of lace, not only in the form of collars, berthas, stoles, etc., but in bands, galoons, medallions and allovers ; in fact almost any form that lace can be made into is used to complete the fashionable toilette. Large stocks of many varieties have been culled from many sources to supply the demand.

Antique and cluny, it is said, are gradually losing ground, and, though a great deal both of the real and imitation is selling, it does not occupy that exclusive position in popular favor that it did a couple of months back. The trade generally, however, does not seem to be tired of it, and it still is selling freely.

The silk laces, both in cluny and maltese patterns in the beautiful creamy white, and also in black and ecru, are extensively shown, and many of the latest have the pattern outlined with chenille.

Yak laces promise to be the leading laces for Fall and Winter. These come chiefly in bands of various widths and in both heavy and light weight, too.

In their natural creamy tint they are remarkably soft and pretty, but they are dyed as well with perfect success in any color that will match the gown they are to trim.

In black, too, they are to be very much used, but newest of all are the bands and wide galoons in two-toned effects, such as blue and white, green and white, pink and white. red and white. black and white, etc., in a mingled effect, which in some of the most attractive patterns is relieved by stars, flowers, etc., in the natural creamy white of the wool.

Plauen imitations of Venetian point, Paraguay lace, Irish point, Irish crochet, etc., are all in great favor, as also are the Nottingham imitations in cotton of cluny or saxony laces. These last laces are being extensively used by the manufacturers of ladies' and children's underwear, as a trimming on their ines of Fall goods.

In valenciennes and the narrow calais laces that are so much used, and for so many purposes that they may be considered the staples of the lace trade, there are many new and beautiful designs, showing that a very successful attempt has been made on the part of the makers of this lace to get away from the stereotyped old-time patterns. Some beautiful fruit and flower designs, as well as spiral and shell patterns, are the result. The esprit dots are extensively used in the grounding of the new valenciennes lace patterns.

Forting is coming into popular use. This lace is very inexpensive, and yet has a particularly dainty effect, and comes both plain and with the valenciennes edge.

Oriental are also well spoken of for Fall. Beautiful fine French laces of the chantilly order, both in black, white and in two-toned effects, such as ivory and ecru, white and paris shade, white and champagne, black and white, black and champagne, and also delicately tinted in pale evening shades to match the transparent fabrics they are to trim, will be a feature of the evening gowns for Autumn and Winter. These laces are of unusual beauty, and some splendid leaf, and leaf and flower, designs as well as cherry and grape patterns are shown.

Teneriffe or taoro laces are receiving a good deal of attention. Teneriffe has left its mark strongly on all kinds of machine-made laces this season, and very many of the heavier kinds have insets of teneriffe.

The fashion of combining two or more kinds of lace in a costume is by no means done with, as is shown by the arrangement of an imported Paris gown of black velvet, which had a cape effect in mousseline and Irish lace, and a deep flounce from the cape to the elbow on the sleeve of Honiton point, while the skirt was decorated a little below the hips with a row of odd shaped Irish lace motifs.

Teneriffe or paraguay, which is a similar lace, furnishes the motif of the designs for many of the Nottingham band laces that are now being so much used, both in white, champagne and black. Allovers to match are also showing in this lace, and the patterns are unusually effective. In allovers the plauen-made guipures, Venetian and Irish laces lead.

As the season opens up the vogue for the deep lace collars, capes, yokes, stoles, etc., increases, and not only are they worn as an accessory, but they are used as a trimming as well. Besides the lace berthas are used to give the drooping 1830 effect at the shoulders.

Almost all of the heavier laces are seen in these collars both in the imitation and the real. The newest adaptation is the teneriffe and these collars and stoles are extremely handsome. Teneriffe motifs are also inserted into other laces with very good effect. Then there are lovely collars showing in Brussels point, rose point, duchesse, etc.

Berthas in Brussels point have insets of alencon. Long barbes and scarfs of bretonne net are also showing, finished at the ends with medallions of heavy laces in both ecru and white.

Handsome collars and stoles are showing in guipure effects with introductions of pale colored and white and ecru silks, and sometimes the silk braid or cord of which the guipure is formed is two-toned or iridescent. These stoles are often used as the foundation for handsome peices of neckwear.

Transparent, filmy effects are still the vogue for evening wear and there is also a large showing in nets, chiffons, etc. Some lovely patterns are seen in figured chantillys, point de esprit and Russian nets, as well as plain and spangled nets in white, ivory, ecru and black. Chiffons and mousseline-de-soies come in all shades, and, by the way, mauve is one of the leading colors in smart circles for evening wear. Then there are lovely patterns in printed mousselines in pale grounds, and also in white and black, and in black patterned in white. There are both conventional and floral designs showing; but perhaps the best are in shadowy Persian and pine patterns, and many of these designs are further enhanced by dew and rain drop effects in crystal, gold and silver.

A Montreal wholesale firm who have made a name for themselves in the lace business are very well satisfied with the results of their importing the very finest laces to be had on the European and British markets. Seeking the trade of the richest buyers rather than the "popular" trade, they have for years been educating their customers up to the standard of the finest goods, until now they bring into the country large quantities of the most expensive laces in collars, cuffs, trimmings, capes, etc., which they have no difficulty in disposing of to the Canadian trade. This is very satisfactory. They benefit not only themselves, but also the business of their customers.

It must be said that for the past season or two firms aiming to do business in the finest lace goods have been working under most advantageous circumstances, the demand for lace never having been better. Novelties in laces, too, are quickly picked up by the trade, who seem convinced that the latest creations in lace dress trimmings will immediately supplant former styles.

Plauen laces in almost all grades and shapes are very popular. While medallions and bands are in good demand the feature is, perhaps, in allover laces, these being much used for waists. Cluny and valenciennes laces have come in for a good share of the trade. These staples can always be counted upon in a good lace season, and this year all buyers agree that there is a bright future before them.

Colors continue principally along the white, black and cream shades, though there is a fair sprinkling of fancy effects. One big lace house has an unusually large assortment of black guipure trimmings which they are confident will do well. The demand for them has been rather better than anticipated, judging from past seasons.

RIBBONS.

A LEADING Montreal importer of fancy dress goods, ribbons, laces, etc., had the following to say to THE DRY GOODS REVIEW in regard to ribbons for the coming season: "Our stock of ribbons was pretty well cleaned out this year, but from all I can learn the retail trade has not been so fortunate. Ribbons were in good demand, both for dress and millinery trimming purposes, and sold comparatively well. The trouble seemed to be that there were too many other trimmings in vogue, such as laces, embroideries, braids, etc., and to some extent the great demand for laces limited the demand for ribbons and other trimmings. This, of course, was hardly the case in millinery, where a very good business was done in millinery, but I think it accounts for the stocks of ribbons now in retailers' hands.

"I expect a fair business in the new shades for Spring, but no more than that, though as yet it is impossible to say on what shades the trade will run. Blacks and whites are selling well now, and they will likely go well for Spring. I understand that in the United States there is a feeling for purples and heliotropes, colors which are spoken well of in the Spring dress goods, but as yet these shades have not received any great attention. They are colors which it is well to be sure of before making purchases. Velvet ribbons I believe to be still good property. Some pretty ombre shades are offered which may take well, particularly for millinery purposes."

VEILINGS.

NOT for many seasons has the prospect for veilings been so bright as it is at the present time, and it is a long time since the trade had such an array of novelties to choose from as at the present time. There is a beautiful array in all kinds of veilings that can be imagined—in chiffons, tuxedos, in hand-made veils, and in silk fish-net and in Brussels veiling.

Chiffon veils were expected to sell well at the beginning of the Summer season, but that their vogue would be so great as it has been, or that it would be so long continued, was never expected even by the most sanguine. The end of September is here and yet the chiffon veil is selling freely and is likely to do so until the snow flies, as it is now being used to drape the ready-to-wear hats and rough felts. This is not wonderful when the becomingness of these long drapery veils is considered. The smartest ones now are fully three yards long, and they are in all pale shades, as well as in the more useful browns and blues. The demand also, contrary to all expectations, has been chiefly for the made veils, which early in the season were not much thought of, and were supposed to be going out of popular favor, but these made veils, either with the chenille, velvet or hand-made dots, are still the height of style and promise to remain so. Chiffon by the yard is selling too, and in the same colors as in the made veils. When the millinery openings were on one of our fancy dry goods houses made a great showing of all kinds of veils, and looking up their aisles was like gazing on a bed of flowers, for almost all the colors were represented, but browns and blues are the decided leaders.

When chiffons have had their turn, then tuxedos will come to the front, and patterns are particularly attractive, but they are chiefly confined to black and white effects, the only touch of color being the blue or brown spot on a black and white tuxedo. Hair-line patterns are shown in large variety, and most of these are on the diamond order, and many of them show small group of chenille dots either at the intersections or in the centre of the diamond.

The Fall showing of veils is chiefly made up of plain blacks and whites or a combination of the two, and the only touch of color is in the dot on some of the veilings.

Though made veils have not had much call for the past few Fall seasons, yet the fact that they have sold so well this Summer has led to their being put on the market for this Fall. These made-up veilings are chiefly of Brussels net and embroidery around the lower edge in some pretty little neat floral pattern, and they frequently have a scalloped edge and sometimes a small sprig is dotted over the ground of the veil. These veils are shown chiefly in all white or all black, but there are also some combinations of black and white.

TRIMMINGS.

PROSPECTS for Fall trade were never brighter than at the present time, and from all parts of the Dominion come reports of heavy purchases of Fall goods.

Not only are orders larger, but the quality of the goods bought is higher, and in no department is the call for better grade materials more marked than in the dress goods department. This naturally has its effect on the purchases of Fall trimmings—as a handsome material calls for an equally handsome trimming.

The line between the useful gown and that for more formal occasions is becoming more plainly marked than ever, as the extremely plain tailored gowns that are coming into vogue are entirely unsuited to many occasions when a dressier tailor-made could be worn.

The tendency nowadays is all towards a special dress for a special occasion, and this means that most women will have to indulge in a gown of lighter material and more elaborate make for the many times and places in which a severely plain tailored suit could not be worn, and it is on this costume that the elaborate trimmings will be placed.

The most noticable feature of the Fall trimmings is the many developments of the drop and pendant idea. These drops and dangles enter, in the most original and distinctive way, into the composition of most trimmings, and whether they are of braid, applique, embroidery, etc., they all show this feature most strongly, and offer innumerable pleasing combinations to the clever dressmaker. With these may be classed the numerous detachable ornaments of silk cord, braid, etc., that come by the yard and can be separated. This is by no means a new idea, but it is a very popular one in Fall dress trimmings.

Fringes have been struggling into favor for some seasons past, and it may now be said that they have arrived, and are largely used to finish the ends of stoles, fichus, sashes and the edges of cape collars, berthas, etc. What are known as Tom Thumb fringes are used to edge flounces and boleros. Nearly allied to fringes are the fancy braid trimmings with tassels

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and drops at intervals, and fringes of jet, chenille, and of jet and chenille combined, are also expected to be very good for the coming season. Jet, and jet and chenille effects in trimmings are having quite a revival, and seem as though they would be very popular with the trade.

Perforated bands of cloth, with the perforations buttonholed after the fashion of the popular "broiderie anglaise," are another of the novelties.

Faggoting, fancy stitched bands, etc., showing French knots, are as popular as ever, and in these there is a growing tendency to the use of brown instead of black as the relief note.

Oriental bands and appliques in Oriental colorings are also well shown, but not in such bright combinations as they were put out in the Spring. The crude colorings and some of the Spring trimmings have led to a return to quieter combinations. Appliques in both silk and chiffon are much in vogue, chiefly in black. The novel note in these appliques is the filling in of the open spaces with teneriffe lace stitches.

Guipure trimmings are also filled in with this popular lace stitch, and indeed it figures largely in the make up of all Fall trimmings.

EMBROIDERIES.

EMBROIDERIES are in for another good season. Prominent among the new lines are the teneriffe or drawn work effects. If they are not the whole design, as they very often are, they enter largely into its composition. These drawn-work effects are particularly useful for centring other designs and in filling up large spaces.

Motifs are very much in evidence again, in fact more so than last season. Some of the most effective are purely drawn-work motifs, and others are in semi-blind with spaces filled in with drawn-work stitches. Some lovely circular flower motifs in this style of work are shown that the trade is sure to give a good reception to.

The use of the teneriffe stitch means that the majority of these motifs take a conventional shape—as circles, squares, triangles, hexagons, etc.

Some very effective wide flouncings are produced by the use of these drawn-work motifs, port-hole and drawn-work, and drawn-work and ring combinations.

Conventionalized fruit designs are also shown, but many of them would require to be placed pretty high up the skirt or the large open spaces would catch on the boot heels.

Special deep embroideries, or as they are called embroidered tops, with a beading woven in near the edge for the running of a ribbon, come in large variety and are sure of a ready sale, as this kind of corset cover is very popular.

Very wide flounces are talked of, and some are said to be as wide as 45 inches.

Matched sets are more popular than ever. They have been well used in the past season, but promise to be much more prominent in next season's lines.

There is a very fair proportion of open work showing in all lines, and the semi-blind effects are also very good, but blind work is beginning to lose cast with the trade.

There have been rumors of changes in prices, but they remain rumors as yet, and are scarcely expected to materialize.

HANDKERCHIEFS.

THOUGH large advance purchases have been the rule since the wholesaler first showed his lines for the holiday trade yet few of the retailers' stocks are yet complete, and though few novelties are showing yet there are many pretty effects along the old lines. Small neat effects are leaders in both the high-priced and in popular lines. Hemstitched and embroidered lines are good. Amongst the most attractive are those that show a lace insertion with a hemstitched border and small neat embroidered pattern in between and in many cases the whole finished off by a narrow edge of lace. The plain linen hemstitched handkerchief with hand-worked initial enclosed in a small spray medallion in one corner is a great favorite this Fall.

In medium-priced lines the lace handkerchiefs are not taking so well, but in the cheap grades and in high-class goods the sale is large. The heavier laces are well shown in expensive goods as the fashionable tendency is towards them. Maltese, not only in silk but in the linen lace, figures largely in the holiday lines, and there is the usual large assortment of handkerchiefs in brussels, duchesse, rose point and honiton, both in moderate and in very high-priced goods.

Very moderate-sized handkerchiefs are what is wanted as the pocket is only noticable by its absence in smart dress, so handkerchiefs have to be carried or tucked into the wide cuff.

Some very small handkerchiefs are showing either in hemstitched sheer lawn or with a border of narrow lace. These are intended to tuck into the glove.

When placing orders for handkerchiefs for the holiday trade the use of handkerchiefs for other purposes than their legitimate ones should be taken into account. The corset cover made from handkerchiefs has been in vogue for several seasons but is still in great favor, and there are many other ingenious ways of using handkerchiefs for underwear trimmings. Sofa pillows and cushions are also made from handkerchiefs, both men's and women's. Pretty dusting caps and kimonas as well as many other fancy articles are also fashioned from them. Enough has been said to indicate the many uses to which clever fingers can put handkerchiefs, and some thought should be given to these outside uses in making selections for the holiday trade, and some of the Excelda handkerchiefs with the colored borders should sell well for this purpose.

GLOVES.

SALES of gloves are very satisfactory, and indications point to a good business during the coming season. Retailers are on the outlook for Christmas novelties, though in this line trade has not amounted to much as yet. Any new shades introduced, provided they are in harmony with the general color scheme of dress goods, will receive a welcome for the holiday trade, but so far staple colors appear to satisfy the wants of the trade. Keen glove buyers keep a sharp eye on the various popular shades in street costumes, and stock accordingly. A pretty novelty shade in gloves may make a hit with the trade, but it is never safe to "gamble on."

Silk and cashmere gloves are in demand, the latter selling in staple colors mostly—blacks, greys and whites. Combinations of colors are also good.

$30.00 Worth of Needle Talk

ONCE in a while an enterprising smallware traveller will blow into your store and tell you that you are foolish to pay $1.45 per thousand for Morrall's best needles, when you can buy his needles, cheaper needles, for less money. Quite so, a merchant may be foolish to buy good spool cotton when he can get the inferior grade for less money. You don't want cheap sewing cotton, nor you don't want cheap needles.

As a matter of fact, Morrall's best needles are the cheapest needles sold in Canada, they are sold at the same price as sold by the wholesale houses in Great Britain—6s., or $1.45. Other good makers have never attempted to place their best brands on this market, and consequently needles that cost half the price of Morrall's to manufacture are retailed at the same price.

Years ago large retail importers in this country paid Morrall's 6s. in England for these needles, which cost them, duty paid, $1.85 per thousand. They paid this price for one reason only—**to give their customers good needles.**

What kind of needles will build up a needle trade? Highly polished, perfectly-made needles, or the cheap kind?

Most of the best dry goods trade in Canada number amongst our needle customers. Our letter order business shows these customers are doing well with Morrall's Needles. We are, however, looking for more business in needles, and are spending our money advertising the fact.

SPECIAL NOTICE.

We now have a full stock of Beaded Neck Chains and Girdles to cost 75c., $1.25, $2, $3, $4.20, $6 and $7 per doz. Send in a sample order. These goods are up-to-date and prices right.

C. H. WESTWOOD & CO., Limited,

WESTWOOD BUILDING,

BAY STREET, - - TORONTO.



TWO COATS TWO SUITS



All Good, Perfect in Workmanship, Correct in Style, Superb in Fitting Qualities, Made in Fashionable Materials: Four essential elements in good goods for good stores. They show in every one of these four features the other indispensable merchandising quality—profit-bearing.

BUY THEM, they will stand a good margin.



The Merchants Mantle Manufacturing Company, LIMITED.

Ladies' Ready-to-Wear

Coats, Costumes, Skirts and Capes.

36 WELLINGTON ST. E., and
1, 3, 5 LEADER LANE,

Toronto, Canada.

P.S.—When your Cloak stock requires sorting, we want the order—that's why we advertise.



CLOAKS, COSTUMES AND SKIRTS

THE STYLES IN COATS.

MANUFACTURERS generally are well satisfied with the season's trade so far. Large orders were placed on the early rounds of the travellers, and this is always a great help to the manufacturing end of the business. The general run of the country trade and the bulk of the trade in the large towns and cities is strongly supporting the loose-backed coat. The trade has bought it heavily, and no doubt it will be the leading seller for the best part of the season. Looking back at the catalogues of the various manufacturing firms for the last few seasons, the trade had every reason to assume that this would be the fashionable coat this Fall, as it was only towards the middle of the Fall and Winter season of 1902 that the loose-backed styles developed their full strength, and according to precedent they should be the leading style for this season. The loose-backed coat has many points that recommend it to popular favor. From the trade standpoint it is easy to handle ; it can be cut in large numbers, and, with the varied trimmings and finishings, it presents a totally different aspect, though all are cut from the same pattern. Then it is easy to fit, and fewer alterations are necessary with this style of coat than with any other that has yet been in vogue. It is a most comfortable garment, as it is easy to slip on and off, and as now made, with wide sleeves, is ideal for wearing over an elaborate waist without crushing it ; and these are just the points that go to make up the popularity of this coat with the better class trade.

Manufacturers who try specially for a smarter trade (unless they adopt the practice of delaying the production of sample lines until such a time as the trade has a better idea of what novelties will be worn for the season) are not as busy as they might be just at the present time. They have sold to their customers as many coats of both loose-backed and the semi-fitting varieties as they care to buy until there has been some selling to determine the strength of either line, and not until stocks are broken into can this be done to let orders come in again with freedom.

It is extremely likely that both classes of coats will sell freely, as Fashion is by no means so arbitrary on such subjects now as she once was. The time was when the dictator of fashion issued a decree, to which all women bowed, and, whether short or tall, stout or slender, they wore what Fashion offered. Women are more and more alive to the folly of wearing one thing just because it is the fashion and blindly obeying its dictates, and they now demand more latitude. This season the up-to-date woman will buy just what suits her figure and the purpose for which she requires her coat. There are many occasions when a loose coat will best fill the bill, as it will go over an elaborate blouse on the waist of an afternoon gown without any injury to it. But if it is a smart coat for afternoon wear with a walking skirt and one of the new tailored blouses, it will be the semi-fitting coat that will be asked for, and often right up to Christmas the corset coat at that, though the Louis XIV. or pompadour coat is the most popular of the tighter-fitting styles.

The long-coated suit that has sold so well is going to help the sale of loose coats. This style of suit, whether designedly or not, is just the right thing for showing off to perfection the new styles in fur neckwear, and furs and these suits will be well worn for walking, while a loose coat will be chosen to wear over a more elaborate toilet.

Whatever the style of coat, whether it be tight or loose, there are some special features that mark the coat as a Fall production for 1903. The sleeve is one of them. All new coats must have it. The coat must be collarless, and there must be some more or less modified cape effect. Buttons in fancy varieties of metal and enamel are also a new feature, as are the many drop ornaments that are so much used.

SUIT STYLES FOR FALL.

THOUGH there are a few suits shown with the short-bloused coats that Paris at first favored for Fall, they have made but little impression on the general run of trade, and the long-skirted coat in one of its many forms is what has sold most freely. In suits in fancy effects, zibelines, etc., and in plain and panne cheviots and broadcloths—in fact, in all the higher-priced lines—the pompadour coat or the blouse with the



The Merchants' Mantle Mfg. Co.

long skirt (and just what length this skirt is depends on the taste of the wearer) is most worn. In suits made of tweeds and cloths of a tweedy nature, and in the suitings, it is the tucked pompadour, or the Louis coat, or the mannish Prince Albert that is worn.

The long-coated suit is the choice of the vast majority of buyers, a fact not to be wondered at when the way in which

FOR SPRING TRADE
1904

WE BEG to announce to our patrons that our travellers are now covering Canada from the Atlantic to the Pacific, with the finest range of Ladies' and Gentlemen's Waterproof and Rainproof Garments of the latest designs.

We advise the trade to inspect our samples before placing orders.

Our customers should see that every Rainproof Garment bears the label with the "ELITE" brand, as our style of label is copied.

The illustrations of our new designs will appear in next issue. WATCH FOR THEM. They will include some specially interesting lines and novelties.

The Montreal Waterproof Clothing Co., MONTREAL.

Mantle Cloths



CORRECT CLOTHS FOR LADIES' AND CHILDREN'S MANTLES, CLOAKS and WRAPS.

We carry an unequalled assortment of desirable lines, in weights suitable for all classes of garments.

All fashionable fabrics will be found in our stock, including :

BEAVERS
KERSEYS
MELTONS } Colors of Scarlet, Cardinal, Royal, Navy, Green, Browns, Drabs, Fawns and Blacks.

BROADCLOTHS in above colors and also White, Cream, Champagne, Sky, Cerise, Heliotrope, Corn and Reseda.

SERGES in Scarlet, Cardinal, Green, Blues, Black, White and Cream.

CHEVIOTS
VICUNAS
LLAMAS
ZIBELINES
DUFFLED FRIEZE } Blacks, Blues and Greys.

FRIEZES—all prices, Black, Blue, Brown and Grey.

SCOTCH TWEED ULSTERINGS—all new effects, with and without fancy backs.

REVERSIBLE CLOTHS, with bright colored checked and striped backs, in Beavers, Vicunas, Serges, and Tweed Face, in colors, Black, Blue, Green, Grey and Brown.

CURLS in colors of White, Black, Blue, Red, Brown and Grey.

BEARSKINS in White and Scarlet.

ASTRACHANS in Black and Grey.

MATTELASSES in Red and Black, Brown and Black, Blue and Black.

BLANKET CLOAKINGS—Reds, Blues, Greys, Black and White—Plain and with Stripe Border, also in Checks.

RAINPROOF CLOTHS in all fashionable fabrics and colors.

We have an excellently equipped Mail Order Department which is at your service for "hurry" orders.

NISBET & AULD
TORONTO.

it was received by the average woman is considered. The fact that it is new may account for this, but its suitability for the Winter season has also had much to do with this.

While the business done in suits has been very gratifying in point of numbers sold—one firm selling more suits this Fall than in any year before—there is another cause for congratulation, and that is, that the demand has been for a better grade suit. The low-priced suit has been passed over, and a 25 per cent. higher grade has been asked for. Prosperity has something, but not everything, to do with this, as the development of trade in suits is certainly a strong factor. In no line of garment manufacturing has there been such a steady development as in the suit branch, as from the smallest beginnings a few years ago it has developed into one of the most important branches of the ready-to-wear industry. The success of the suit end of the garment trade has been brought about by the united efforts of both manufacturer and retailer. Both have been interested parties and have helped each other along. Sometimes it has been the retailer, with his superior knowledge of the selling situation, coming from personal contact with the consumer, and sometimes the manufacturer that has encouraged and urged the retailer to see and make the most of his opportunities.

The constant effort of THE DRY GOODS REVIEW is to act as go-between, and keep, by our monthly reports of what the manufacturers are doing, the two interests in close touch, well knowing that in the success and prosperity of the one lies the success and prosperity of the other.

FASHIONABLE LENGTHS FOR WINTER COATS.

THIS season is singular in one thing. Never before in the memory of the trade has there been so much latitude in the length of the Winter coat. It would seem as though garments intended for outdoor wear could be almost any length and still be in fashion. This is good news to the saleswoman, as it means that both the tall and the short woman can be easily suited.

For the tall woman are coats in long hip length, short three-quarter, three-quarter, seven-eighths, and round or full evening length, and all are becoming, though for that matter the three last are equally becoming for both tall and short figures. For the short woman are the coats ending at the waist line, and the short and long hip lengths. Of course there are many deviations from these exact measurements, but any coat from 28 inches is to be fashionably worn this Autumn.

THE REAL AND THE IMITATION BARGAIN.

IT is human nature to delight in a bargain, and the wife of the richest man in your particular town shares this—shall it be called failing—with your poorest customer; in fact, it is often the rich woman that is the keenest bargain-hunter. The princes of modern retailing—the men who have revolutionized the dry goods trade—were too keen observers of human nature not to take cognizance of this weakness, and accordingly they set themselves to play upon it with such magnificent results that the whole dry goods world is following suit, and bargain days and bargain sales are now a recognized feature in all stores; in fact, they are the stay and standby of the large departmental stores. Bargains are to them the very breath of life, without which they would have no existence. Listen, then, to what the pioneer in bargain-giving, John Wanamaker, has to say about them :

He says : " There is as much difference between a legitimate bargain and the imitation one as there is between light and darkness, as between vice and virtue. The one is a commercial benefaction; the other is a menace and a drawback to trade."

The legitimate bargain is the outcome of a trade transaction that gives a needed benefit to some manufacturer by giving him, even though he is at some loss, the ready cash that saves him from a greater loss. Often this parting with goods at a sacrifice prevents the closing down of factories employing thousands of hands. Such a loss as this has to be borne by the capitalist, as the merchandise which the transaction sends for public distribution under price has cost full wages to the manufacturer that produced it, and its sale at a lowered price is often the only means of retaining his workpeople at full wages without loss of time. This kind of bargain benefits those who buy it, for it is honest stuff and possesses all the qualities which it represents. To the buying public it is a real economy. The manufacturer also benefits, because the cash released enables him to engage in new and more profitable operations.

Naturally, there are limits to real bargain giving, as, luckily, losses form but a small portion of commercial transactions, and offerings of this kind go naturally only to the most wide-awake buyers and to those who have the largest regular accounts with the manufacturing house. This is one of the advantages of giving one firm the bulk of your business,



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as they naturally use these plums to make themselves solid with their best trade.

This is just the kind of plum the buyer for a ready-to-wear department is always scheming to get hold of to advertise his department, and happy is the one that does so, as it will add to the prestige and to the drawing power of his department as nothing else will.

" I bought this suit at So-and-So's. Just look at it. I wonder how they could sell it at the price I gave for it. Just look at the quality of the cloth and at the style and the trimmings," and the friend of that woman resolves that she, too, will go to So-and-So's, hoping that she, too, may be a lucky bargain-getter.

But, on the other hand, let the suit buyer beware of the imitation bargain, for the harm it will do him will follow him all his days. There are concerns that seek to imitate the successful stores by conniving at the production of cheap goods for make-believe competition, and factories there are for making these bargains. Every device and resource at their com

mand is utilized to cut down the cost. Shoddy materials and cheap labor are called into requisition and everything is sacrificed to the outside appearance. The work is done with a rush and hurry, and where it is possible to "skimp" both material and labor, it is done. This is the kind of bargain that tends to cut down wages and to make long hours. The boy is made to do the work of the man, and the girl the work of a woman. Such bargains as these are calculated more to drive away trade than to hold it, and buyers should beware of them.

Happily, Canadian firms are not often makers of this kind of bargain, and the trade has been such that the other kind of a bargain has not been common of late.

There is another kind of bargain, which, though it may benefit the one particular department or store, is yet an injury to trade, and the presence of which in the market accounts for many a failure in business that on the surface is very hard to account for. Cutters, as all who are familiar with the ready-made garment trade know, are always scheming how to get



The Merchants' Mantle Mfg. Co.

their patterns out of less cloth, and often in their eagerness guess, instead of taking accurate measurements, and then estimate from those guesses. Often this is done in good faith, but it is often done with the intention of showing a high rate of profit on the manufactured article.

A manufacturer may now and then strike a particularly good bargain, but his competitor will also sooner or later do the same; so that no man can systematically undersell the other. If they do they are not making a profit, but are selling below cost of production. Underestimating the quantity of material is often the cause, and this is often the inside history of many an otherwise unaccountable smash. Manufacturers should see to it personally that they are offering no such one-sided bargains as this, and they should see that all estimates offered by cutters are accurately checked. A bargain of this kind has a very far-reaching and disturbing effect on trade. The firm giving it is deluged with orders, and each order means a distinct loss. These goods enter into competition with and injure the sale for a time of goods honestly made and carrying a fair rate of profit. But it is only for a time, as either the firm in question makes a searching inquiry into its own methods and mends its ways, or the inevitable happens, and another big failure is added to the list.

MISSES' AND CHILDREN'S STYLES FOR FALL.

THIS is a very recent development of the ready-to-wear trade and one that is increasing each year in popularity. Dressmakers usually do not care to make up children's clothes, as they say there is nearly as much making, by their methods, in a child's dress as there is in its mother's, and yet they can hardly charge half the price.

Many busy mothers who have hitherto made their children's clothes are now finding their cares lightened by the ready-made garments shown in the stores, and the children are delighted with them, as with the average child there would be no doubt about the choice between the store-made clothes and those mother makes. Children are good advertisers, and soon the neighborhood knows where the new dress or coat was bought.

Styles for misses are only a repetition of what their elders are wearing in most cases. The long-coated two-pieced suit, perhaps in rather plainer and simpler styles than what is shown in adult lines, is very popular for misses. These are often tucked in box-pleated fashion, as to the slender figures of young girls anything that gives bulk is becoming. A very pretty suit in this style was of mid-navy canvas. The coat had a large collar in the sailor style, of taffeta, edged with and enriched in the corners of the collar with bands and medallions of yak lace. Both the back and the front were laid in tucked box pleats, and the skirt was tucked to match the pleats, flaring from the knee.

A smart costume shown that was suitable for school wear was of Donegal tweed, the five-gored skirt finished on the edge with rows of machine stitching. The coat was a double-breasted Eton with small collar and a double row of small metal buttons down the front. The loose-belted Norfolks are much in evidence in suits for misses' wear, both in tweeds, suitings, serges, etc., and zibelines and the more dressy cloths.

In coats it is the three-quarter length box-backed variety in friezes, tweeds and zibelines, in black, oxford and navy, that misses are wearing. A few of the more dressy ones are in box-cloth, in fawns and castor shades. For smaller girls the same loose coat is shown in brighter colors. Black, oxford and navy are shown, but there is strong feeling as well for cardinal, ruby, tan, fawn, brown, reseda and myrtle. Many of these girls' coats have triple capes, piped with velvet in contrasting colors, and also with tartan plaid. Some of these coats in beaver cloth have a cape or epaulette over the shoulders, finished with stole effects in tartan velvet, or in plain velvet, inlaid with a strapping into the cloth. For the little tots bearskin, in white and cardinal, is the most favored, and coats of eiderdown, trimmed with lamb's wool, in white, red, green, blue and other colors, are all showing. There has been quite a demand this Fall for misses' rain coats.

In girls' dresses the sailor style is always popular, in serge, navy, royal, cardinal, red, brown, etc., and with vest of self-color or cream. Braid in cream or in self-color is the most appropriate finish for this class of dress, but some of the sailor suits have a trimming of cream applique. Cashmeres, basket-cloths and flaked goods are all used for the more elaborate dresses. The long-waisted effect is still good, and where the material will stand for it a good deal of shirring is used in girls' dresses. The Russian blouse effect is another popular style.

Shawl collars and cape effects are all good on children's dresses. Pretty little party dresses are shown in cream, pink and blue Japan silks, with tuckings, shirrings and insertions of lace. Some very attractive white Bedford cords and hop-sacks, with bands of yak, are also very elegant.

RENOWN CLOAKS.



3
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J McCloughton.

A RENOWN Label in your cloak
is a Guarantee of Excellence.

WE WISH to maintain our position as Creators of Leading and Desirable Styles of Ladies' Cloaks, and to be considered a Positive Authority in the making of Good Goods, for which there is a profitable demand.

We offer the Trade the latest ideas based upon the productions of Parisian manufacturers, as well as a line of goods which are thoroughly Americanized and adapted for domestic trade.

JACKETS

As predicted by us early in the season, and as was the case last Fall, our judgment regarding Jackets has proved to be absolutely correct, which has been confirmed by the fact that the leading trade has so strongly endorsed our line.

We have the correct length and style in Coats!

All these styles are produced in Zibelines and Cheviots.

N. B.—We beg to advise our friends and customers that **our Spring samples will not be ready before the 15th of December.**

WALDMAN & SOMMER, MONTREAL.

Exclusive Ideas in Designs.

ESTABLISHED 1826. INCORPORATED 1897.

ANDREW McLEAN CO.

460 Broome Street, - New York.



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Manufacturers of

CRINOLINE LININGS AND CANVASES

in great variety under **The Victor** trade mark.

Victor { **Sheer Linings, Silk-Finished Linings, Buckrams and Special Canvases for Stock Collars and Cuffs, Checks, Etc.**

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in all Grades and Colors.

MILLS: PASSAIC, N.J.

ANOTHER OF OUR LEADERS, No. 110

2 Crimped Frills, 2 Plain Frills.

Made of good quality Black Mercerized Sateen.

Seams felled, not a raw seam inside or out.

Full two yards at top of flare.

A dandy skirt for $10.50 per dozen.

Terms 2 per cent. 10 days or net 30 1st. foll.

Other lines $6.50 to $24.00 dozen, all of them Perfect in Make, Fit and Finish.

Samples sent anywhere in Canada per express paid.



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"The Premier"
ART PROOFING

Ladies' and Misses' Garments Bear this Label.

HIGHEST GRADE

BRITISH-MAKE

FOR LADIES, GENTS, MISSES AND BOYS.

(Guaranteed)

"PREMIER" WATERPROOFS and SHOWERPROOFS

The "Premier" Waterproofs are the absolute Guaranteed Garments in the Dominion of Canada, thoroughly waterproof and will not harden

BEWARE OF IMITATIONS

STANDARD OF THE WORLD.

Established 1873.

(Guaranteed)

Head Works: MANCHESTER, ENG.

Branch Works, Showrooms and Offices: MONTREAL and WINNIPEG.

The PREMIER WATERPROOF GUARANTEED TO RESIST ALL CLIMATES

Gentlemen's and Boys' Coats Bear this Label.

TAORO, OR TENERIFFE LACE

WE all look upon trade as a very commonplace affair—a mere matter of demand and supply, of buying and selling—but there is a good deal of romance that clings to it if we but open our eyes to see it. Where once the adventurer went forth in search of new lands to conquer, and fought for fame and place, now it is for some new product—some novelty that he can turn into account in his battle for wealth, and from the most remote places he may bring an influence that may be plainly traced in the busiest parts of the civilized world.

This is just the history of Taoro or Teneriffe drawn-work and Rueda lace, which was originally made in the Canary Islands. These little rocky isles off the west coast of Africa are of such little importance to the modern world that many would at first be puzzled to place them, and yet they have a history that reaches far back into the misty past; indeed they are held to be the famous "Gardens of the Hesperides" of the ancient world, where grew the golden apples, and about which so many myths and legends cling. To the mediaeval



Bedspread and Pillow Covers in Taoro.

world these islands were known as the "Fortunate" or the "Blessed Isles," and were conquered for Spain in the 14th century by one John de Brentecour, a sturdy old Norman sailor and fighter. In those far-away times they were often visited by ships from all the maritime nations of South-West Europe, blown out of their course by the fierce gales in the Bay of Biscay and the adjacent parts of the Atlantic.

This accounts for the very mixed nature of the population, which is composed of the remains of the native races who were closely allied to the Moors and with whom are mingled the



Afternoon Tea Cloth in Taoro.

descendants of Flemings, Italians, Normans, Portuguese and Spaniards. It is from these last named races that the beautiful art of lace-making must have come, as the cradle of this art was along the shores of the Mediterranean, and drawn-work on linen, worked with a needle, was the first form in which lace was made.

That it was from Spain and Portugal that this "Taoro" first came is however most probable, as it is very closely allied to the lace made by a mixed native and Spanish and Portuguese population in Paraguay and Mexico.

The Canaries have a lovely climate, a mixture of temperate and the tropics, and the products of both zones are seen growing side by side. Since Spain a few years ago made their ports free they have been a calling place for steamers on the way to and from South America, the Cape and other West African ports. They have quite a flourishing trade for their size, which however is mostly in the hands of the English And it was an Englishman, though long a resident in the Canaries, that brought Teneriffe drawn-work and lace to the notice of the world at large.

The Taoro hand drawn-work and the Rueda or Teneriffe lace is made by the women of the island under pretty much the same conditions that lace is made in the peasant homes of Europe, and this lace attracted the attention of J. Audley Sparrow who brought some specimens to England, where it was introduced to the buying public in 1891. Since then its popularity has grown to such a height that it is exported all over the world.

This firm now have a factory in Teneriffe where nearly 2,000 skilled workers are employed, and articles of household linen, etc., are all decorated in that place in the loveliest manner.

ful insertions and medallions of varying shape, for the trimming of ladies' and children's dresses.

The manufacturers of Taoro have combined two excellent materials now by sending "Old Bleach" linen made by the "Old Bleach" Linen Co., of Randalstown, Co. Antrim, Ireland, to be worked up with Taoro in the Canaries. To those who know this particular make of linen nothing more need be said. Just a passing mention may be made of the success in Paris of bedspreads made of this linen in colors, with stripes of Taoro, and these bedspreads will be one of the novelties shown on this market in the Spring.

When Teneriffe work was first put on the market in 1891



Group of Taoro Workers in Teneriffe.

One of our illustrations shows a group of these work people with Mr. Sparrow in their midst, while the other two give some idea of the beauty of their work.

Taoro, as this drawn-work in its most dainty and finished form is called, is so cheap, comparatively speaking, that the housewife may indulge in her perfectly natural desire for lovely linen household accessories with a comfortable feeling that she is not committing any great extravagance. There is almost an endless array of patterns, and everything of linen that is made for household use can be decorated with Taoro. There are d'oylies, tray-cloths, dressing table covers, table cloths in fine damask with worked centres, bedspreads, pillows, etc., and last, but not least, a great variety of beauti-

the trade looked and admired, but there were not then a dozen retail firms who would give a definite order for it. But now every dry goods house of any size in any of the four continents or Australia shows Teneriffe lace. More than this, makers of machine-made laces and embroideries, struck by the novelty and beauty of the stitches and motifs, have copied them and introduced them into all kinds of other laces and embroideries. Hardly a lace pattern is shown this Fall but what has a copy of some design or motif from the lace whose patterns were first the work of the brain and busy fingers of a native woman, living on those lonely isles washed by the waves of the Atlantic—lace so delicate, so fairy-like and beautiful that it is a fit product of the lovely Hesperides—"The Garden of the Gods."

TOOKE BROS., Limited
MONTREAL.

The Latest Novelty in Ladies' Collars



RETURNED
3
See Cut book
Page 89

NÉGLIGÉ.

Starched, but pliable.
None to equal it for comfort.
Delivery 1st December.

Don't fail to see our Spring range of Ladies' Shirt Waists. A few of our leaders in white lawn, trimmed with Cluny Lace, at $9.00 to $12.00 per dozen, are wonderful value.

LADIES' NECKWEAR

LINES in ladies' neckwear are certainly in a much more complete state than they were a month ago, and orders for Fall are beginning to come in more freely. Orders so far are very satisfactory and there is no firm but what reports a substantial increase in business for Fall. Orders for wash lines, if any, are being taken from old samples, as there is nothing new showing in washing stocks.

For the first time in many months Canadian manufacturers of ladies' neckwear can make their deliveries on time, but how long this happy state of affairs is going to last remains to be seen, as it has not been arrived at without some sacrificing of orders and careful planning. As the manager of one large factory put it: "From the beginning of the year up to now our business has run us, now we are running our business; but how long that may last I don't know, as there is every prospect for a splendid season this Fall. The wise ones are those who did not slacken off in the time between seasons, but kept their hands together and worked for stock, as now they can pick the greater portion of their orders from this reserve and fill them without any delay, and they are not advertising in all likely and unlikely places for help. Another advantage gained is in the better finish that is always given to work that has not had to be rushed, and in such dainty work as in the making of ladies' neckwear this is a great advantage."

Our larger houses are beginning to reach out for foreign trade and one of them has, this season, sent a special agent out to Mexico. Though he left too early to carry with him a full line of the new things, and his samples were rounded out with good sellers from the silk lines that sold here in the early Spring, and so could not be considered strictly up to date, the orders he has turned in have been in every way satisfactory and it looks as though a profitable trade would be built up there. This same firm are pushing the trade also in Australia and New Zealand.

That good old staple in ladies' neckwear, the stock collar, still holds its own and is shown in numberless variations in Fall lines, and though nothing startling has yet been developed, and each and every one is but a different arrangement of what we have seen before, they are selling—and selling well. With the present style of dress they are the necessary finish, and in looking through a display on forms of Fall suits if there is no stock shown with them the want is soon realized. The "choker" variety is dead and its place is taken by a stock of comfortable height, which is so varied in different parts of the collar that the result is most comfortable. Heavy linings and stiffenings, too, are not in use, and the collar is as thin as possible; indeed many are totally unlined, with a few featherbone stays, as the shape is now so accurately cut that creasing and wrinkling are avoided.

THE FUCHSIA STOCK.

THE reason given for the popularity of fuchsia designs and fuchsia shades is that this is Queen Alexandra's favorite flower. No one here has yet ventured on showing the taffeta stock in fuchsia shades, but they are doing so on the other side. Many of the models are combined with ecru or white, making them less trying to the ordinary wearer. Some women can wear the rich dark shades, more red than blue, while others look best in shades where blue predominates. Though silk stocks in this style have not been shown here, chiffon foundations with row after row of velvet in these rich shades are seen, and in the soft chiffon stocks with lace incrustations this color as the relieving touch is well used. A novelty shown by one manufacturer is a fuchsia stock in Swiss embroidery in white taffeta in the natural shades, in both the deep and in the paler tints.

THE ALL-BLACK STOCK.

THOUGH black and white effects are by no means absent from neckwear lines, their place in general favor is being taken by the all-black stock. Hitherto a white binding, or a white stitching, as a relief, has been demanded, but now it is the all-black stock, and in the tailored silk stocks and more fanciful lines all black stocks are selling strongly.

Severely tailored lines in all black are very good, as also are those that show a deal of openwork stitchery; and these last named varieties are very becoming, showing as they do the neck through the intersections of the heavy silk that the stitchery is done in.

BUTTONS AND BEADS ON STOCKS, ETC.

THE button manufacturer furnishes this Fall the most popular trimming on stocks, and the bead maker is not far behind. Small and moderate-sized buttons are used on all sorts and conditions of stocks—the moderate-sized gilt button to give the martial air to the semi-military styles, and on both the tailored and more fancy lines small buttons in gold, silver, steel, pearl and spun silk. The latter are generally in white but black ones are beginning to be used also. Jeweled effects also in pearl, coral, turquoise and jet are coming into use. On the chiffon stocks beads, generally in silver or steel, are being shown in increasing favor; indeed this seems to be a coming style in neckwear. Imitations of faggoting, drawnwork and lace stitches are, if possible, more favored than ever and many handsome stocks of this kind are shown.

The colors are the usual staple ones with reseda and willow-green prominent. Heliotrope has a place in all lines but not much faith is put in the strength of this color. Military colors in cardinal with gilt buttons should be just the thing for Autumn wear, and the quieter ones in navy, with the pearl in place of gilt, should also take a good place.

TRANSPARENT EFFECTS.

STOCKS in transparent materials with all sorts of fanciful tabs are the vogue, and while many are made over the foundations, yet there is an abundance of lines in mousseline-de-soie, both plain and tucked, and also in other all-over laces and materials of a transparent character. All these stocks dip in the front, and are from one to one and a half inches deeper there than at the back. Lace stitches, faggoting, lace incrusting, and fancy gold and steel beads are all used in making these collars, as well as baby ribbon and narrow velvet. Many of the newest styles are in these stocks, and though they did not meet with general attention when they were first shown, now that longer nights turn the attention to indoor amusements, the theatre, etc., these stocks are beginning to sell freely, as retailers never buy them ahead of the demand.

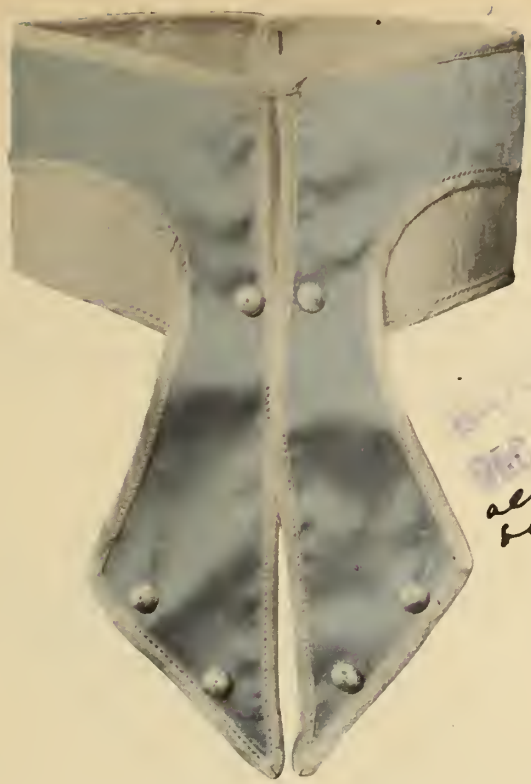
In these transparent lines may be classed the many lace stocks that are showing, and it seems as though a very

Three New Creations

"Sterling Brand" Neckwear

(Dozens of others in all the popular colorings)

Gives Satisfaction —Brings your Customers back.



NO. 456. PRICE $2.25 DOZ.
White collar, silk over-collar; all shades.
We have many other designs at same price.



NO. 454. PRICE $4.50 DOZ.
Twelve shades Taffeta Silk with white or colored silk binding.

Good Style,

Good Taste,

Faultless Workmanship,

(our strong points)

Quick Delivery

Our rush season will soon be on; order now to get quick delivery.



NO. 447. PRICE $4.00 DOZ.
White collar; silk over-collar, all shades.

THE ONTARIO NECKWEAR CO., Limited,

Makers of "Sterling Brand" Neckwear for Men and Women.

Cor. Bay and Wellington Sts., TORONTO.

large trade is developing in them. Plauen stocks are not new, but the many forms of guipure and renaissance, in both silk and linen braid, hand worked, certainly are. However, stocks are not confined to these, comparatively speaking, inexpensive lines, but brussels, rose point, honiton and duchesse are also well shown in both one and two-tabbed effects. The guipures are in cream, ivory and champagne, as well as white, and the other laces of course in white. These are often worn over a wide band of black velvet ribbon, which shows up the pattern of the lace to perfection. Besides stocks, there are collars of varying sizes, from those that are really a cape, down to those of a moderate size. Many of these have the stole ends, in sizes from the short ones, that are nothing but elongated tabs, to the long stoles that reach almost to the hem of the dress. Stoles proper are seen in lace and in guipures of colored silk braid and silk. These are almost exactly the same shape as a priest's stole, and are known as "stolas" in Paris.

Many of these lace capes and stoles will undoubtedly be used in making up fancy waists and evening costumes, as they turn a plain silk effect into one of great richness, with the addition of pleated chiffon or the smarter fringe. The bertha effect for full evening wear is even more fashionable this year than last, and many lace berthas, particularly in the beautiful hand-made laces, are strong features in these lines.

The novelty, however, in lace stocks, collars, stoles, berthas, etc., is the taoro or teneriffe lace, and not only is this filmy lace seen in the whole article, but insets of it are often met with in combination with the other laces.

FOR THE HOLIDAY TRADE.

BESIDE his ordinary lines, the neckwear manufacturer is now busy getting out samples of his holiday lines.

Pretty and elaborate pieces of neckwear are a favorite selection for a Christmas gift with many people, and many dainty styles are now being evolved from the busy fingers and brains of neckwear designers. While the similarity between all stocks in the general idea is still the same, there are many new ideas exploited. Jabots in chiffon are always good for the Christmas trade, and many stocks intended for sale at this time show this feature in some form, generally in pleated chiffon and narrow baby ribbon or velvet.

Ribbon jabots ended and adorned with motifs of St. Gall and Plauen lace are also to be met with, but are not very new, excepting those that have the smart touch of tassels or fringe. As yet, however, there are but few samples showing of this class of neckwear, as it appeals almost solely to those who are buying for the Christmas trade. A little later on lines will be much more complete, and no doubt goods of a more novel character will then be shown.



The Ontario Neckwear Co.



The Ontario Neckwear Co.



The Ontario Neckwear Co.

We do not want to tell you all we know about our

Xmas Range

of

Ladies Neckwear AND Belts

See Catalogue Page 11

A Big Range of Good Sellers



Our Delivery Will Satisfy You

Just see our Samples; they will speak for themselves, and your order will be filled promptly.

E. & S. CURRIE, Limited,

58 and 60 Wellington W., TORONTO.

The Canadian Manufacturers' Association.

THE annual meeting of the Canadian Manufacturers' Association was held in Toronto Sept. 16, 17 and 18, and since its conclusion a large party of the industrial leaders, who had engaged in the discussion of the many important matters brought before the convention, have been touring the West, gaining personal knowledge of the boundless markets which are exhibiting such a rapid growth in the Great West. The proceedings of the convention cannot but have been of the very deepest interest to every Canadian, but especially so to those engaged in mercantile and industrial pursuits. The numerical growth of the association during the last three years has been marvellous, and the increasingly national scope and influence of the organization has been no less marked.

The problems which are confronting the industrial world in Canada were grappled with that vigor and down-rightness which is characteristic of men accustomed to dealing with large issues. The reports of the standing committees, upon which the discussions of the convention were largely based, were pregnant with suggestion and eloquent of the time and energy spent in their preparation.



Geo. E. Drummond, President.

As might be expected, the tariff and labor questions loomed large in the crowd of important matters which demanded the attention of the assembled manufacturers. On these questions there was no uncertain voice. The tariff resolution passed last year at Halifax was re-endorsed and the position of the association as to trades unions defined in the report of a special committee. The reports of the Parliamentary and Railway and Transportation Committees were also replete with interest, as indeed were the proceedings of the convention as a whole.

The members began to arrive Tuesday afternoon and every incoming train bore its quota of manufacturers, heads of firms, managers of industrial plants, all bound for the annual convention where they might meet their fellow leaders in the Canadian industrial world, discuss the conditions and outlook of business, enlist the interest and influence of their fellows in the removal of grievances, express their views upon matters of high policy, and make representations to the Government of the day on questions of grave import to the manufacturing interests; receive an account of the stewardship of the retiring executive and choose the men who should guide the destinies and direct the policy of the association throughout the coming year.

Fine men they were, for the most part, vigorous alike of mind and body. In the corridors and rotunda of the King Edward Hotel gathered in groups or dispersed in pairs, shaking hands in jovial good fellowship, or absorbed in earnest discussion, there was scarcely needed the handsome blue and white enamel pin inscribed with the magic letters, "C. M. A. Annual Convention, Toronto, 1903," to indicate that these were the men to whom were confided the manufacturing interests of Canada.

It was interesting to note the large number of young men represented. The large proportion, and indeed men representing some of the most important interests, were in the very pink and prime of life, and where time had here and there touched one, 'twas but lightly. Much is heard of the wreck and ruin wrought by the killing pace of modern business methods, but there was little trace of it visible either in the faces or figures of the Canadian manufacturers. Whether the salutary influence of the Canadian climate, or the inherited vigor of the Canadian constitution, may be called on in explanation, the fact remains that from Halifax, Montreal, Toronto, or the West, the men bore the weight of their responsibilities lightly, at least from all physical appearances.

Wednesday was section day. The association was not convened as a whole, but much important work was done at the sessions held in camera, where, secure from publicity, family affairs could be discussed with the fullest frankness, and matters decided upon for recommendation or otherwise to the association at large.

RECEPTION AND OPENING SESSION.

The formal opening session and reception was held, by the courtesy of the Ontario Government, in the Legislative Chambers up in Queen's Park. The Chambers were resplendent with a tasteful arrangement of flag decorations and the ladies of the party who, with their lords and masters, were the guests of the Toronto branch, were included in the welcome extended by representatives of the local association, the city and the province. What, however, gave a more than ordinary interest to the function were the addresses of Premier Ross and the Hon. Thos. A. Brassey, M.P., of London, Eng., who, on a passing visit to Toronto, was prevailed upon to remain over and address the association on the trade and fiscal relations of the Empire. Mr. Brassey, long an advocate of Imperial federation, and one who has travelled much in the outlying portions of the Empire with a view to studying the trade conditions, as well as being a member of the Imperial Parliament, was particularly well fitted for the task to which he addressed himself, the discussion of Imperial trade relations from the British point of view, as was indeed also our own distinguished imperialist, the Hon. Geo. W. Ross, to discuss the same question from the Canadian standpoint.

Premier Ross was one of the first to appear on the floor of the House, and for a few moments enjoyed the luxury of undisturbed meditation, reclining in the capacious depth of the clerk's chair. It was not for long, however. Members began to arrive and the Premier was soon chatting and joking with the little circle that gathered round him. The evening was hot and it was late before all the guests arrived, and Chairman Murray called the assembly to order.

Mr. Brassey had, in the meantime, come in and was exchanging confidences with Mr. Ross and a few of the association officers and welcomed them in a felicitous manner on behalf of the Toronto branch of the association. Controller Oliver, acting for Mayor Urquhart, followed, extending the courtesies of the city.

PREMIER ROSS.

Premier Ross, besides representing the Province in welcoming the association to Ontario and the Legislative Chambers, directed himself to the discussion of the industries of Canada and the trade of the Empire. As usual, Mr. Ross was brilliant. His mother wit sparkled as he congratulated his hearers on the ease with which they had attained to seats which he and his fellows were wont to win but hardily. He unreservedly recognized the importance of the association and shrewdly paraded the opportunities Ontario offers for every branch of industry. The unity of interest between agriculturist and artisan were argued and the folly of exporting our raw materials abroad to build up foreign industries instead of developing manufacturing interests at home was deprecated. The manufacturers were incited to aim at the highest standards in all their products, and to seek to surpass all competitors. Nor did the speaker stop with having covered the home market. "Let us turn our faces towards the foreign markets," he urged. There was no reason, in his opinion, why Canadian goods should not compete everywhere with goods made in Great Britain or France or any other country. Turning to imperial relations, he concluded that Canada wanted nothing but what was for the good of the whole Empire. "We want a preferential tariff," concluded the Premier, "we want British surplus population to people our prairies; we want their capital to develop our resources. Anything they can do for us will prove a good investment for them. For we are the most loyal and the most dutiful of all the colonies. We are energetic and progressive and British. If we cannot have a preferential tariff, or an Imperial federation now, let us have it as soon as possible."

Mr. C. A. Birge, president of the association, replied to the many words of welcome and then followed Mr. Brassey.

THE HON. T A. BRASSEY.

The address of the Hon. T. A. Brassey was a remarkable one in its way, and full of suggestion to us Canadians who have grown to be "all Imperialists now." The address of Mr. Ross was brilliant, inspiring, beautifully general and diplomatically silent on the difficult points. Mr. Brassey made no attempt at oratory, but with characteristic British directness asked leave to discuss the question of Imperial trade from the British standpoint and immediately entered upon an analysis of conditions which proved to be thoroughly enlightening, if not particularly encouraging. Like a conscientious surgeon, he never shrunk from probing the very depths of the sore places, and himself a Chamberlain Imperialist, he gave a masterful summary of the difficulties in the road of that consummation and frankly placed his ideal as something to be realized only in the distant future.

After extended travel Mr. Brassey had concluded that a permanently united Empire depended upon two principles; first, that every part should have an absolute right of self government, and, second, that each part which bears a share of the burdens of the Empire should have the right to share in the control of Imperial expenditure. The burden of defending the Empire was becoming too heavy for the mother land without the aid of the colonies, who should in fairness contribute to the support of what was of so much importance to them. But it was not expected that Canada should contribute until she had a voice in Imperial affairs. This could only come about when the Imperial Parliament was reformed by the institution of a Federal system. Each part of the Empire had also its own particular problems first to work out, Australia and South Africa on constitutional lines, Canada on industrial.

Coming to the trade question raised by Mr. Chamberlain, he did not think there was much dispute as to the desirability of taking retaliatory measures to prevent Great Britain becoming a dumping ground for German and American manufactures. The question of preferential trade within the Empire was a more difficult one. Immediately there was involved the necessity of placing duties on grain and wheat, and so arranging other taxes as not to increase the cost of living. It would be a great boon for the colonies, but what were the colonies to give in return for this tax on food stuffs? There might be two answers: That they should contribute for the defence of the Empire, or that they should give a substantial preference in their markets to the Mother Country. The first has already been dismissed as for the present impracticable, and in discussing the second, Mr. Brassey put his finger on the crux of the whole matter.

"To-night," he continued, "your Premier, Mr. Ross, spoke of the desire that the sentiment in favor of 'Made in Canada' should prevail, meaning that your ambition should be to supply the entire Canadian market.

"Now, if this is the desire of the Canadian manufacturer, and the Canadian Government should wish to carry out that desire at the expense of the manufacturer in the Mother Country, then, in my opinion, there is no basis for a policy of preferential trade within the Empire. The only

justification for a tax on food stuffs is that the colonies will take a larger proportion than they do now of British products. Unless the Mother Country is able to secure a large portion of the trade you now carry on with foreign countries, and at the same time a share of the increased demand which is bound to follow the adoption of an Imperial preference, there is really no solid answer to the question, what will the colonies do ?"

Despite the gloomy outlook Mr. Brassey did not despair, but looked forward to a solution of the problem through free and honest interchange of opinion on the question between the Mother Country and the colonies.

At the conclusion of the speeches the guests were entertained to refreshments in a marquee pitched in front of the Parliament buildings.

A BUSINESS SESSION.

The first business session was convened Thursday morning in the banqueting hall of the King Edward hotel, with President C. A. Birge in the chair, and a fair representation of the manufacturing interests present.

PRESIDENT'S ADDRESS.

After a summary disposal of a few preliminary items of business, the president arose amid loud applause to deliver his annual address and summary of the association's affairs. The address has been reproduced in full, together with the subsequent proceedings of the convention, in the daily press and we shall be content with touching upon a few of what appeared to be the most vital points brought out in the various reports and discussions.

The president referred felicitously to the former meetings of the association, to the national proportions attained and to the progress which had been made in the last year by the association and the nation. By reference to fiscal returns he demonstrated the important part of our national assets formed by the manufacturing industries and rapidly sketched the important field being filled by the association. Passing to the consideration of trade relations he graphically described the "sturm und drang" which was bringing even conservative Britain to the consideration of a new fiscal policy with the possibility of an Imperial preferential tariff. In this matter Canada's first duty was toward herself. Some Canadian manufacturers were already suffering from the preference we were now giving and no increase could be entertained—withdrawal might have to be considered. Discussing our relations with the United States the point was made that "thanks to Providence and our own integrity we have learned to stand alone and not a vestige of sentiment for reciprocity remains among our people." As to the tariff, the president declared the attitude of the association to be that of demanding a revision. A higher tariff all round was not desired. A fiscal policy of national self defence was the desideratum. Touching on transportation, the project of a new transcontinental railway was endorsed, the railway commission commended and a fast trans-Atlantic service demanded. The attitude of the association on the labor problem was defined. The right of labor to organize was recognized, but freedom on both sides to buy and sell, value to be determined by capability, was laid down as fundamental. Affiliation of Canadian unions with American organizations was denounced as being pernicious. A closing reference was made to the success of the "Made in Canada" campaign and a ringing summons invited the association to advance in the great work they had undertaken.

The president had evidently voiced the sentiments of the members, judging from the hearty accord with which it was received, and the executive instructed to arrange for some tangible mark of the association's appreciation.



W. K. George, Vice-President.



R. J. Younge, Secretary.



Robert Munro, a former President.

RAILWAYS AND TRANSPORTATION

Proceeding with the reports of committees, that on railways and transportation was taken up first. Mr. J. O. Thorn presented the report. The establishment of the railway commission under the new act was commended and attention was drawn to the work on the committee in having rejected by the Governor-General in Council, the objectionable schedule 12 of the joint freight classification. The appointment of a transportation expert for the association was recommended and the importance of direct service between eastern Canadian ports and Australia, and for a fast Atlantic service, were emphasized. The discussion following continued until noon hour.

COMMERCIAL INTELLIGENCE.

After luncheon Mr. J. P. Murray presented the report of the Commercial Intelligence Committee. The report outlined the work done by the committee in the past year

and presented for endorsation the resolution on Imperial preferential trade which had been accepted by the Chambers of Commerce Convention at Montreal.

RESIGNATION OF THE COLONIAL SECRETARY.

At this point the resignation of Joseph Chamberlain from the British Cabinet was announced and the following resolution, on the motion of Robert Munro and Geo. E. Drummond, passed and ordered forward to the late Colonial Secretary, Mr. Francis Braidwood, of Montreal, dissenting.

"Right Hon. Joseph Chamberlain, Colonial Secretary, London, Eng.

"The Canadian Manufaeturers' Association in eonvention assembled in Toronto desires to express its deep regret that your withdrawal from the British Cabinet has been found necessary. The association has followed your proposals with the greatest solieitude and hopes your efforts to adapt Great Britain's fiscal polie to existing conditions will continue to be vigorously enforced."

CYRUS A. BIRGE, President.

COPYRIGHT

The Committee on Copyright, reporting through Mr. W. P. Gundy, received the endorsation of the assoeiation in requesting the Premier of the Dominion to communicate with the proper authorities and press for the recognition of Canada's right to make her own laws in reference to copyright.

PARLIAMENTS AND LEGISLATION .

Mr. P. W. Ellis, on behalf of the Parliamentary Committee, submitted an exhaustive report which outlined the work of the committee in opposing legislation detrimental to the interests of the manufacturers and called for a reorganization of the departments of labor both at Ottawa and Toronto, and the incorporation of trades unions.

The report of the Special Labor Committee gave an exhaustive review of the labor question as it appeared from the manufacturers' side and concluded with a declaration of principles which, while admitting the right of labor to organize, advocated the settling of disputes by arbitration, protested against the "unionization" of shops, declared for free contract as to wages, output and apprenticeship, and concluded by demanding the incorporation of Canadian unions free from American control.

The report aroused considerable warmth, and several of the delegates described in vigorous terms their experiences with the unions.

In the evening the visiting delegates attended the Princess Theatre, as the guests of the Toronto branch.

CONCLUDING SESSION.

At the concluding session Friday morning the secretary's report was received and showed a membership of 1,272, a gain of 255 for the year.

THE CONSTITUTION.

The next business transacted was the amending of the constitution, the most important amendment being that raising the fee to $25 for firms employing over 100 hands.

THE TARIFF.

The report of the Tariff Committee, reserved for the last, was presented by Mr. W. K. McNaught. There were five points to the report and in the discussion thereon the political maelstrom was narrowly escaped. The situation was saved by Mr. Robert Munro, who stoutly declared that many a good Liberal was a good protectionist, and naively added, Why shouldn't he be? The report re-endorsed the resolution passed last year at Halifax, expressed a general disapproval of the bounty system, approved of the German surtax, discountenanced any suggestion of reciprocity with the United States and advocated the establishment of a permanent tariff commission.

RESOLUTIONS.

The Committee on Resolutions was the last to report and recommended the exportation of foreign silver coins, that the Government should purchase all foreign goods through regular importers, that the preferential tariff should be amended, that expert appraisers should be appointed, and that a new insolvency law should be passed.

ELECTION OF OFFICERS.

The election of officers was then proceeded with, with the following results: President, Geo. E. Drummond, Montreal; 1st vice-president, W. K. George, Toronto; Ontario vice-president, W. F. Cockshutt, Brantford; Quebec vice-president, Hon. J. D. Rolland, Montreal; Nova Scotia vice-president, D. W. Robb, Amherst, N.S.; British Columbia, John Hendry, Vancouver; Manitoba, E. L. Drewry, Winnipeg; New Brunswick, W. S. Fisher, St. John, N.B.; treasurer, Geo. Booth, Toronto.

The retiring president, in a few happy words, abdicated in favor of the new chief, Mr. Geo. E. Drummond, who expressed his appreciation in a manly, straightforward, businesslike way.

Votes of thanks and responses became thick now and it was one o'clock when some one struck up God save the King and the convention was over.

In the afternoon the manufacturers and their ladies were entertained to a drive around the city as the guests of the city, and in the evening the annual banquet was given at the King Edward, with the new president, Geo. E. Drummond, presiding, and Lieut.-Governor Clarke, Sir William Mulock, Hon. G. W. Ross, Hon. Wm. Paterson, W. K. George, Hon. T. A. Brassey, and Mayor Urquhart, as the principal speakers.

The woollen section in meeting elected Mr. John Dick, Toronto, chairman, and Mr. J. Hewton, Kingston, vice-chairman. The following resolution was passed: The woollen manufacturers of Canada desire to draw the consideration of the Government again to the condition of their industry. The action of the Government in placing a customs surtax upon importations from Germany has met with the general approval of the woollen manufacturers, and they desire to express their thanks for the legislation in so far as their industry is affected. We would point, however, to the fact that the importation of woollen goods from Great Britain is increasing by leaps and bounds to the detriment of our Canadian mills, that while other industries in Canada have extended their outputs during recent years and have prospered, the woollen industry has largely decreased, and, finally, that unless immediate action is taken many mills will be obliged to close down.

In view of these conditions, we beg to submit the following resolution: That whereas the woollen industry continues to suffer particularly from existing preferential tariff, and the situation has now reached such a critical stage that many mills in Canada, especially those manufacturing woollen cloths, are either closed to-day or seriously considering whether they will be able to continue an existence: Further be it resolved; that this woollen section of the Canadian Manufacturers' Association in annual meeting assembled does urge upon the Association the necessity of demanding from the Government an immediate change in the tariff.

In the hat section the officers chosen were Mr. Robt. Crean, Toronto, chairman, and Mr. E. Guillet, Montreal, vice-chairman.

Hitchcock, Williams & Co.



SIR G. WILLIAMS
F. G. WILLIAMS
H. WILLIAMS
A. T. WILLIAMS

WAREHOUSES: 69, 70, 71, 72, 73, 74 St. Paul's Churchyard
43, 44, 45, 46, 49, 50 Paternoster Row.
1, 2, 5, 6, 7, 8, London House Yard.

Manufactories, Warwick Lane and Paternoster Buildings.

ESTABLISHED NEARLY 70 YEARS.

Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application.

Our Mr. Cliffe visits Canada twice a year, He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

OUR LONDON FASHION LETTER

The Distended Skirt—Dresses of Fur—Costumes in the Autumn Production at Drury Lane—Jerseys and Flannel Blouses for Fall.

London, September 16, 1903.

ALTHOUGH we have the stiffened skirt with us again, there is really no cause for the crinoline scare, just started in the lay press. The bits of whalebone inserted under the flounces of the new costume skirts just serve to distend the lower part and prevent the ungraceful clinging around the feet which is often noticeable in so-called tailor-made styles.

When these were made by dressmakers the lower part was never sufficiently lined or padded out in the more workmanlike methods of the ladies' tailor, whose skirts rarely fall in in this objectionable way. Now, however, the decided revival of the 1830 style calls for a certain distended appearance in the costume skirts. These are in the main much flounced, and to get the desired effect the Paris houses hit upon the idea of inserting strips of whalebone. This method has caught on very considerably, and to the uninitiated, the present fashionable distension has the appearance of a hooped skirt. The stiffening is much more decided and is gaining greater ground in Paris than in London, where things move more slowly in fashion evolution.

Tweed, serge and varied cloths of heavier weaves, made their appearance in the Autumn or late Summer styles much earlier this year by reason of the inclemency of the weather during the "apology for Summer" which we experienced.

In the latter part of August, when in ordinary course muslins, linens, hollands, crash and similar cloths are worn by most women for country and seaside, Autumnal gowns were the most observable styles worn at the smart holiday resorts. These have and are evidencing the fact that the vogue for braided effects is increasing and some of the best West-End tailors are showing cloth, tweed and zibeline Winter gowns braided in the most novel and effective way.

FUR CAPES AND DRESSES

Broad silk or mohair braid is used in quite a new way to bind over the edge of the new capes in fur and furry cloths. These capes are cut very sloping on the shoulders, from whence an extreme fulness springs and ends in shawl-like points over the hips and on the fronts. In exclusive styles these capes are made in expensive skins, as sable, breitzwatchz, moleskin, ermine and broadtail, but there is the complement of cheap imitation attached to these, as to all novel styles newly introduced.

Such firms as Viola, Kate Reilly and Paquin, are making whole gowns of costly skins, but these have introductions of rich silks or velvets. To emphasize this extravagant mode, Mrs. Beerbohm Tree, in the Autumn drama at Drury Lane, wears a wonderful dress of ermine "en princesse," and over this is a cape of sable and ermine showing a yoke of antique lace inset in the dress. Original treatment of the ermine skirt shows insets on the left side of white satin invert pleats, presumably to give the requisite fulness. With this Mrs. Tree wears a curious looking marquise hat in two shades of empire green. I was present last night at the dress rehearsal and made many notes on the costumes worn in the course of this splendid production.

MRS. BEERBOHM TREE AND HER COSTUMES.

For some seasons past the Autumn production at Drury Lane Theatre has been looked forward to with eagerness by those interested in the advent of new modes. Full opportunities are provided for the display of smart toilettes, and this year occasions are made for the assembling upon the stage of very fashionable crowds.



From Birnbaum's

When notable firms, such as Messrs. Russell & Allen, make special effort to dress the charming figures who crowd the stage in such brilliant scenes as that of the grand reception in "The Flood Tide," one may be sure to find some indications of the trend of the coming modes.

The chief points already heralded from Paris by the fashion chroniclers are here clearly demonstrated, and as the kaleidoscope of fashion unrolls itself upon the large

stage one is forced to admit that its varied effects are very pleasing.

In the first act there is not much opportunity for dress display, excepting in the third scene, where Mrs. Tree, as the adventuress, wears a striking gown "en princesse" of cloth of gold. This is cut in the new way, with much fulness at the back, producing an almost watteau effect. A daring but artistic touch of color is provided in the becoming cluster of flaring scarlet roses arranged in Mrs. Tree's coiffure. These shade into tawny orange tones. In this scene Miss Halstans is a striking contrast in a simple but very smartly made frock of white tulle, her shoulders being veiled with a very becoming berthe of silver-spangled lace, and the high corslet is of the same glittering lace. The hip parts of the beautifully cut skirt are veiled with silver fish-scale sequins in quite a novel way.

Another original note is struck in a splendid evening gown worn by one of the guests. This is in flame-colored velvet, bordered with sable, with a whole sable skin arranged as an ornament on the left shoulder. Later Mrs. Tree appears in a succession of original gowns, including a black moire silk directoire costume. The fronts are faced with tomato-red velvet, opening to show an inner vest of Eastern embroidery. The good effect is helped by a fillet worn in the hair of red velvet to match.

Just before the denouement the adventuress makes one more brilliant appearance, when she wears over her evening gown of black and gold, a regal looking cloak of miroir velvet in an exquisite shade of pinkish mauve. This is bordered with rich gold galoon, and is cut in the new way with triple-pointed sleeves from the shoulders.

MODES FOR EVENING COSTUMES.

Evening gown models from Paris include many that quite clear the ground at even width all around. This short length feeling for outdoor gowns is stronger than ever and it influences the millinery. Small hats are the best in proportion to the shorter skirts and therefore small toques are in the ascendant in Paris.

Special shows of short shoulder capes for evening wear are made in the West End houses. These are mostly done in white, black or biscuit shades. They are made of soft silk and with rows of lace insertion. Many of them fit fairly closely to the shoulders, but some possess a slightly gathered frill which gives a fuller effect.

A beautiful and original opera cloak noted was made of seven or eight deep flounces of lace reaching the knees—the flat stole-like collar was of heavy guipure lace, laid on two folds of Empire green velvet, and the fronts were faced with velvet of the same shade.

FALL BLOUSES AND JERSEYS.

Never have the flannel blouses been so attractive as they are this season. The majority are made of the French printed flannels, in which various colors are artistically blended, or of the new season's patterns in Viyella. One model noted was in scarlet and black in a very striking design. Beneath the small stock collar a long tie of the same material fastened and fell below the waistline. This was caught together in places by triangular pieces of plain scarlet cloth and finished with small gilt buttons.

Another blouse in printed flannel had a pale blue ground with a design in black and white. Broad insertions of white Irish lace provided a novel effect in trimming. Another blouse of cream flannel was strapped with panne velvet in delicate multi-shades of blue and mauve. The strappings followed the line of the shoulders and gave the effect of a round yoke.

There is a great demand for jerseys in all colors, but the most favored shades, and certainly the most becoming, are dark blue, scarlet, and the wine red. These cardigans are in nearly all clases made to fit over blouses, or fronts, and for this demand many of the shops are showing some very dainty fronts of silk and lace. Many of the new jerseys are provided with vests of panne velvet in contrasting colors. An instance is a scarlet jersey with a pale buff waistcoat—another, navy blue and a vest of delicate eau de nil. Finished with double rows of gilt buttons, these have a very smart appearance.

A smart jersey was made to be worn open or closed; when open the fronts turned back to form wide revers.

Another shown was fashioned like a sailor blouse, but without the collar, and finished with a neat sailor knot in front of the same woven woollen.

SUEDE AND CHAMOIS GLOVES.

Suede is the strongest lead in gloves this season, both for evening and day wear. Delicate shades of beaver, fawn and grey are by far the most popular, and white will of course be much worn. The most noticeable feature of this season's glove manufacture is that every shade is being made in the washable kid. Formerly this was only successful in white, but now even black may be obtained. Much worn will be the serviceable chamois leather glove in a bright yellow shade. With dark costumes these look extremely smart. The stitching on all the newest gloves will be of the plainest description and for ordinary wear three buttons are the favorite length. A. MEEHAN.

Never Before Were **"P.D."** CORSETS in such Good Demand



Above cut represents our line 769.

The specially attractive appearance of **"P.D."** Corsets helps to a very marked degree to make them ready sellers. The many other desirable features found only in **"P.D."** Corsets have won for them a continuously growing popularity. Their style, their comfort, their durability have secured for them the foremost rank in the corset trade. One sale is instrumental in producing another. This is the kind of corset to recommend your customers.

For Samples and Prices write

KONIG & STUFFMANN

Sole Agents for Canada 11 VICTORIA SQUARE, **MONTREAL**

"THE BEST THAT HAS BEEN SHOWN"

is the expression of every buyer that has looked through the full range shown by

The American Silk Waist Co.

and the results are shown by the orders placed with them.

If our traveller failed to call on you, drop us a line and we will arrange to show you them.

The American Silk Waist Co.

30 ST. GEORGE ST., MONTREAL

CEETEE

PURE WOOL.

Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped **CEETEE** we **Guarantee Unshrinkable.**

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new features in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO., 30 Wellington St. East, TORONTO.

JOS. W. WEY, 7 Bastion Square, VICTORIA, B.C.

Crescent Brand

Hosiery and Underwear

S. Lennard & Sons

DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS

The Richard L. Baker Co.

28 Wellington St. West, TORONTO, ONT.

THE LARGEST EXCLUSIVE WAIST HOUSE IN CANADA

PERFECT FIT FINISH



VALUE STYLE QUALITY

MADE IN CANADA.

We do not show cuts of our Waists because they do not do justice to our styles and, besides' a manufacturer of low-grade goods could show probably a better picture and get the order, but' we will cheerfully and at our cost send samples which will speak more in our favor than all the printer's ink used in this book.

HEADQUARTERS FOR

SILK WAISTS JACKETS SKIRTS

EIDERDOWN (Kiminos)
FLANNEL WAISTS

The New York Silk Wiast Mfg. Co.,

40 St. Antoine Street, MONTREAL.

"Salem" Waists

LATEST EFFECTS IN

American Flannels
French Flannels
Scotch Vestings
American Vestings
Heavy Cottons.

QUICK DELIVERY

SAMPLES FORWARDED PREPAID

MEN'S SHIRTS
PYJAMAS
BOYS' WAISTS

Salem Company, Limited
MONTREAL

WAISTS.

COTTON WAISTS FOR FALL.

AS indications of Fall styles come to hand, the position of the cotton shirt waist grows stronger, and it is expected from orders already received that a large proportion of the ready-made shirt waist trade for Fall will be done on this garment. The white cotton waistings in which the greatest confidence is expressed are those of medium weight, and the very heavy effects shown last Fall, and in the early Spring, are being passed over for those of lighter grades.

The very heavy goods were unsatisfactory when washed, as they thickened and did not keep their shape. The heavy cotton waist is bulky and as the coats of most Fall suits are tighter fitting, bulk in a waist would be decidedly out of place.

There is an unusually large number of novelty weaves and patterns put out in the new waistings. In the first rank come the fine imitations of woollen fabrics, but what the trade is banking on are the brocaded effects, both in white and in white grounds, with introductions of color. Chene effects are some of the latest, but dots, dashes, geometric and floral designs are all new. Not so novel, but still good for Fall, are brocaded grounds with satin stripes, with a colored edge in blues, pinks and other colors. Rep and poplin grounds with a raised pattern are shown. Then there are the matelasse cloths in both white and colors. Some of the damasks have the fleece back.

Some showing of embroidered patterns in one or more colors on a white ground is being made on the market by some manufacturers. Minglings of black and white that have a silvery appearance are well thought of, as also are the various gunmetal greys in these goods. In all materials the make follows the plain tailored style.

Among the many forms of trimmings are tucks, pipings, stitchings, pleats, and shirrings. Teneriffe wheels are used on the more expensive waists, and cape and tab effects with the edges piped, are, as yet, the latest expression in trimming.

The figure lines on which all up-to-date blouses are built are the drooping shoulder, a less blousy front, and a somewhat smaller sleeve, the fullness of which is thrown more to the elbow by the deep cuff. In some of the heavier waists goring is taking the place of gathers at the cuff as a means of disposing of the fullness.

Buttons will be used very extensively on all Fall waists, both as fastenings and as trimmings. Medium and small pearl buttons are best liked on white cotton waists, but there are many novelties in fancy buttons showing. Flannels and lusters in the popular-priced waists are likely to have a good season, and velveteens, both in the plain and in metal prints, will also be included in all Fall lines.

WHITEWEAR.

TRAVELLERS for whitewear houses are still out with Spring lines and orders are rapidly coming in. They are invariably larger this year than last and particularly noticeable is this increase in the case of the Northwest. The order end of the business is all that could be desired, but manufacturing conditions are not so satisfactory. Northwest orders are for shipment on the 15th, or not later than the first of December, and a very large percentage of the orders for the rest of the Dominion are intended for the January sales.

Manufacturers are casting about on all sides for ways and means to increase their staffs. Some have a standing advertisement in the street cars, not only in the cities where their factories are situated, but also in the larger towns. Though wages have been materially increased in the last few years, operators are very hard to get, and manufacturers are putting in all the labor-saving devices possible.

From this it may be gathered that it is going to take manufacturers all their time to fill deliveries, and it is a case of first come first served. Orders should be placed well ahead of the time when they are wanted.

GOWNS.

GOWNS all show an ample fullness in the body and sleeves, and this is one of the first points a practical buyer looks to. More complaint is registered on this point than on any other part of a gown. There is not much chance for novelty in shape or in the manner of applying the trimming, but the new embroideries show up well on all gown lines. The round yoke fastening on the shoulder is the latest, and is generally finished by a wide frill of embroidery, but the "Mother Hubbard" is the gown on which the general trade is done. Empire gowns are also much shown, and the majority of the high-priced lines are in this style. The bolero is somewhat of a novelty. The yoke is in the form of a short bolero and is made of alternate straps of insertion and cluny lace, and this bolero is joined to the body of the gown by a wide beading run with either pink, blue, or white washing ribbon.

SKIRTS.

SKIRT lines, taking them as a whole, make an unusually attractive showing. This is not because there is any great novelty in the design, but is rather due to the beauty of the embroideries shown. In well-cut white skirts, the gores are so arranged that the fullness around the waist and hips is reduced to the smallest possible quantity and yet there is a full and free flare from the knee down, so as to support properly the outer skirt. The easiest way to obtain this flare is by the use of the wide flounce which runs from eighteen to twenty inches in depth. Wide insertions are very much used on all new underskirts, and the embroidery flounce that usually terminates a skirt when insertion is used, matches it in pattern.

There are some noticeably good designs in the embroideries now in use. They are neat and effective and having the added merit of not being very expensive, are sure to be liked. Embroidery, too, is a much more suitable trimming for a white skirt that is intended for useful wear, as it lasts longer and washes better than lace. For a dressy skirt under transparent fabrics, lace is most appropriate, but embroidery is the trimming for useful wear. Some very handsome skirts have flounces of vertical embroidery,

and some show embroidery medallions with a beading joining them to the rest of the flounce.

Valenciennes lace, as usual, is well represented, and some cluny-trimmed skirts have, from their very novelty, proved good sellers. Hemstitched tucks are another feature of the Spring skirt lines. Some beautiful hand made and hand-embroidered imported lines are shown. These are embroidered in panels that are wider at the bottom and gradually taper off to the top. These panels are joined by a narrow hand-made cluny insertion in the form of a circular flounce, and the whole is edged by a deep frill of cluny lace. The dust frills on these skirts are also lace-edged.

CORSET COVERS, MATCHED SETS, ETC.

A GOOD deal of interest is always taken in corset cover lines. Lace, in corset covers, takes, to a great extent, the place of embroidery as a trimming. Fine valenciennes is the lace mostly used, but there are a few covers shown that are trimmed with cluny. The French cut is the style now universally in use, and many of them fasten in at the waist with a drawing string.

There is always a certain demand for matched sets in high priced underwear. These are either the three-pieced sets, consisting of gown, drawers and corset cover, or gown, drawers, corset cover and skirt, trimmed to match. Cambric or fine nainsook is used for these sets and they are all elaborately trimmed.

For some reason or other there has been quite an increased demand for chemises—not a large one by any means, but enough to warrant manufacturers submitting new samples to the trade, which they were not inclined to do a couple of seasons since, when sales were so small.

In all lines of underwear the call is for better goods and the cheap underwear that used to be so popular, though still made, has not the great demand it once had.

DEPARTMENTAL HELPS

HINTS FOR THE GLOVE DEPARTMENT.

THE glove department is one in which a higher grade of help is required than in almost any other in the store, and it is a great mistake to think that any inexperienced girl can sell gloves to advantage. Now that rich materials and rich colors are employed for costumes, and they are so plainly made that the attention is drawn to the accessories, a woman must be well gloved.

One important fact is all in the favor of the seller—gloves are no longer expected to match. Indeed, with so many mixed materials a match is no longer possible. An effective contrast is what is wanted, and it is here that the value of your saleswoman comes in. If she has good taste and a head full of good suggestions she is invaluable, as she can make a splendid selling out of a much smaller stock. When fashion allows it a good salesgirl will always advise a contrast instead of a match, as the fact that contrasts are in vogue means that it is not necessary to carry so large a number of shades in stock to satisfy the demands of the trade, and this reduces the amount of dead stock to be carried; there is less loss from passe shades, and therefore the profits of the department are increased.

Then, too, in the matter of glove measurement, a good saleswoman is a treasure, as there is a call here for the exercise of a good deal of judgment. In some stores the customer's hand is measured only by folding the glove over the knuckles, and this may be all right for an expert, but in a medium-sized department a measure should always be used, and should be kept within easy reach. A glove measure is a good thing, but must be used with judgment. People who are sued to the measuring and fitting of gloves know that the same kind of measurement will not do for all kinds of hands. One hand may be soft and flexible, while another kind is just the reverse, and the first-mentioned kind may be squeezed into a tight glove with very little injury to the glove, and with no particular discomfort to the wearer, while the other class of hand will not "give" an iota. Now, the ability to observe and to make use of these observations makes all the difference between a poor and a good saleswoman. Another common mistake with inexperienced salespeople is in drawing the measure too tight. If this is done, and the result abided by, the glove sold will be a size too small. Here is a safe rule given by an experienced fitter: Measure the hand across the knuckles with the hand open, and then again with it shut; then fit between the sizes thus indicated.

TREAT THE SALESWOMAN RIGHT.

IT is of course always wise for travellers desiring to sell to a firm to win the goodwill of all its staff, but one corset jobber considers it specially necessary in the case of his goods. "We always treat the girl right," he says. "In almost every store of any size the corsets and other ladies' underwear are sold by girls or women clerks, which is, of course, the best policy, and we have learned by experience that they can sell almost any corset they want to, whether its merits are as many as those of another brand or not. A lady customer going into a store for a pair of corsets knows in a vague sort of way what she wants, but as far as the various important points of the corset, the innovations and the latest introductions in shapes are concerned she must depend upon the saleswoman for her knowledge. The saleswoman sells that corset which it pays her best to sell.

"This is where our idea comes in useful. We keep her supplied with corsets, we send her flowers now and then, our representative does not forget a box of candies for her, otherwise she is indirectly made acquainted with the fact that we value her as a friend in our business and desire to hold her friendship. She recommends our corsets to customers, and what she recommends sells"

So, if you do not understand why a certain first-class brand of corset does not sell in your store, perhaps it may not always be the fault of the brand or the requirements of your customers which govern its sale. What corset jobber is your saleswoman's best friend? How do his corsets sell?

A COUPLE OF THE VERY BEST VALUES

RETURNED 3

RETURNED

See Cut book 11 Page 89 M & N.



Made of good quality black sateen, corded and stitched front and back, fancy buttons, large sleeve, No. 493, $9.00 per dozen.



Made of fine black sateen, three deep bias tucks, made with cluster stitching between, also three rows cluster stitching on yoke, back tucked and stitched, fancy tab collar, large sleeve, fly front with new "V" shape, with thin large buttons, No. 511, $12.00 per dozen.

OUR WAISTS ARE CUT FULL AND MADE TO FIT.
OUR DESIGNS ARE NEW AND ORIGINAL.

Our Spring Samples are in the hands of our Travellers, as well as Silk Waists for CHRISTMAS delivery.

TOOKE BROS., Limited
MONTREAL.

DRY GOODS ADVERTISEMENTS

READY-MADE SAMPLES

Big Trade in Gloves

Gloves to match any costume—that's the burden of our message. Almost everybody knows how complete the assortment is at all times, and how thoroughly good qualities prove themselves. We have a great variety of new gloves. Our trade is largely of the sort that variety brings.

If you'd like to know what a stock we keep ask for a sort you that are sure we haven't got, and see what a variety we keep of that particular sort. There's only this advantage in telling of it. Large trade means large deserving; it is built on deserving.

Leadership in Dress Goods

If we had no more than the new styles we have in DRESS GOODS we should draw the trade of this entire section. The half of what we have is probably larger than any other single collection within your reach.

In the whole stock not one excuse to offer. The pick and choice of the foremost makers, with prices within the bounds of economy. It took many years to win the reputation we hold to-day for such goods as these.

(LIST)

The assortment is comprehensive. More to see here than in all the other stores. Plenty of room and light for seeing and matching qualities. An incomparable stock of perfectly new styles, free from trash, and prices based upon direct importations from beginning to end. The choicest things go first, as a matter of course.

Fancy Notions

Think of whatever you need or are apt to need in the line of pins and needles, crimpers, buckles, buttons, thimbles and what not. You have heard of the smartness of the old lady's sons. She shut them up in a room together, and they both made their fortunes trading jack-knives. Our collection of trifles (on the notion counters) is so full of convenience and handiness that you can spend half a day in picking up ways to do nothing, gain time by the investment, and make money besides.

QUICK SALES; SMALL PROFITS

That's the sort of business we like—brisk sales, quick returns and constant activity. There's an enthusiasm about it. Buyers tell their friends, they tell others, and so the news of goodness and cheapness gets generally known.

Almost all the stores insist on common courtesy and fair treatment, but somehow we've better manners and less friction here, which means better service. But what we say doesn't count for much except when it's what you say, too.

This is the bill of fare for to-morrow:

(PRICES)

Our notion of a store is something more than a place to sell goods and grow rich and forget the buyers. There's never been a day since we've been in business here that we've been willing to sacrifice good-will for the sake of profit. The result is we're making a good name for ourselves, and those who shop here once are more than likely to come again.

S. F. McKINNON & CO., Limited

WHOLESALE MILLINERY AND MANUFACTURERS OF CLOAKS and SKIRTS.

Our **HAT DEPT.** is worthy of inspection.

Silks,
Ribbons,
Plushes,
Velvets,
Feathers,
Flowers,
Ornaments,
Laces.

Ladies' Cloaks, Capes, Skirts.

Misses' and Children's Cloaks.



TORONTO WAREHOUSE.

S. F. McKINNON & CO., Limited, TORONTO, MONTREAL QUEBEC, LONDON, ENG.

Wholesale Millinery

The Season's Features

Hats—The Rolled Brims, Large Flare Fronts, Wide Satin Binding, **Plushes and Velvets,** Angora, Moss, Check, Plain, Colors, **Ribbons, Veiling** for Draping, **Laces,** Cluny, Yak, **Large Black Plumes, Birds, Natural Gulls, Steel and Jet Ornaments.**

THE DEMAND IS STRONG IN THE ABOVE LINES. SEND YOUR ORDERS ALONG—THERE WILL BE NO DELAY.

THE D. McCALL CO., Limited

Debenham, Caldecott & Co.

18 ST. HELEN ST., MONTREAL.

Full collection of **Novelties** in **Feather Plushes, Panne Velvets, Colored Panne Ribbons,** Latest for Millinery Trimmings.

Large assortment of **White Hats,** both Trimmed and Untrimmed.

Special attention given to filling letter orders.

Write us for Samples

The Canadian Millinery Review

Fall Prospects and Styles.

THE TRADE INTERVIEWED.

IN striving to obtain as comprehensive a view of the general trade situation in the millinery world as possible, the representative of "The Dry Goods Review" interviewed a few of the buyers from different parts of the Dominion. They all expressed great confidence in the trade and believe that they are going to have a very busy season. Knowing that the views of so many people from such scattered parts of our great Dominion will prove very interesting reading, we print the following :

MR. HAM, OF THE IMPERIAL DRY GOODS CO, LIMITED, WINNIPEG.

"I do not personally buy the millinery, my head milliner doing that, and I have every confidence in her judgment. Trade is very brisk in Winnipeg and must continue so, as so many people are coming into the Northwest, and, though they bring a great deal with them, yet they cannot bring all. Therefore, the volume of trade must be considerably greater than in 1902. Though there is not quite so large a crop this year, the quality is better. Crops are a little better in Manitoba than the Territories."

MR. R. A. STEEVES, MONCTON, N.B.

I expect a busy season, as trade is good and the millinery is so beautiful and becoming this season ; indeed it is much more attractive than for the past few years. Autumn millinery seldom carries the charm of Spring millinery, and is not generally so attractive, but this season is an exception. Though the flat effects will sell best, the early part of the season, I expect the high crown to take later on."

MR. S. B. ANDRES, AMHERST, N.S.

"Amherst is ahead of Quebec when it comes to style ; indeed it may be said to be a smart little place. People there are more dressy than in many places more to the west. Perhaps this may be accounted for by the fact that it is the gateway for American travel, and smarter millinery sells there than you will find in New Brunswick or Quebec." When asked about the state of trade, she said she did not see much difference between now and a few years back, as far as the profit made was concerned. She certainly sold more stuff now, but then it was less expensive.

MISS WALLACE, WITH F. PERKINS & CO., CHARLOTTETOWN, P.E.I.

"This is going to be a grand season, and it is opening up early. There are lots of fancies, and styles are so varied that there is lots of room for individual effort and originality. Millinery is more artistic this year and Canadian styles show a great advance. In fact millinery is becoming more and more an art instead of a trade, and there are always lots of good positions for competent milliners. Speaking of styles, fur seems to be very much favored."

MISS GREEN, WITH NATION & SHEWAN, BRANDON.

"I have been six years in Brandon and like the way business is done much better than in Ontario, and for business reasons I would not like to come back. We don't feel the cold here like you do down there ; in fact I find it colder in the east when I go down to the Spring openings than I do in Brandon. There is a great deal of work on hats this season, and fur is to be much worn. To my mind the styles look more like Winter styles and the materials are more seasonable. Where fur is too expensive camel's hair effects will be found very warm and cosy looking."

MRS. M'EACHERN, CLIFFORD.

"The varied assortment this season and so many materials make it rather difficult to choose, but cloth hats and beavers with the brim rolling off the lace will be very good, and furs are also very fashionable. High crowns are certainly not coming in just yet, but perhaps later on in the season. Rough effects and birds, as well as ospreys, are all very fashionable."

MISS BEATTIE, TORONTO.

"This is going to be a splendid season and this weather is just what is wanted to sell the new Fall hats, as favorable weather, you know, has a good deal to do with the success of a millinery season. Styles are particularly handsome this Fall and the colors are rich. Maroon and purple will both be good. The high crown is certainly coming, but there are many little shapes. The new millinery is very becoming, and the hats themselves are lovely."

COLORS FOR FALL.

FOR colors in which no one can be found to profess any confidence, plums and mauve are receiving a great deal of advertising, but experienced milliners need scarcely to be told to be wary of this color. In the high class trade a certain amount of it will be worn, but there will not be much of it in the popular trade.

The wine colors, on the other hand, are having a fair sale and are likely to take fairly well, from the palest pink shades up. Green is a strong color at present in millinery, in all tones, from the rich clear hunter's green to the silvery resedas and willows. All shades of modes and tans are good, and brown is quietly selling, but it is selling right along.

Although the black picture hat has had such a prominent showing, and so many black and white effects were seen, yet it is many seasons since there was so much colored millinery material bought as there has been this year.

In trimmed hats, rough effects are all that is selling, and as in the velvet hat, these hats all roll high from the face. Beavers are in for a great season and are selling in great numbers. Popular colors in trimmed hats are: white, champagne, navy and black.

RETAIL MILLINERY ADVERTISEMENTS.

RETAILERS who have been holding millinery openings have, in many cases, sent "The Dry Goods Review" copies of their announcements for that important business occasion—important for it is the beginning of the season, and if a good impression is made on customers at that time, it is altogether likely that the effects will be beneficially felt for the rest of the season.

The plan of sending an invitation to each lady in the district is a very good one and the one sent out by the Milverton Great Bargain Store was well arranged. It takes the form of an invitation to a social function and is a dignified announcement that cannot but give a favorable impression. A more extended Fall announcement accompanies the invitation.

THE HAPPIEST DAY.

Thursday—Millinery Opening, Autumn, 1903

You must wake and call me early,
Call me early, mother dear,
For to-morrow will be the happiest time
Of all the glad New Year.

Millinery Opening Day here is the happiest time of the year to many. Multitudes throng our Reception Rooms and revel in the grandeur of the scene. Poetic beauty abounds on every hand. The deft fingers of our skilled milliners have created inspirations of millinery loveliness that none but a laureate could fittingly describe, while the showing from New York, Paris and London, transcends that of any former season. You must come and see it early, for in the morning light there are touches of beauty that the sombre shades of evening cannot reveal. Besides, we are afraid that our spacious millinery rooms will not contain all who will want to see this pleasing, stylish, captivating sight.

OUR STYLISH READY-TO-WEAR HATS WILL WIN YOUR PRAISE.

Smallman & Ingram

149, 151 and 153 Dundas Street.

GRAND OPENING DISPLAY

—OF—

New Autumn Millinery

THURSDAY, FRIDAY and SATURDAY

September 24, 25 and 26.

An exhibit which embraces exclusive models conceived by the foremost Parisian designers, together with clever adaptations of their creations. In conjunction with the above we will present the creative efforts of our own clever designers, together forming a display not surpassed anywhere in Canada.

KINGSMILL'S

THE GREAT DAYLIGHT STORE.

Herewith are a few of the retail merchants' advertisements calling attention to the opening days in London, Ont. We simply give them as specimen ads without comment.

J. H. Chapman & Co.

GRAND FALL MILLINERY OPENING

—THIS WEEK—

THURSDAY, FRIDAY, SATURDAY

Our customers and friends are requested to accept this announcement of our Grand Fall Millinery Opening as an invitation to come and enjoy a view of the new hats. We have only one opening in the season, a combined showing of Trimmed Hats and Ready-to-Wear Hats. The Fall opening will take place this week—Thursday, Friday and Saturday. For it to be the great success we wish it, all our customers and friends must come. The success of past openings makes us confident for this one though, and we have only to be favored with pleasant weather to make this a crowning event.

CHAPMAN'S.

FURS IN MILLINERY.

JUDGING from what is to be seen here and from the many reports of openings that have come under the notice of "The Dry Goods Review," fur is going to be very popular in the Winter hat. Moleskin, not perhaps the real, but a very good imitation, is a beautiful rich velvety fur with a soft sheen, that reminds one of the varying shades in smoked pearl. This is moleskin at its best, but grey coney is complacently shown as moleskin in some quarters.

Squirrel is not so much seen as last year, but there are quantities of mink used. White rabbit is another fur that is turned to good account, and some very effective hats are made from it. It suggests snow and is highly appropriate for Winter wear.

Fitch too is an old-time fur, but it is a very handsome one and its strong coloring makes it suitable for millinery wear.

Persian lamb and white lamb are particularly well used, but this is rather in the cloth than in the fur. The cloth is easier to manipulate and it makes the hat much lighter. Persian lamb embroidered with jet is in the smartest of styles.

MATERIALS AND STYLES.

OSTRICH, fur, chenille, and jet, as well as the heavy silk and yak laces, seem to be the chosen materials. Velvets in the soft miroir, panne and couche kinds have sold extremely well, but with some houses velvets have not been as strong as plushes, and the long-haired ones at that. The desire seems to be on all hands for these rough materials. Shaggy-looking bands that look so heavy, but really are so light (being woven on a net foundation), chenille, furs—anything of this stamp—are all acceptable for Fall millinery.

There is a great deal of work on the hats. The velvet hat, whether large or small, shows a great deal of skilled millinery work. Rows and rows of shirrings, insets of lace, and combinations of lace, velvet and silk, that, as well as being shirred is pleated and puckered in many ways, are seen. On many of the new hats the velvet is

The John D. Ivey Co., Limited

Wholesale Millinery.

Assorting for the Dominion

Stocks are fully assorted in all Departments at all centres.

Letter orders to Toronto Warehouse or our Agencies have special attention.

Toronto, Winnipeg, Montreal, Quebec.

We are breaking all records this season,



Because we have what the trade demands for quick delivery now.

European Novelties in Dress Trimmings.

Fringes in all colors.

Silk and Guipure Applique Trimmings.

Stole and Cape Collars in black, butter, paris and white.

A full line of Spangled Trimmings in Spray Patterns, Butterflies and Allover Nets.

Latest Novelties in Veilings added weekly.

We ask an inspection of our lines when our salesmen call on you.

CANADA VEILING CO.

50 BAY STREET, - - - TORONTO.

MADE IN CANADA

J. M. Woodland & Co.

MANUFACTURERS OF

Ladies'

READY-FOR-WEAR
READY-TO-TRIM

Hats

We invite inspection.

Prompt Deliveries.

MADE IN CANADA

10 Wellington St. E., TORONTO.

marked at stated intervals with a thimble and the ring made is shirred round and drawn up tight.

Ruchings of silk, both with the edges stitched and frayed out, are also much shown, and many hats are made entirely of these frayed out ruches. Soft narrow ribbons are gathered at intervals and drawn into puffs. Three, four, or even more shades of the same color are used in this class of hat crown, giving an ombre effect.

Chiffons and malines are still much used in Winter millinery, and many of the underbrims are faced with folds or closely shirred tucks in these two materials. Twists of maline are also well used on the outer part of the hat, and indeed there is hardly a fur hat that has not a touch of it in some shape or form. Fur and maline seem to be the rule.

Though flat-crowned hats are much shown and the season has practically opened up on them, there seems to be a general feeling in favor of the high crown. The truth was amply demonstrated at the large millinery openings that a change would be more than welcome. The Fall styles in suits too seem to call for a higher crowned hat. Indeed the large picture hat and the poke are the natural accompaniments to the Louis and 1830 styles.

Besides the large picture hat, a quantity of small toques are to the fore and in rather eccentric styles. Some are long and pointed at both ends and are aptly named the torpedo, others are just the shape of a wedge, and then again occurs one in an almond shape. These hats are often combinations of velvet and fur, and flights of small birds are used on them. Flights and rosettes of small birds are both much used.

Birds all have a curious flattened effect this season: indeed this is carried so far that the wings, tail, head, and back of a bird are mounted on net, and there is no body. When pigeons and gulls are used they are harnessed and tied to the hat by ribbons or black ribbon velvets in various widths.

OSTRICH FOR FALL.

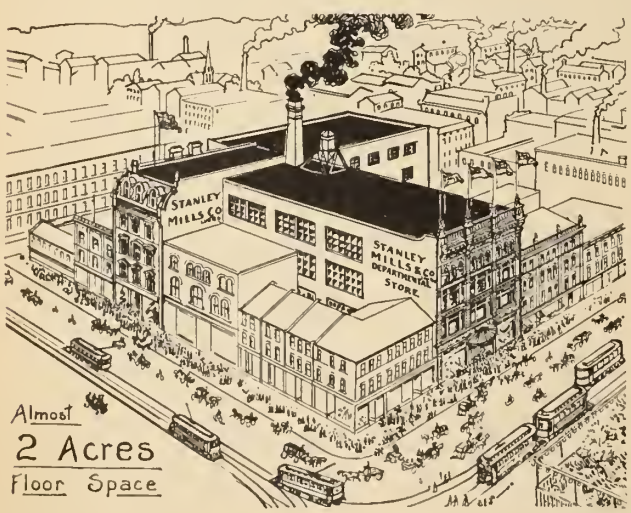
WHATEVER uncertainty there may be about some styles and materials, there is no doubt of the place ostrich will take in Fall millinery, as almost any hat of any pretentions shows a plume, or tip of some description. Very long plumes are worn on some of the hats, especially on the picture hats. Many colored hats have a black plume, but feathers to match are also in good request, and shaded feathers are also much used. Tips are also in good demand and ostrich aigrettes are seen on many of the smart hats. Though ostrich occupies so prominent a place in Fall millinery, it will have strong rivals in the new coque, and what is known as sweep marabout. These trim the new shapes almost as effectively as ostrich, and are less expensive. Turbans of feathers are trimmed generally with birds—just one in some cases or, in others, in flights and clusters.

FLOWERS AND FRUIT IN MILLINERY.

ONE feature that is very apparent, and one that has quite developed since the opening, is, that designers are beginning to use large quantities of blossoms, foliage and fruit on their new models. Again it is found that roses have the preference, but other blossoms are also seen. Shaded leaves are very much used and berries, etc., in all shades. These are all made of a thick, silky panne which is used for both flowers and leaves. The roses most liked are very small, and another flower that is talked of is masses of pale yellow violets.

STANLEY MILLS & CO.'S NEW STORE.

THE new store of Stanley Mills & Co., departmental store, Hamilton, which replaces the one destroyed in January, is a credit to the firm, the architect and to Hamilton. This firm was established in 1888, and their



business continued to increase steadily, and, in consequence, the premises were being continually added to, until last January, when fire swept the store away, consuming about $100,000 worth of goods.

The firm decided to rebuild, and the present immense store is the result. In the premises there is almost two acres of floor space. All the store fittings are of mahogany finish. "Silent Salesmen" take the place of the old-time counters. The departments on the first floor are neckwear and ribbons, laces and handkerchiefs, jewellery and leather goods, dress trimmings, toilet articles and perfumes, confections, fancy goods and art needlework, dress goods, silks, men's furnishings, gloves and umbrellas, ladies' hosiery and underwear, and staples. The second floor is devoted to millinery, ladies' ready-to-wear goods of all classes, corsets, childrens' wear and boots and shoes. The third floor is a wonderland of toys. The wall paper, and curtain, shade and drapery departments are also on this floor. The fourth floor is for the reserve stock. In the basement are the china and silverware, the grocery and kitchen furnishings departments.

The firm have also added many accommodations for the public. There is a splendidly equipped reception room where customers can arrange to meet their friends, where stationery is at their disposal and where there is a free telephone. There is also a wide balcony with easy chairs here and there throughout it.

Sorting!

Are You in Need of any of the Following Lines?

Ladies' Ready-to-wear Felt Hats,
Novelty Shapes in Newest Colors,
Millinery Plushes or Velvets,
Pompoms or Ostrich Feathers,
Ospreys, Ribbons, Silks or Laces

or

Any Millinery Novelty ?

Caverhill & Kissock

72 St. Joseph St., QUEBEC.
19 Elgin St., OTTAWA.
MONTREAL

FOREST CITY GOSSIP

Office of "The Dry Goods Review,"
365 Richmond street, London, Ont.

SINCE the end of August the travellers of the dry goods houses have been off the road, giving attention to customers visiting the city, and preparing for Fall sorting trips. This week finds them all again on the road soliciting orders for such lines as may either have been omitted or are already sold out. Sorting trade, owing to fine weather, has, so far, been quite light, and the heavier lines of dry goods not having had any chance, are unlikely to be repeated by retail men until a sharp, crisp temperature makes demand for warmer apparel. London dry goods wholesale business was brisk during the entire week of the Western Fair, many good-sized shipments kept the staffs busy at night. Numerous buyers who came to the exhibition "killed two dogs with the one stone" and mingled pleasant sightseeing and purchasing of dry goods all in one outing.

* * *

On September 8 last an advance of five to seven per cent. took place on all grey and bleached cottons, the colored cotton mills also making advances on all colored shirtings, denims, and other lines of colored cottons. Owing to the state of the raw cotton market at the present time it will not be an unlooked for occurrence should further advances take place on all lines of domestic and American cotton textures.

* * *

Payments are reported very satisfactory in London, and because of the abundant crops, both in Ontario and in the Northwest, all are sanguine of at least another profitable season. Failures are few and far between; none of importance affecting London houses have happened for a long time.

* * *

Messrs. Robinson & Little, who send five travellers into British Columbia and the Northwest Territories, while five others operate in Ontario, are still occupied with the shipment of balances of Fall orders taken during the past months by the above representatives; a good many lines are only now coming to hand from the mills, which ought to have been in the hands of the wholesale houses earlier; these are now being hurried forward to meet wants of customers in various sections of the country.

* * *

Messrs. R. C. Struthers & Co. have all of their six travellers now out for sorting orders. Their fair time lunch table in their warehouse was a pronounced success. Hundreds of the old customers, and cronies, found their way in for a crack, as they have done annually for many years, and made good use of their time by securing many of the dry goods novelties which had been recently added to the heavy stock.

* * *

Messrs. McMahen, Granger & Co., who moved into their present quarters at 333 Richmond street after their fire, are much pleased with the change and are to be congratulated on the improved appearance of the interior of the roomy departments, and their business-like and methodical style of keeping stock. It is no secret in the trade of Ontario West that they are making rapid strides in the estimation of their numerous customers, and adding to their list a goodly array of substantial new accounts.

* * *

An important extension of Robinson & Little's warehouse is being made in the rear, which is necessitated by increasing business and larger stocks. The addition will be about 110x35 feet—two storeys and a basement, and when completed will be utilized at once by adjoining departments.

Mr. Arthur Little, at present in the Europegn markets purchasing and contracting for Spring importations, is expected to return in a week or two.

* * *

The retail dry goods trade of London has now entered into the Fall season's business of 1903 with no lack of energy. There is a brightness and an attraction about the new goods quite irresistible to lovers of novelties; and of many such this fair city can boast. The streets during these fine afternoons are lined with ladies who know how to dress well, and who are now on the outlook for desirable dry goods such as the cooler evenings and the shorter days imperatively demand. The well-arranged and attractively-dressed plate glass windows are at present centres of admiration, the displays being all highly creditable.

* * *

The most interesting, and, we might safely say, exciting feature about the dry goods trade of this city during the last few days is the retail millinery openings. Your correspondent has visited the rooms of the leading houses here, and is pleased to be able to say that after many years experience amongst the higher grades of millinery, the tasteful and artistic creations of this art have been carefully and intelligently collected, and London's milliners and millinery parlors possess a charm and beauty nowhere surpassed.

* * *

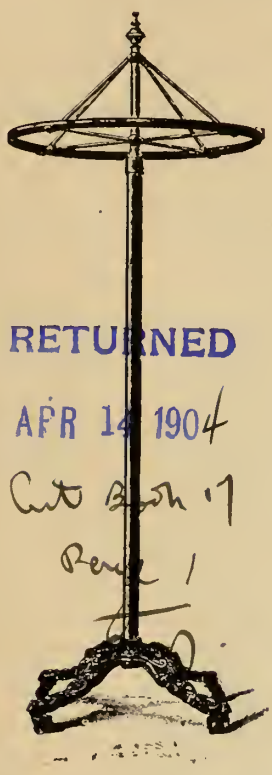
Some of the very best advertising has been done by the firms here calling attention to the millinery openings, and as "The Dry Goods Review" has eyes alert, and is quick to appreciate anything better than usual in that line, your correspondent calls attention to the smart and almost poetic wording of the good advertising in London dailies of some of the millinery stores on another page under the heading of "good millinery advertisements."

* * *

One of the oldest dry goods merchants in London to-day, and a veteran buyer in the European markets, is Mr. T. F. Kingsmill, Sr. Exactly 53 years ago he entered his first situation in the small town of Mount Rath, in Queen's County, Ireland. He came to this city in 1865, 38 years ago, as manager in the branch store of W. A. Murray & Co., of Toronto, and has now been in business on his own account over 33 years. Mr. Kingsmill has crossed the Atlantic, always by Cunard steamers, no less than 158 times without any serious mishap. He is known by dry goods men in every corner of the Dominion, and a cordial reception always awaits his landing on the "owld sod." The very handsome new warehouse completed for his business on Dundas street this Spring is well worth visiting. The spacious building is 198x38 feet, being four flats and basement. The carpet warehouse across from this, entering from Carling street, is 60x100 feet. It is unnecessary to say that everything that is high-class pertaining to dry goods is to be found in this establishment.

$10.50

This month only,



For this elegant all-metal rack; beautiful antique copper top; standard and base imitation antique copper.

RETURNED
APR 14 1904

NO MORE WOOD RACKS.

A. S. Richardson

62 Hayter St., TORONTO.

'Phone Main 3687.

MONTREAL
40 Victoria Sq.

'Phone Main 4334.

McMahen, Granger & CO.

Wholesale Dry Goods

LONDON, CANADA

Intimate to the trade that since the total destruction of their stock and premises by fire, they have moved into the larger and more commodious building, formerly occupied by Clark, Vandelinder & Co., 333 Richmond Street, next to The Hobbs Hardware Company,

And are desirous to impress the following three facts:

1st. That the old stock was entirely consumed.

2nd. That the present stock is entirely new and fresh.

3rd. That prices and styles are up-to-date and abreast of the times.

Special attention given to letter orders.

A card will bring a traveller promptly.

CORRESPONDENCE SOLICITED.

THE CELEBRATED



WOLF BRAND

Unshrinkable

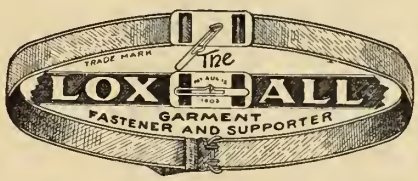
PURE WOOL

Underwear,

The Very Best in Make, Style and Wear,

For Men, Women and Children.

Can be had from the Leading Wholesale Houses.



The Only Perfect Garment Fastener and Supporter.



No hooks, pins or teeth to tear the garment.

Supports ALL garments at the same time.

No sagging of skirt or petticoats or crawling up of waist in the back.

Ask your wholesale dealer for it.

GREEFF, BREDT & CO.

Sole Patentees and Manufacturers in Canada,

Toronto and Montreal.

FURS

FURRIERS here are banking on an extremely good season. Furs are so much worn that it looks as if temperature would not have a great deal to do with it, as even now a cool day brings them out, and as everybody remembers, they were regretfully relinquished when the weather became mild in the Spring. The many fur and fur-trimmed hats that are showing are an indication of what their popularity is going to be, and, given any kind of a favorable season, furriers are bound to have a good Fall and Winter.

FURS FOR "AUTO" WEAR.

A NEW branch of the furrier's trade that has as yet been very little exploited here is the making of fur garments exclusively intended for "auto" wear. This amusement is enjoyed in England and in Europe all through the Winter; indeed auto cars are very much more popular there than on this side of the ocean.



A Russian Blouse made from rough-coated seal, with tan leather waist and wrist band, lined with satin. This coat can be worn in three distinct styles.



An auto costume in the new fur silk. It is not unlike moleskin in appearance and it wears well. It is lined throughout with silk and the collar is in opossum, sable, mink or chinchilla, as required.



An Opossum Cloak lined with squirrel. The hood is in squirrel.

Old Country roads are so good that tours may be made in any direction, and it is not uncommon for an auto party to circle England and Scotland, going up either the east or west to John o' Groats, and coming down the other to Land's End, and along the south coast home. Trips from London to Edinburgh excite no comment and so popular is auto driving that the rural inns are more prosperous now than they have ever been since the good old coaching days. Just what kind of costumes are used over there are shown by our illustrations, giving some of the latest London styles for "auto" wear. It will be noted that the furs are all of the useful and not extremely expensive kind, and are designed for use and comfort and not for show.

FUR NECKPIECES.

FUR neckpieces are going to play a very considerable part in the season of 1903-04. Designers of suit styles, and the furriers, have certainly played into each other's hands this Fall, as suits were never better calculated to set off the fur neckpieces that are now in the field with so much prominence for the Fall trade.

Suits have never before been sold so largely for an Autumn season as they have for this, and it is reasonably certain that the selling of fur neckwear will be equally as large.

There are a number of new furs talked about, or revivals of furs that have been long out of date, one of which—monkey—has met with some favor in the place of black lynx, in Europe and the United States. But it is safe to say that the well-known furs will be the leaders, and sable, mink, marten, grey squirrel, ermine and fox seem to be the skins singled out for special preference. Moleskin is much talked about, and when it is the real article, makes up into rich and beautiful effects. There is, however, much imitation on the market, some of which, undoubtedly, is very good. The newest shoulder wraps are large and take the form of a deep pelerine that comes down to the elbow, with long ends in front reaching to the knees. Some of these wraps are elaborately trimmed with tails and many are fringed with them. In fox furs two bushy tails generally suffice as a finish to the ends, but three or even more are often used. Many wraps are trimmed with yellowish lace or chiffon frills and lace appliques. Grey squirrel and chinchilla lend themselves best to this fashion, though both sable and mink are very handsome when treated in this manner.

A good deal of ermine is seen in this class of fur goods, but as furriers know, much of the ermine, so-called, is only hare or rabbit beautifully dressed, it is true, but so near a likeness to the true fur that only experts can tell the difference. Some of the newest ermine boas have a fringe of skunk tails over a flounce of white lace. With squirrel, chenille fringe to match is often used with good effect.

Capes covering the shoulders and with long stole ends and a shawl collar, are also among the latest styles.



A three-quarter coat in Russian foal skin with raccoon collar and cuffs. With this is a foot muff to match.

Some of the mink ones have a flare flounce of the mink, with the stripes running round. Mink and ermine are the furs generally used. These capes are generally trimmed with handsome passementerie ornaments and cords, etc. Long fox boas are again very much in favor; heads are not so much used, but the general trimming is the bushy tail and claws.

BOOK RELATING TO FURS.

THE DRY GOODS REVIEW is in receipt of a letter asking for a book relating to furs, as to their kinds, qualities, etc. After making careful inquiries, the only book that seems at all suitable is one called "Fur Bearing Animals in Nature and Commerce," by Henry Poland, and published by Gurney & Jackson, Paternoster Row, England. A letter to that firm would, no doubt, tell where the book could be obtained in Canada.

This work will be something of a help, but the information it contains is only of a general character. Anything special could be given only by an expert furrier, and he would not care to publish it, as few trades have more secret methods than the fur trade. A good plan would be to take a magazine devoted solely to the fur trade; but after all, a few talks with a practical furrier would yield more information than could be gained in any other way.

FANCY FURS

We have ready for Fall assorting trade a full line of fancy furs at closest possible prices.

RUFFS, MUFFS and COLLARETTES

a specialty.

Write us direct or call and see samples when in city.

DOMINION FUR MFG. CO.,

165 McGILL ST., - - - - MONTREAL.

How About Furs?

I want to let you see what I can do for you. A post card will bring you all the information and goods you require.

A. J. ALEXANDOR,

WHOLESALE FURRIER,

504 St. Paul St., MONTREAL.

HATS
CAPS
FURS
ROBES
ETC.

SPECIAL VALUES

Our travellers are now out with a full line of samples for the SPRING TRADE and also for Fall assorting orders.

SEE THEIR RANGE BEFORE BUYING.

Edgar, Coristine & Co.

Montreal.

SPLENDID STYLES

Perry's FASHION Underwear

"Made to fit—and stay fit."

We spare no expense in making "Perry's" Fashion Underwear the most attractive and satisfying on the market.

This year we're making our garments better than ever and invite the inspection of all underwear buyers.

Your jobber handles "Perry's" —ask to see them.

The G. B. Perry Knitting Co.
Park Street N., HAMILTON, ONT.

It would be useless

to say that underwear **cannot** be made as good. Certain it is that no underwear is being offered which has the merits of

Plain Knit, Elastic Ribbed, Fleece Lined. All sizes.



TIGER BRAND

Eiderdowns in a variety of Shades.

The Galt Knitting Co. Limited,

GALT, ONTARIO.

Hermann H. Wolff & Co.

170 McGill Street, - - MONTREAL.

SOLE DISTRIBUTORS OF THE

HEALTH

Health Brand Underwear

Made in Ladies', Misses', Children's and Men's.

Cartwright & Warners'

Celebrated All-Wool

UNSHRINKABLE UNDERWEAR.

"CARTWRIGHT & WARNERS' name on a garment carries with it the value of a hundred years' successful experience in the manufacture of the best Knit Underwear in the world, and stamps it with the character of superiority that places it above and beyond all other in a class by itself.

R. FLAWS & SON, Agents, Melinda St., Toronto



PURE WOOL.

FEATURES IN STAPLES

IN the editorial columns comment is made on the situation in white and grey cottons, and the stand taken by one of the companies represented at the meeting of cotton manufacturers. Since the going to press of that article that company have issued another circular containing their prices, and they are fully as high as those asked by the other companies. This is in itself sufficient manifestation of the little faith in lower prices held out by this company to the wholesalers. Such documents are entirely misleading, and subsequent events in the raw cotton market show that there is absolutely no possibility of a sufficient drop in prices to warrant the withholding of orders. During the month of September quotations on spot cotton dropped from 12.75 to 11.25, but the last two days of the month saw it suddenly bound upwards to 13.20, almost the highest of the year.

* * *

The U.S. Government cotton report for the month of August, issued early in September, created one of the wildest scenes in the history of the New York Cotton Exchange. Last year the average at this time was but 64 per cent., and this year brokers were prepared for 77, but when the figures 81.2 were read out, a rush was made for the phones, and then selling only was thought of. Brown and Sully, the bulls, took charge of their interests, however, and prices steadied. Secretary Hester, of New Orleans, on September 6, put the crop at 10,727,559 bales, an increase of 16,879 over last year, and in value an increase of 42 millions. On September 11 the same man reported a decrease of 386,000 bales in the world's visible, on September 18 a decrease of 527,000, and, on September 25, a decrease of 634,000, giving a fair idea of the state of the market. One remarkable feature of the report was the decrease in American visible and the increase in foreign visible, the former being in each case less than half that of last year, and the latter showing an increase of from 16 to 40 per cent. The significance of this is the dependence that is being placed upon the supplies from other countries than the United States and the consequent encouragement to the cotton industry in new countries.

* * *

Some of the cotton grown in new fields has proven itself of great merit, both in size of crop and quality. In British West Africa extra trains have been running to carry the production. There have arrived at Liverpool 30 tons of raw cotton grown at Lagos, and the quality is pronounced excellent ; while the Bremen Cotton Exchange reporting on cotton grown in the Kilwa district of German East Africa, says that it is nearly as good in staple, color, etc., as the highly valued Egyptian product, from seeds of which it is grown. Africa has been found suitable in climate and soil for a successful cotton-growing industry.

* * *

The month of September has proved of exceptional interest to manufacturers, wholesalers and retailers, on account of the various advances that have occurred, particularly in cotton goods. Following the advance in grey and white cotton, mentioned in the editorial columns, a circular was issued but a few days ago, putting up grey and white sheetings and pillow cases from 5 to 7½ per cent. Cotton shirtings, which have been left to the last, received attention and an advance of 10 per cent. is the result, the first advance in this line that has occurred, save ¼c. in a few lines of some time ago. Flannelettes have gone up ½c., and this price is not yet up to last year's quotations. The recent competition in this line put prices ridiculously low, and the added ½c. is simply a beginning of a more reasonable rate. Flannelette blankets are quoted 2½c. higher ; this with the 2½c. of a few months ago, means 5c. in four months. The Hamilton Cotton Co. have issued advanced prices on chenille curtains, table covers, etc., and certain lines of half-hose have become dearer.

* * *

Great difficulty is being met with in obtaining supplies of certain lines of cotton goods, and unless a change takes place very soon, retailers will be forced to do without them. A few numbers in grey cotton cannot be got for love or money, and blankets are in the same position. The trouble in the latter is the scarcity of labor combined with the increased demand and the price of wool. Prices have not gone up materially, but many of the wholesalers are utterly unable to fill orders. There is a decided difference in this year's situation in grey and navy flannel to what existed last year. At that time the surplus stocks in the factories were sufficient to immediately fill all orders ; this year, however, they find it impossible to keep up with the orders received. It is thought that before the situation in cotton improves old stocks of varied degrees of merit will be entirely cleaned up, and if relief comes then, the country will be fortunate.

* * *

Cotton mills throughout the United States are gradually resuming operations, although many are still closed, and few are working full time. Their anxiety to keep working is forcing them to pay exorbitant prices for material. The first supply of new cotton in Memphis brought 30c. a pound. There was a rumor that The Montmorency Cotton Co. was considering closing down, but there proves to have been no truth in the report. This firm employs 400 men, and a close-down would have been serious. The cotton mills at Valleyfield are adding an $80,000 building and are seeking additional workmen. The directors of The Montreal Cotton Co. have elected Hamilton Gault and H. Markland Molson directors. Chas. Garth was chosen president to succeed the late A. F. Gault, and S. H. Ewing, vice-president.

* * *

The Southern Railway Textile Directory for 1903, published by the Land and Industrial Department of the Southern Railway, Washington, D.C., has been received.

This publication shows that on January 1 of the current calendar year the number of cotton mills equipped for operation on the lines of the Southern Railway in the states of Alabama, Georgia, Indiana, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee and Virginia, was 158, as compared with 112 on the corresponding date of 1902, an increase of 46 mills. On the same date there were in operation on these lines 71 knitting mills and 50 woollen mills ; and these, with 13 mills on the Mobile and Ohio Railroad, made a total of 592 textile plants tributary

to the Southern Railway and allied lines on the date referred to. The equipment of these mills comprised 151,579 looms, 5,749,132 spindles, 5,121 knitting machines, 1,136 sewing machines and 265 sets of cards.

Since January 1, 1903, there have been added 27 new plants, including 19 cotton mills and 8 knitting mills, which have added to the total equipment 20,134 looms and 727,358 spindles; and there are now under construction 23 other mills with an equipment of 14,025 looms and 500,312 spindles, making final totals, existing and in sight, of 642 mills, 185,738 looms and 6,976,800 spindles. The corresponding exhibit for 1902 comprised 556 mills, 130,045 looms and 4,975,311 spindles. This shows a net increase of 86 mills, 55,693 looms and 2,001,489 spindles.

* * *

Owing to the state of the Lancashire cotton trade a number of operatives have come to Canada to secure employment. Labor union leaders in England vehemently denied this, but the fact nevertheless remains. The Lancashire mills have been running short time for some months, and the resulting lowness of wages has driven out many first-class workmen.

The Department of Agriculture in the United States is encouraging the production of silk in that country. Over 15 million pounds, valued at 50 million dollars, are imported annually, and the Government is trying to cultivate the business as a home pursuit. Machines and cocoons have been imported, and the latter are supplied free to those desiring to engage in the business. Only three countries as yet—China, Italy and Japan—produce all the silk they consume.

The price of wool is still maintained around top figures on the London market, and mediums are now taking the place of merinos. The supply is very small, Australia being particularly weak. The number of sheep sheared this year is the least for 25 years, and in Queensland the estimated clip is 1,000,000 pounds less than last year.

Over 90,000 sheep have been sheared to the end of August in the Stirling district, Alberta, and over 600,000 pounds of wool obtained.

Linen yarns in Ireland are tending upwards. The acreage under flax this year is 44,667, against 49,742 last year, a decrease of 5,075, or 10.2 per cent. The weather, too, has been unfavorable, and reports from the continent have not been much better.



OTTAWA TRADE NOTES.

A DECIDED novelty is to be seen in a few of the leading retailers' windows in the way of a crochet girdle or linen belt combination made of shoe laces. This is strength and durability well harnessed indeed.

Pretty blue canvas weaves with a touch of white are a very marked line for local street wear.

They all with one accord say brown is to be one of the strong colors for Fall and Winter wear.

Local retailers are well satisfied with the present sales and are looking forward to greater results.

The leading retailers intimate that sage greens in light weight tweed effects have sold remarkably well.

Some of the new knicker over-checks, in tones of blue, burnt orange, light navy and greens, are picked up by people looking for the very nobbiest goods.

Persian braids—military and basket weaves—promise to be good sellers; they offer both wear and appearance for a smaller price than any other class of trimmings.

W. R. B.

GOSSIP OF THE TRADE.

THE condition of the woollen industry in Canada has resulted in the temporary closing down of The Auburn Woollen Mills, Peterborough, employing 200 men, and of the two mills at Carleton Place of The Canada Woollen Mills Co., with a prospect of similar action at Hespeler and Waterloo. The Rosamond Mills at Almonte, Ont., are working short time.

Mr. McMillan, Petrolia, is opening up a new dry goods store.

E. H. Thamer & Co., Galt, have added a millinery department.

Darius Allport is opening up a new woollen mill in Smith's Falls.

Mrs. E. W. Moore has opened a millinery and fur business in Medicine Hat, N.W.T.

Robinson & Wright, dry goods merchants, are entering new quarters at Gananoque, Ont.

H. C. Horater, formerly of New York, has opened up a millinery establishment in Sarnia.

The Beaver Rubber Clothing Co., St. James street, Montreal, are increasing their capacity.

The Montreal Fur Co. are opening a branch at Brandon, Man., in a new building they are erecting.

Stewart & Smith are opening a new business in a new building in Wiarton, handling dry goods alone.

T. F. Robinson, of Blenheim, has purchased the dry goods business from Roome & Cole, St. Thomas.

Westcott Bros., dry goods merchants, Victoria, B.C., have moved into commodious new quarters in that city.

Several wholesale houses are interested in the failure of J. D. Wright & Co., dry goods merchants, Kingsville, Ont.

W. J. Binning, dry goods merchant, Calgary, N.W.T., is giving up business and going east on account of his wife's health.

W. L. Campbell & Co., Orangeville, have enlarged their premises and have fitted them out with crockery and boots and shoes.

The Geo. H. Rodgers Co., Winnipeg, have moved to 608 Main street, and will carry a full line of dry goods, clothing and shoes.

The millinery and dressmaking establishment of Mrs. J. J. McDonald, Moncton, N.B., was gutted by fire. The loss of $1,500 is fully insured.

Fred. E. Bentley & Co., dry goods, Middleton, N.S., have made extensive alterations in their store, bringing into use three additional floors.

G. A. Weese & Co., fancy goods and printing, Toronto, have moved to 44 Yonge street, and added the manufacturing of shirts, overalls and trousers.

The Frank E. Walker Co., house furnishings, Hamilton, have opened up a new business on the instalment plan. The new building will afford 30,000 square feet of space.

The Western Canada Woollen Mills Co., of Medicine Hat, N.W.T., have gone into liquidation. Brantford capitalists are reported to be considering the resumption of operations.

The Royal Neckwear Co. is the name of a new firm with headquarters at 1,560 Notre Dame street, Montreal. The firm is under the management of Wm. Lazer, an experienced manufacturer.

The British Import Co., manufacturers' agents, Toronto, have dissolved partnership, three of the former members of the firm, under the title of E. A. Cuffe & Co., handling the business of the old company.

Winnipeg has proved an attraction for many large eastern houses; among others J. Arthur Pacquet, fur dealer and mitt. manufacturer, Quebec, and Thomas May & Co., wholesale milliners, have opened up agencies.

ORILLIA'S LINEN FACTORY.

A BY-LAW was recently submitted to the rate-payers of Orillia concerning the bonusing of a proposed linen factory in that town. The by-law passed with a large majority, and now The Dominion Linen Mills Co., Limited, has issued plans for a building which, with machinery will cost over $100,000. It will be 250 feet in width, 880 feet long and 2½ storeys high. One hundred hands are expected to be employed at the start, with a wage of over $1,000 a week. The officers and directors of the company are: Edwin J. H. Pauley, president; A. W. Redden, vice-president,; Max Ungar, secretary; Wm. N. Silver; T. S. Bowser, all of Halifax.

Educational Department.

The following institutions for the education of business men's sons and daughters are recommended by this paper:

C. C. C.

Courses by mail in

BOOKKEEPING **LAW (Commercial)**
COMMERCIAL FRENCH **INSURANCE WORK**
SHORTHAND **etc, etc.**

A PURELY CANADIAN COLLEGE.

Write for particulars.

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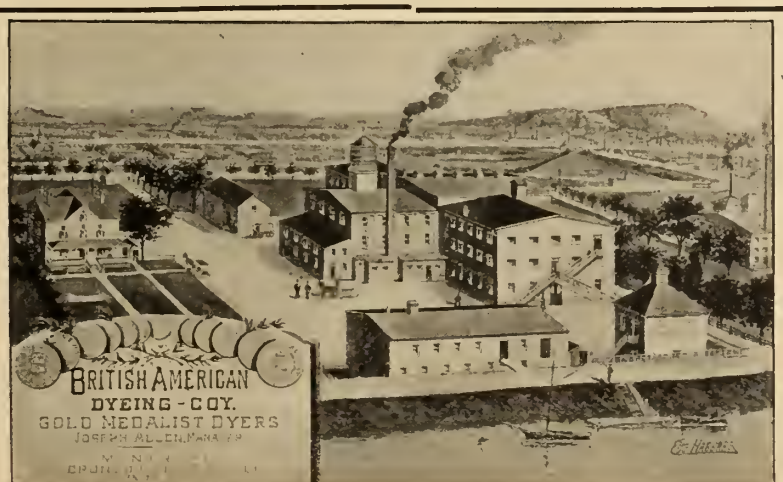
Thorough courses in Bookkeeping, Stenography, Typewriting and **Penmanship**; individual instruction.

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A Boarding and Day School for Girls.
Thorough courses in every department.
Only teachers of the highest academical and professional standing employed.

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The Largest and Best Equipped

Dye Works

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Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,

DYED, FINISHED AND PUT UP.

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All work guaranteed unequalled. Send for Price List.

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(Formerly The Canada Permanent and Western Canada Mortgage Corporation).

Head Office, Toronto St., TORONTO.

SAVINGS DEPARTMENT

$1 and upwards received on deposit. Interest paid or compounded half-yearly at..... 3½%

$100 and upwards received for which debentures are issued with coupons attached for half-yearly interest at 4%

Paid-up Capital .....$ 6,000,000.00
Reserve Fund.....$ 1,600,000.00
Invested Funds.....$23,600,000.00

Money

CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

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Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

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HEAD OFFICE, - TORONTO, CANADA.

CENTRAL CANADA

LOAN & SAVINGS COY,
26 KING ST. E., TORONTO.

HON. GEO. A. COX, PRESIDENT.

E. R. WOOD, MANAGING DIRECTOR.

Total Assets	$6,579,324
Uncalled Capital	1,250,000
TOTAL	$7,829,324
Amount Due Depositors and Debenture Holders	$4,651,549
SURPLUS SECURITY	$3,177,775

YOUR BANK ACCOUNT

Will receive every consideration if kept at

The Bank of Toronto.

Head Office: - TORONTO.

Paid-up Capital
$2,850,000.00
Reserve Fund (larger still)
$2,950,000.00
Total Assets (over)
$24,000,000.00
Incorporated 1855.

BUSINESS ACCOUNTS Invited

Interest added to
SAVINGS ACCOUNTS
every six months

Drafts and Letters of Credit
issued for your business or your personal requirements.

THE CANADIAN BANK OF COMMERCE

Paid-up Capital, - - $8,700,000
Rest, - - - - $3,000,000

HON. GEO. A. COX, President. B. E. WALKER, General Manager.

HEAD OFFICE: TORONTO, CANADA.

LONDON, ENG., OFFICE, 6 Lombard St., E.C.
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List of Bankers and Chief Correspondents:

GREAT BRITAIN—
The Bank of England; The Bank of Scotland; Lloyds Bank Limited; The Union of London and Smiths Bank, Limited; Parr's Bank, Limited.

UNITED STATES
New York, The American Exchange National Bank, The Fourth National Bank; **Boston,** The Bank of Nova Scotia, The National Shawmut Bank, The National Suffolk Bank; **Buffalo,** The Marine National Bank; **Chicago,** The Northern Trust Company; **Detroit,** The People's Savings Bank, The Commercial National Bank; **Minneapolis,** The North-Western National Bank; **New Orleans,** The Commercial National Bank.

FRANCE
Credit Lyonnais, Paris; Messrs. Lazard Freres & Cie, Paris.

GERMANY—
Deutsche Bank.

HOLLAND—
Disconto Maatschappij, Rotterdam.

BELGIUM—
Messrs. J. Matthieu & Fils, Brussels; Banque d'Anvers, Antwerp.

SWITZERLAND—
La Banque Federale, Zurich.

INDIA, CHINA, JAPAN and the PHILIPPINE ISLANDS—
Chartered Bank of India, Australia and China; Hongkong and Shanghai Banking Corporation.

SOUTH AFRICA—
Standard Bank of South Africa, Limited; Bank of Africa, Limited.

AUSTRALIA and NEW ZEALAND—
Union Bank of Australia, Limited; Bank of Australasia; National Bank of Australasia, Limited.

HAWAIIAN ISLANDS—
First National Bank of Hawaii, Honolulu; Bishop & Co., Honolulu.

SOUTH AMERICA—
British Bank of South America, Limited; London & Brazilian Bank, Limited; Bank of Tarapaca and Argentina, Limited.

MEXICO—
Banco de Londres y Mexico.

WEST INDIES—
Bank of Nova Scotia, Kingston, Jamaica; Colonial Bank and Branches; National Bank of Cuba, Havana, Cuba; Bank of Bermuda, Hamilton, Bermuda.

Foreign Exchange Bought and Sold. Commercial Letters of Credit Issued.

The Metropolitan Bank

CAPITAL PAID UP, - - $1,000,000.
RESERVE FUND, - - 1,000,000

DIRECTORS:

REV. R. H. WARDEN, D.D., President. S. J. MOORE, Vice-President.
C. D. MASSEY, T. BRADSHAW, F.I.A., D. E. THOMSON, K.C.

HEAD OFFICE, - - TORONTO.

W. D. ROSS, -:- GENERAL MANAGER.

SAVINGS BANK DEPARTMENT

at all Branches.

Interest allowed on all deposits of $1.00 and upwards at highest current rates.

FINANCE AND INSURANCE

WITH an authorized capital of over a hundred million dollars, The Consolidated Lake Superior Co. has collapsed because unable to meet a debt of five million, and now, papers that have printed columns of laudation on Mr. Clergue and his enterprises are going to the opposite extreme. We were never enthusiastic admirers of Mr. Clergue, but we hardly think him deserving of much that is now said about him. He is undoubtedly a great promoter; but no organizer. His conception of developing the resources of New Ontario were worthy of all commendation, and the fact that the people associated in the United States Steel Corporation have thought it good to invest large sums in the neighborhood of Mr. Clergue's enterprises, proves that he was working along the right lines.

The trouble with the Soo industries has been in mismanagement, not in misconception. Industry after industry have been begun, and without waiting to put the first on a paying basis. The scheme of a great system of coordinated industries was good, providing that each was made to pay, but instead of looking to this important question and despite the foreknowledge of the capital available, these various industries were left in a chaotic state of incompletion.

We are of the opinion that in the end most of the projects begun by Mr. Clergue will pay, and pay well, and he is deserving of no little gratitude for having directed attention to the resources of our northern lands, for otherwise that section would probably be still unknown.

It is regrettable that he did not combine a saving modicum of caution with brilliant promoting genius.

To whom ever the Soo works fall in the reorganization which must now follow, Canada is chiefly interested in seeing that they are made to pay. The collapse, due to no fault of the natural resources of the country or advantages of location, will, nevertheless, reflect seriously on the prospects of other Canadian industries seeking outside capital. The most effective remedy for the wrong done our reputation would be such a reorganization and management of these allied industries, either as a whole or separately, as would yield good hard money in dividends.

* * *

A NEAT little booklet is at hand issued by The Lamoille County Savings Bank & Trust Co., of Hyde Park, Vermont, for the purpose of affording the public information as to the standing and policy of the bank. "Vermont money ought to be and can be used to foster and develop Vermont industries" is a motto of the bank and in pursuance thereof no investments are made outside the State. The bank is, of course, a bank of deposit and not of issue, and as it is listed at 190 seems to have been wisely guided in the matter of placing its loans. In "a word to our depositors" the advantages of using Vermont money to build up Vermont industries is effectively and succinctly presented, and is followed by a host of newspaper comments on the standing of the bank. A brief history of the bank and outline of its policy is appended, along with a page of statistics showing the rapid accumulation resulting from small savings. The capital stock of the bank, it might be added, is $50,000, surplus $50,000, and deposits, $631,365.84.

The small local bank catering to the financial needs of the immediate vicinity is a feature of the United States banking in marked contrast with our branch bank system, and in its province of keeping local money at home for local investment, cannot be but condemned. On the other hand, facilities we have for the mobilization of the national capital from all parts to bear on the points at which the greatest necessity exists, and the elasticity of currency we secure from our system of note issue, the virtues and effectiveness of which are in no little measure dependent on the organization of our banks, are, to a great measure, lost in a system of local independent banks.

* * *

THE Dominion revenue from customs for the three months ending September 30 was $10,888,166 compared with $9,070,717 for the same three months last year, or an increase of $1,817,448. The customs revenue for the month of September alone was $3,756,705, or an increase of $615,675 over September last year.

* * *

THE final consummation of the separation of The Dominion Coal and The Dominion Steel companies should have a good effect on both. The Steel Co. should now be provided with sufficient funds to complete the plant and develop what is undoubtedly a good proposition in spite of the excessive first cost. Coal will now be relieved of the steel incubus and in a position to be developed along profitable lines. The unsatisfactory showing of these eastern enterprises after having been launched with such promise, has been most unfortunate for Canadian industries in general, as tending to discourage the investment of the European capital we so much need at the present, and will so much more need in the future, if our dreams are to be realized. It is the more unfortunate in that in both cases mismanagement rather than lack of natural resources and facilities has been the source of the difficulty. Every Canadian will hail with acclaim the day on which the Sydney interests come to their own in the industrial and financial world.

* * *

TOO much American silver coin in Canada, was a complaint heard at the Manufacturers' Association meeting, and a resolution was passed asking the banks and the Government to take measures to secure its exodus and prevent the recurrence of the nuisance, for such it has become. There is reason in the resolution. The profit in the coinage of silver is about 60 per cent., and that profit should be the perquisite of our own rather than of a foreign government. Patriotism was also appealed to and Canadian pride was enlisted against the dimes, quarters, half-dollars and "cart wheels" that load down our pockets and irritate our tempers.

If there was reciprocity in the matter and our coins passed current across the border, we might submit to the indignity of accepting Yankee money, which is being poured into our country in greater abundance every year by the tourist route. But there isn't. On crossing the border you must pay tribute to the money changer, and we might

just as well do likewise. The act of revealing to the American tourist the fact that the almighty dollar isn't almighty over here unless in the form of a Dominion note, while perhaps ruffling his temper for the moment, may just possibly have the effect of increasing his respect for the Johnny Canucks.

THE MYSTERY OF CONSOLS.

THE low price af consols is referred to as "a mystery." A member of one of the largest financial houses in the city this morning confirmed the judgment of the most expert writers on the subject in these words :

"The course of the quotation for consols seems to me the most natural thing in the world. The huge borrowings of the Government on account of the South African war are, of course, telling their own tale on the security. But, besides that consideration, there is the additional factor to be reckoned with that so many other trustee securities bearing interest at 3 per cent. are now competing for popular favor. People are naturally anxious to get the best return possible for their capital, and so consols at 2½ per cent., even at their present price, are getting the cold shoulder more and more. There is also at the moment a very large "bull" account open in consols, which affects the situation to a very large extent. There is no reason to think anything extraordinary is going on in the city just now with regard to consols ; and most financial men look upon the situation as a perfectly normal one—having regard, that is, to all the circumstances of the case."

Men of the highest rank in financial circles have substantially confirmed this view again and again.—Pall Mall Gazette.

INSURANCE AS A BASIS OF CREDIT.

THE convention of the National Association of Credit Men, held recently at St. Louis, paid some attention to fire insurance as it affects the credit of retail merchants. The following resolution appears to have been generally approved :

"Whereas, A great many country merchants do not appreciate the importance of carrying insurance on their stock ;

"And Whereas, It is likely to cause ill feeling towards any individual concern that takes it upon itself to call attention to such failure ;

"Therefore, Be It Resolved, That the secretary of the National Association be directed to prepare a letter to be distributed to the various local associations, which letter shall be sent by the secretaries of such local associations to merchants who carry no insurance and such letter to be accompanied by any literature which shall be published by the association bearing upon insurance as a necessary requisite to the securing of credit upon wholesale or manufacturing trade, such names to be furnished the local secretaries by members who desire such letters sent."

It came out during the discussion that there was considerable loss inflicted on manufacturers and wholesale dealers, by retail stocks being inadequately insured. This arose, first, from the indifference of merchants ; second, from injudicious economy in trying to save the cost of insurance ; third, from inability to secure insurance. The proper system was admitted to be, the refusal of credit to any retailer who keeps his stock uninsured. The fact that a retailer is unable to secure insurance on his stock was recognized as a caution against his being granted credit, as, in these days of competition, if insurance companies decline a risk, they must have some special reason for this course. Fire insurance as a basis of credit is also shown by the uniform practice of mortgage loan companies who insist upon the properties covered by any loan they grant being covered by a fire policy. Banks also are equally strict in protecting themselves when making loans that are secured, more or less, by such property as is liable to damage by fire. The banks also take assignments of life assurance policies as collateral security, though only in the last resort, as this is an undesirable practice. The business which is rendered possible by the security of insurance, amounts to hundreds of millions. Insurance to-day is one of the bulwarks of credit.—Insurance and Finance Chronicle.

RATE OF INTEREST ON SAVINGS DEPOSITS.

ONE of the events of the month in Canadian financial circles was the decision of the Canadian Bankers' Association against the proposal of the Bank of Nova Scotia to raise the rate of interest allowed depositors in chartered banks from 3 to 3½ per cent.

Although the proposal was turned down, other leading financial institutions besides the Bank of Nova Scotia were prepared to make the change because of the pressure being brought to bear by depositors through the country, the increasing demand for loans and the scarcity of money at their disposal.

Canadian banks have experienced no difficulty in finding employment for all their funds during the past two or three years, and they have actually no money to spare now except for investment in choice collaterals promising good returns. One cannot help noticing the handsome dividends they are able to declare and the respectable rest accounts they are building up. Depositors are beginning to feel that they too ought to enjoy the fruits of this harvest, especially as their money is largely responsible for the good times Canadian banks are enjoying. They think that they are entitled to receive more than the nominal rate of 3 per cent. on deposits when the demand for funds is so great. Indeed, in order to secure the supply of money required for loans, the banks may yet have to agree to the proposed increase.

Some bankers say that if the rate of interest is raised the charge for accommodation to clients will have to be correspondingly increased. It is interesting to note that the Bank of Nova Scotia threatens to compete for funds at a higher rate, and it must see a clear road ahead for the investment of the extra funds that would undoubtedly be attracted by the higher rate. The present commercial rate for loans cannot easily be raised higher than it is at present. If any readjustment has to be made it looks as if the banks may be the ones who will have to be satisfied with less profits.

Others argue that a high rate of interest will act as a damper on business, and this is undoubtedly the case. Cheap money is as important for the growing industries of a country as cheap fuel, cheap raw material and cheap labor.

With the extra amount of business, however, the banks would probably be able to make up whatever deficiency might result from the advanced rate. The prosperity of the banks should cause no jealousy. Were they otherwise than prosperous the business world would have more reason for concern.

CURRENT BANK NOTES.

THE success of the branch of the Royal Bank of Canada, opened at Havana, Cuba, has warranted the opening of an additional new branch at Santiago.

The Imperial Bank of Canada has opened a branch at Trout Lake, B.C.

The Sovereign Bank is opening a branch in the Jobbitt building, Uxbridge, Ont.

A branch of the Traders Bank has been established at Embro, Ont.

The Sovereign Bank has opened a branch at Belmont, Ont.

This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with relia'le and competent accountants and auditors whose services are so frequently required for such purposes as opening books,

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adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.

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F. H. KIDD,
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Room 50, 77 York St., Toronto.

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465 Temple Building, Montreal.
100 William Street, New York.

HENRY BARBER & CO.,
Accountants and Assignees.
Offices:
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WILLIAM FAHEY,
Accountant and Auditor.
462 McKinnon Building, Toronto.

GEO. O. MERSON,
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Trustee, Assignee, Liquidator,
Auditor, Etc.
27 Wellington St. E.,
'Phone Main 4744. Toronto.

This list is for the purpose of placing manufacturers, wholesale and retail merchants and other readers throughout Canada, and firms abroad doing business in Canada, in touch with the legal profession throughout the Dominion, for the collection of accounts, legal representation,

LEGAL CARDS.

organization of companies, the arrangement or dissolution of partnerships, or assignments, as well as all other matters of a legal nature.
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Equity Chambers, Toronto.
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WM. M. DOUGLAS, K.C.,
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Toronto

This space $15 a year.

This space $30 a year.

Arbuckle, Smith & Co.,

General Shipping, Forwarding and Insurance Agents, Carting Contractors and Storekeepers,

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Inward consignments or export shipments attended to on behalf of mrechants upon most favorable terms. C.O.D. system.

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Cor. King and Yonge Sts., TORONTO.
J. E. ROBERTS, - General Manager.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office
Toronto, Ont.

Capital -	$2,000,000.00
Assets, over - -	3,333,000.00
Annual Income -	3,536,000.00

HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

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Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims

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EFFICIENCY, SECURITY, ECONOMY,

Are the requisites for the proper administration of a trust estate. It is a duty which every man owes to his family to make a will and to select as his executor some one of proven integrity, ability and experience.

No private executor fulfils these conditions in the same degree as the Corporation.

THE TORONTO GENERAL TRUSTS CORPORATION,

59 YONGE STREET, TORONTO.

PAID UP CAPITAL - - $1,000,000.
RESERVE FUND - - - 290,000.

☞Correspondence and personal interviews are invited.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $1,000,000.00.
TOTAL ASSETS, $1,864,730.13.
LOSSES PAID SINCE ORGANIZATION, $22,527,817.57.

HEAD OFFICE, - BRITISH AMERICA BUILDING,
Cor. Front and Scott Sts., Toronto.

GEO. A. COX, President. J. J. KENNY, Vice-President.
P. H. SIMS, Secretary.

RETURNED
MAR 14 1904



RETURNED
MAR 14 1904 -

IT, DOES NOT TAKE A VERY CLEAR HEAD, TO ARRIVE AT THE CONCLUSION, THAT "PEN-ANGLE BRAND" IS EASILY FOREMOST.

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK.

EVERYONE has heard of a steel trust, a beef trust, a cigar trust, but something new has appeared on the horizon of industrial life, in a tailoring trust. Engineered (if not backed) by a man whose whole career has been spent in trust making and trust managing, Charles M. Schwab, the outlines of such an unheard of corporation, visionary under any other man, must develop into bulky substance when planned by this genius. The idea is not a philanthropic one, but, with some reason, the directors think that expenses can be reduced by having one central workhouse and a number of outlying offices, which show samples, take orders and measure, but have the making done at the central office. On paper the scheme seems favorable, but the New York tailors, who will at present be the only ones affected, laugh at the idea, saying that first-class trade would not think of patronizing such a business.

Schwab's Tailoring Plan.

* * *

BUFFALO tailors are very much exercised over the discovery of the fact that very many of the fashionable Delaware avenue young men get their clothes made in Toronto, where wages and the cost of material lessen the price of suits which are equal in every respect to the Yankee article. It has been found that Toronto is the gainer to the extent of about $20,000 a year, and the young men simply don the clothes and wear them into the United States free of duty. The aroused Buffalo artists are making strenuous efforts to prevent this, and Washington has been asked to interfere. Toronto tailors, who have known of this state of affairs for a long time, think that the Buffalo young man will not be balked in his saving of $10 a suit.

An Export Not Recorded.

* * *

TO recover damages for alleged boycott and to prevent a recurrence D. E. Loewe & Co., hat manufacturers, Danbury, Conn., have entered suit in the United States District Court against the national officers of the American Federation of Labor, the national officers of the United Hatters of North America and against local members of the union. Another suit is entered against the same defendents in the Superior Court. In all $340,000 is involved, as well as Samuel Gompers, president of the American Federation of Labor and over 250 others. The plaintiffs contend that as the result of their refusal to confine themselves to union men their goods were boycotted in United States and Canada and the union men employed were called out. They further claim that the trade mark of the United Hatters is employed to further the sale of hats made by union labor, to the deteriment of non-union hats and that the journals of the Federation have been used to denounce the goods of Loewe & Co.

Labor Unions as Boycotters.

* * *

A HAT that may have been the original of the famous song has at last disappeared from London streets. Timothy Healy, the well-known Home Rule fighter, has been forced by stress of weather and wear combined to lay aside a venerable creation of 1893, which has ever since been as inseparable on the streets as his hair. During that memorable year some Irish-Yankee citizens were so enamoured of his efforts in behalf of home rule that they wrote him, offering to replace the hat lost in the melee. Healy sent his measurement, and the hat was duly forwarded from a New York hatter. So appreciative was Mr. Healy, that the gift has always been first in his thoughts, and in the eyes of everyone who saw him. A glass case and silver plate would now be a fitting supplement to such a gift from the original donors.

Where did you get that hat?

* * *

AS if the general dirt and dust of Chicago streets were not enough for the average man to contend with in the care of his linen, another laundry strike is threatened, and, if it occurs, the warm weather that is prevailing there will make the results of as serious moment as followed the strike last Spring. The employes complain that the arbitrators, who were to decide upon the last strike, have not given them all they asked for, and maintain that that is sufficient grounds for starting another strike. This time there will be no arbitration. The employers must sign the wage scale or close up shop. In words, the strikers do not demand union shops, but 10 to 20 per cent. increase in wages must be paid, otherwise the haberdasher and black shirt, with collar attached, manufacturer stands to reap a good year's business. Some are wondering if the reign of the colored collar is to be revived in the city of strikes.

Poor, Soiled Chicago.

AS SEEN ON LONDON STREETS

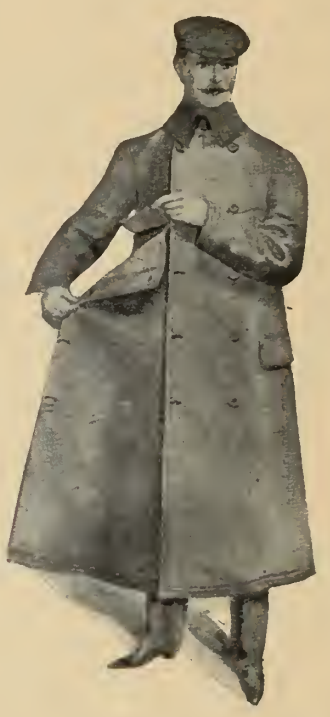
Office of THE DRY GOODS REVIEW,
109 Fleet street, E.C., London, September 22, 1903.

THE sport of the wealthy—automobiling—is receiving special consideration at this time of the year from the tailors and haberdashers. The approach of cold weather is making the necessity for heavy clothing felt among autoists, and, in addition, this season being the sporting season, attention is paid to auto outfits with those of the hunter, golfer and other participants in the Fall sports.

A coat especially for autoists is that shown by Messrs. Dunhill, made of leather and lined with Scotch tweed. The peculiar feature that makes it worthy of notice is the apron shown in the illustrations. This is an extension fastened to the outer side in such a way as to admit of being opened up and buttoned over under the opposite arm, in order to prevent the wet from penetrating. When not in use it can be folded in and buttoned back on the inside, the garment then looking like an ordinary overcoat. The coat comes in black, brown, or dark green leather, also in chrome dressed calf skin, and is retailed at eleven guineas.







LEGGINGS.

A great variety of leggings, puttees and riding boots have come out during the past few years, and whenever anything peculiar is noticeable it is usually patented. Some of the most worn are Fox's spiral puttees, Fox's spat puttees, the "Hammond" legging, the "Stohwasser" and the "Beaufort." Riding boots in black and brown are seen, as also are anklets. The golfer and fisherman have been wearing colored or plain stockings and shoes with or without spats.

In the clothing for golf and tennis, flannel and homespuns are equally prominent, and very many seem to prefer jackets and trousers of different material. The double-breasted serge coat and white trousers, with turned-up bottoms, neglige shirt, either plain or pleated, low turn-down collars and wide cravats have been very popular.

Contrary to the expectations of some, the russet shoe is much in evidence, shaped with low cut, high heels, pointed toes and fancy toe caps. In golf, heavier, broader soles and lower heels are worn, while for yachting appears the buck or chamois in light colors, with rubber soles. The belts worn have been in tan or black, and very heavy in appearance.

THE REVIVAL OF COLORS.

Brighter colors are gradually attaining prominence. Both color and pattern are helping to work out the effect. Shirtings and cravats are showing a decided tendency to colors, although the general style is still of a quiet nature. Foulards have been quite popular, and swivelled silks are also much worn on account of the richness of their appearance. Gentlemen, as a rule, are very cautious however about adopting anything conspicuous in colors, particularly after the favoritism that has been shown inconspicuous colors. Colored hosiery, colored hat-bands, colored shirts, colored cravats colored patterns in suits are all seen, but when one man attempts to include all in his apparel, bad taste must crop out somewhere. Color in some line of wear is being worn by many, but a very little of it is found sufficient for the self-respecting man.

YACHTING.

The ever-popular sport of yachting has shown reviving interest this Fall. Summer weather, unsuitable as it was for the usual Summer river trips, has passed on its share of the sport to the Autumn, which season has never failed to be well filled with yachting parties. The most of the year's enjoyment in this line is, however, being crowded into the late season, and everyone is on the river. The dress of men is more neglige and more comfortable than it has ever been on board boat, and it is far more sensible. The serge coat and duck trousers, white buck shoes, turn-down color and neglige shirt are the features of the yachtsman's attire, an outfit that has always been worn by many, but is this year worn by more.

Oxford Tweeds

(Winners of Gold Medals everywhere)

We guarantee our goods to be

Strictly High-class Pure Wool Fabrics

They bring satisfaction to both dealer and wearer.

See our trade mark stamped every three yards on reverse side 6/4 goods.

FRANK W. NELLES
301 St. James St., Montreal, Representative P.Q.,

OXFORD MANUFACTURING CO., Limited
OXFORD, NOVA SCOTIA.

JOHN FISHER

SON & CO'Y,

WOOLLENS

— AND —

Tailors' Trimmings

♦♦♦♦♦♦♦♦

WAREHOUSES:
Victoria Square, Montreal,
and
Dalhousie Street, Quebec.

♦♦♦♦

SAMPLE ROOM: 160 Bay St., TORONTO.

A Salesman's Story



"Yes Sir! This is Stanfield's Unshrinkable Underwear, manufactured from pure Nova Scotia combed wool by The Truro Knitting Mills Co., Limited, Truro, N.S., the largest manufacturers of high-grade underwear in Canada. Stanfield's is the only underwear in the world manufactured from pure Nova Scotia wool. This wool is famous for its great strength and wearing qualities, its elasticity and softness. Always a perfect fit—always comfortable. It will not stretch with wear or shrink with washing. Their guarantee to us is the strongest possible. 'Money back if they shrink in the wash.' For comfort and durability we recommend Stanfield's to you every time. A satisfied customer is our best advt. Is it yours?"

Stanfield's Unshrinkable Underwear is sold direct to the high-class retail trade by our own travellers only.

THE

Truro Knitting Mills Co.

Limited
SOLE MANUFACTURERS,

TRURO, N.S.

RETURNED
MAR 24 1904
Cut Book 17
Page 17
Aus.



MERCHANTS IN CANADA can do a large and very profitable business with

Ringheim's Ramie Fibre Underclothing

THE MOST IMPORTANT DISCOVERY IN HYGIENIC SCIENCE.

RAMIE FIBRE, beside its innumerable advantages not contained in any other fibre, has in itself combined all the good properties of wool, silk, linen and cotton, but none of their bad ones.

It preserves and restores health, receives the endorsement of physicians the world over and is persistently recommended by all who wear it.

Can be retailed in Canada with big profit for $5 per suit; prices in the United States $6.50 and $7, on account of higher duty.

Write for our booklet "About Ramie," samples, prices and other information.

We can deliver our goods to Canada from United States bonded warehouses or direct from our factory in Sweden.

Ringheim-Schlichten Ramie Mfg. Co.,

INVENTORS AND SOLE MANUFACTURERS OF ABOVE UNDERWEAR.

Factory—Carlskrona, Sweden. Plantations in China.

General Offices for the American Continent:

57 Greene Street, NEW YORK, N.Y.

Wreyford & Co.

Romain Building, TORONTO

Wholesale Men's Furnishings.

SPECIALISTS IN UNDERWEAR

SELLING AGENTS FOR

DR. JAEGER'S SANITARY WOOLLEN UNDERWEAR, FLEECE SLIPPERS, Etc

Genuine Cellular "AERTEX" LISLE MESH UNDERWEAR.

ORDERS FILLED FROM TORONTO.

Shirts, short sleeves, - -	$10.50	doz.
Shirts, long " - -	11.00	"
Pants, - - -	13.00	

Young & Rochester

Manufacturers,

LONDON, ENGLAND.

Full range for **Fall—Dressing Gowns, Smoking Jackets, Travelling Rugs, Latest Neckwear,** now being shown by our travellers.

White Pique Vests, for general wear, and for Dress in stock **$15.00** doz.

Special line Best Oxford Pyjamas, regular $24 00 per doz., for . . **$13.50** dozen

Tress & Co.

High-class LONDON Manufacturers

HATS and CAPS

LATEST IN SILK and FELT HATS.

THE "TRESS" CAP IS MARK OF HIGH CLASS TRADE.
CORRECT SHAPES FOR MOTORING AND TOURIST SPECIALTIES.

Dr. Deimel Underwear

(LINEN-MESH)

When your customers once wear Linen-Mesh Underwear they'll never wear anything else in underwear. And when they once wear Dr. Deimel's Linen-Mesh, they'll never wear anything else in linen-mesh.

A pure question of value—that's what this is. They get more for their money, more wear, more comfort.

And you get more profit, more prestige, if you're one of the popular Dr. Deimel dealers.

WRITE FOR BOOKLET AND TERMS NOW.

ADDRESS:

The Deimel Linen-Mesh Co.

(ORIGINATORS OF "LINEN MESH").

2202 St. Catherine St., Montreal, Canada.

DR. DEIMEL'S LINEN-MESH UNDERWEAR Registered

LONDON, E. C., ENG.,
10-11-12 Bread St.

CURRENT STYLES IN NEW YORK

Office of THE DRY GOODS REVIEW,
New York Life Building, New York, Sept. 26, 1903.

STYLES for men for the Fall season provide very little that can be called distinctly new or conspicuous. There is gradually appearing among well dressed men an inclination towards what is becoming, and what is good, and the foibles of fashion are proving less authoritative in their demands. Good, sensible, comfortable and becoming styles, whether of ten years ago or two, are sought for, irrespective of what some manufacturer may boom, or some haberdasher wish to sell.

THE COVERT OVERCOAT.

No overcoat satisfied so fully the demands of man as the covert overcoat of a few years ago. A garment perfectly suitable as an excluder of the cold, and just the thing for walking both in length and weight, it, at the same time, combined a good appearance and nothing conspicuous. This year, it has again come to the front as a Fall overcoat, and although some variations appear in stitching, vents and pockets, the shape is essentially the same as of old, and its usefulness just as great. The one shown is one style that some of the best tailors are making. As will be seen, the back is quite loose, with some flare at the bottom, but not enough to injure the generally neat appearance. It is fly buttoned, and the seams run entirely to the bottom. In length it is supposed to reach about four inches below the sack coat; the stitching is a matter of fancy, but a couple of peremptory details are that no velvet, satin or silk facing, or turned-back cuffs are used.

THE FALL HATS.

In nothing has the conservatism of style showed itself so strongly as in the new models for hats. The seasons for flat low crowns and wide brims, or for freaky straight flat tops, etc., have entirely passed, and the newest shapes are the old unobtrusive styles of a few years ago. The fedora in the Alpine shapes can simply be described as standard, and the derby has a full-shaped crown, fairly high and well rounded, with well turned-up brim. This is the reigning shape, but if a man feels that his peculiar head requires another shape to give the best effect he is perfectly at liberty to suit himself. Whatever is becoming is stylish.

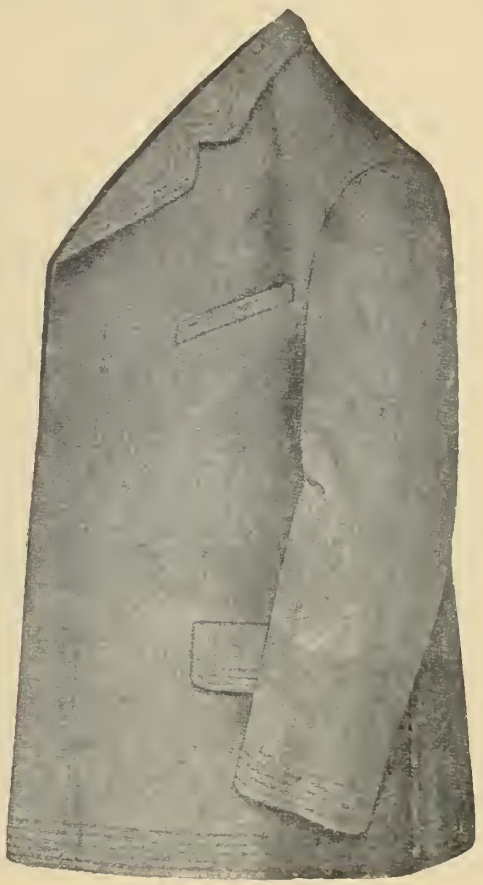
The silk hat shows some slight variation from that seen last season, having a little more bell to the crown and a heavier brim. The top is wider than the bottom, with the exception perhaps of the hats for young men, which retain a little of the narrowness of the Spring. The opera hat has not changed at all, perhaps on account of the time such a hat is supposed to last.

Frantic efforts have been made by certain firms to rush or push the brown hat into popular favor. For a short time their endeavors appeared to meet with a measure of success, but it was only momentary, and very few were really convinced of its desirability. This Fall has effectually brought a decided stop to its sales. Light and dark colors have been tried and whatever success it has met with has been in the dark shades. Brown has gone the way of nearly all the innovations.

FOR MOUNTAINEERS.

The season for the mountains, which extends through September and October, has seen so many taking advantage of the weather the Summer forgot to give us that a description of the attire usually worn will be in place. Here too, the rise of comfort over form, of personal wishes over set styles, has brought into favor a freedom of dress that increases much the pleasure of a mountain season. Whether at hotel or private house the common sense of outing has abolished formality and the constraint of city life. The man who goes to the mountains has a different aim in view to the man who spends the Summer on the seashore. His ambitions are healthful exercise and a good free life; social obligations are so slight as to be subservient to the general life, and the very pastimes require a dress that would shock the seashore idlers. Evening dress may be left at home, and frequently is.

The mountain suit par excellence is the Norfolk jacket and knickerbockers, and a good strong but light material goes in both. Tweed and homespun are worked into many suits this year and both are suitable on the mountains. The knickerbockers are cut for comfort rather than style and a good bag



The Covert Overcoat.

at the knee is necessary. A cap, of course, is most suitable but some prefer the straw when it can be worn. The heavy boot with good thick soles, and leggings that withstand brambles and branches add so much to the feeling of security and pleasure of walking that the man who attempts to compromise with style by wearing light shoes and showy thin stockings is apt to be a laughing stock. Oftentimes warmth requires special garments and the knitted waistcoat is serviceable here, with a sweater as a necessity on many occasions. The mountains cannot be called a pleasure resort so much as a health resort—a place where men seek health first and pleasure afterwards, where the greatest pleasure comes with the renewed energies and unfailing strength that the cool, dry air brings.

Order Now for Christmas

TO ENSURE EARLY DELIVERY.

Shirts A special assortment of new cloths for the early Fall and Christmas trade.

Collars Our stock is complete in all our popular styles.

Neckwear A really magnificent lot of silks in special weaves, colorings and designs, also a number of our own novelties in shapes, both in scarfs and mufflers.

Men's Furnishings Orders keep coming in for our plain and rib worsted half-hose with mending cards attached at $2.25 per doz. Splendid assortment of Dressing Gowns, Smoking Jackets, Mufflers, etc.

TOOKE BROS.,

LIMITED,

MONTREAL.

SHIRTS AND COLLARS

NOW that the Fall season has opened up the trade is looking back over the Summer business with a fair amount of satisfaction. True, the movement in the lighter Summer goods was not as heavy as might reasonably have been anticipated on account of comparatively little hot weather, but it was a big improvement over that of a year ago, and reports from most sources indicate a successful season's trade.

* * *

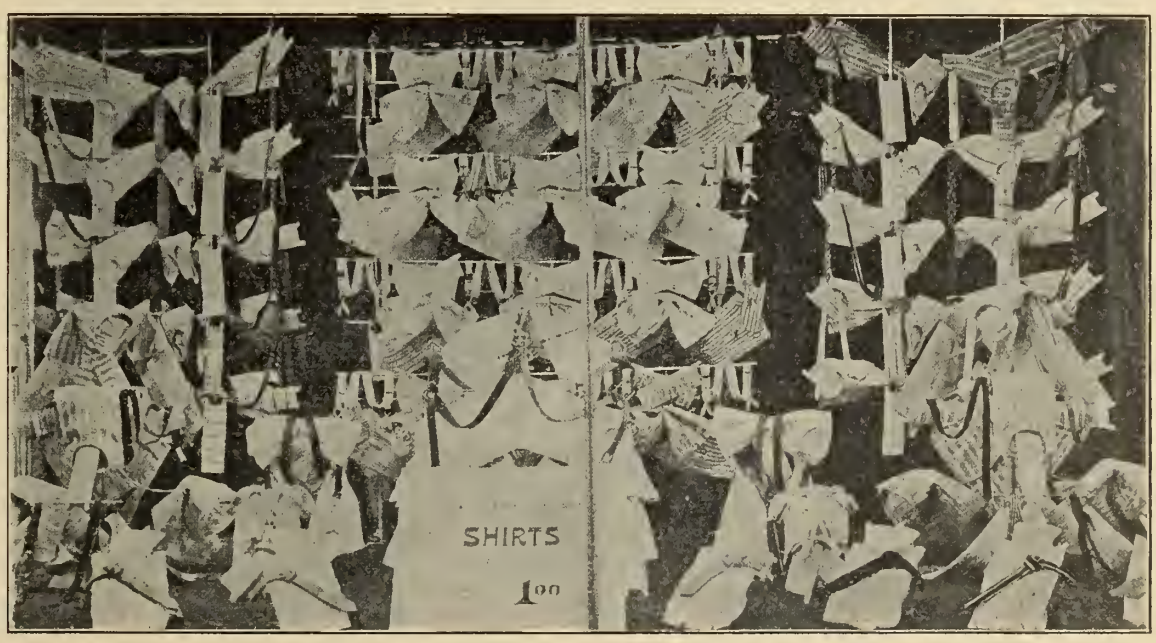
In the narrow-fold collars there was a very good demand during the Summer, and the higher shapes have now commenced to sell again, though medium heights are likely to be much more popular this year than the extremely high shapes which have been worn. There have not been many changes in the fold collar recently, but one manufacturer has come out with a new shape, which has a high back and low front, being slightly rounded along the top. This collar shows a very wide spacing in front, to permit of the largest form of cravat being worn. It is likely that this wide front spacing will receive more attention than usual this year. Those who will wear the fold collar may prefer a change from the narrow ties that, with most shapes in this collar, must be worn, and a wide open front may be wanted. The collar in itself, however, has not as neat an appearance as the higher front with narrow spacing, and the latter must be included as a large part of all well-ordered stocks.

* * *

Wing collars are now in order for the high-class trade, and a ready sale is expected for them. There are a great many shapes in wing collars, of which that with medium sized tabs--or slightly smaller than medium—is perhaps preferred by most wearers. Some of the English makes, and latterly a few of the American, on the other hand, have very large tabs, leaving a large opening in front of the collar. This shape is not quite so sure of being successful as the other. Both round and square-pointed tabs are shown on the new collars, though the latter are preferred by most buyers.

* * *

White shirts are now coming forward prominently again, and in this line the leading retailers are making special displays and otherwise advertising dress shirts. Of these it pays to have lines which include a few of the latest innovations, though the great trade in dress shirts is in the plainer and more staple sorts. But there is always a demand for new things in this line as in all others, though it cannot be said to come from the best class of customers, or, rather from the "dressiest" and most discriminating customers. Along with the display of dress shirts it is seldom forgotten by good window-dressers to combine an assortment of evening dress mufflers, cravats gloves, etc. These not only relieve the display and add interest to it, but such lines (evening dress accessories) are thus shown to probable buyers under much more advantageous circumstances than otherwise.



A Carefully Planned Shirt Window.

* * *

In neglige and stiff-front fancy shirts there has been little change to take note of, and little more is likely in the Spring styles, as far as can be judged at present. Vertical stripes lead all else, though the neat figured effects shown by some Canadian manufacturers during the past season are very well spoken of for Spring, 1904. Indeed, it is altogether likely that in the finest trade they will be preferred to the ordinary striped goods, particularly if it turns out to be true that in the latter some very strong effects will be worn. These are

not wanted for the coming season, though doubtless some pronounced shades will be offered. White, grey and other light grounds are expected to be by far the best, and it is in these that the small figured shirtings are shown. Stripes, however, will be the "popular" pattern; that is pretty certain. Pleated shirts will also be shown again in Spring, and are likely to meet with a fairly good sale. There is some prejudice against these shirts, but, on the whole, they have proven very satisfactory sellers, which is the principal thing.

* * *

We hear little nowadays of the men's shirt waist, or coat shirt, or whatever you like to call it. It was still made for the trade, and its manufacturers still have faith in it, but it has been "up against" two unfavorable Summer seasons (for it) and the results have been disappointing. It will be shown again next year, and so persistent are the efforts of manufacturers to place it on the market that there would be little to wonder at if it was finally taken up generally and made a big success of. So far, where very warm weather has prevailed, this garment has done fairly well.

Men's furnishers are remarking upon the steady, all-year-round demand for soft front shirts. It is not very long since the neglige shirt was confined to the Summer season only, but during the last couple of Winters the time has extended, until at present some dealers consider their Winter neglige shirt business almost as important as that in stiff fronts. As this sale during the cold weather must be influenced only by the extra comfort felt by the wearers, its popularity cannot be affected by Fashion, and the number of buyers will not decrease. In the United States the neglige shirt is a staple all the year round.

* * *

One of the new shirts shown by high-class furnishers is a light tan—so light as to appear almost a grey. But perhaps the most attractive part of it is the neat patterns in which it is shown. Very fine broken lines in pairs run vertically, or small, scattered dots merely relieve the monotony of plain color and keep the eye from dwelling too long on the color. Those who have handled it say that for the short time it has been in it has sold very well.

UNDERWEAR AND HOSIERY

LIGHT-WEIGHT underwear for Summer came in for a good share of attention during the past season, in spite of the fact that there was but little hot weather. Prices, too, in view of the situation on the cotton market, were well maintained all round. All were wise enough to appreciate their property at its true worth. In balbriggans and lisles a very good trade was done, but the great advance in business was more on linen-mesh underwear than on other lines. The true value of this sort of undergarment is becoming more and more widely recognized the longer it is on the market, having its uses both for warm and cold weather. For Fall and Winter trade sales in linen-mesh underwear seem to be looming up larger than ever, and all indications point to a record year.

* * *

The demand for medium and heavy-weight underwear for Spring is commencing to assume its normal proportions, though delayed, no doubt, to some extent by the uneasy feeling regarding the cotton crop. In the United States a large number of knit-goods mills closed down for a while on account of the difficulty in procuring the proper quality of raw material, and here the market has also been puzzling manufacturers.

* * *

While there is the usual number of rather startling fancy effects in underwear, the buying is noticeably greatest on the more modest shades. This is particularly so as regards the finer quality of goods, in which, however, there is proportionately much less vivid coloring. What is shown is in such excellent harmony that any brilliant coloring does not present itself in an objectionable light.

* * *

Some very handsome lines of men's underwear, pyjamas, etc., will shortly be offered to the trade through the jobbing houses. The goods come from English sources, and their finish and quality is very fine—so fine, in fact, that they will likely be confined to the leaders in the furnishing and dry goods business. But the dealer who wants to secure the best of the trade in his locality will start in well by showing these lines.

* * *

Great annoyance and inconvenience are caused to the wholesales by the dilatory delivery of underwear of all kinds. Fleece-lined is coming in very slowly, and in this, as well as in the natural wools, repeated letters of inquiry as to delay are met by the complaint from the manufacturer that they cannot secure delivery of yarns and boxes. One Ontario manufacturer states that yarns are so slow in coming forward that they cannot keep up to orders, and even when the goods are finished they are unable to procure boxes in which to ship the goods. He further declares that even when the yarns are started from New York the congestion of freight on the Canadian roads delays delivery for weeks. One consignment was six weeks in passage from New York to the consignee. Another lot has lain twelve days in Toronto, and in spite of instructions to forward immediately it has not, at the time of writing, reached its destination.

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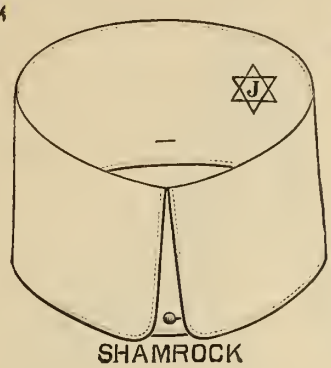
New arrivals in the line of fancy half-hose are unceasing, and manufacturers are apparently bending all their energies towards producing something out of the beaten path. They no doubt find the feat difficult. So many styles, colors and designs in fancy half-hose have been produced during the past two or three years that one would imagine it almost impossible to conjure up anything entirely new. The best that can be done is to bring out some alteration of former designs. In consequence, cross stripes, vertical stripes, checks, plaids in black and white and colors, figures, scrolls, spots and everything else imaginable are at the choice of the trade. If anything is an innovation it is the jewel-embroidered hose. These are of Yankee origin, and in them are included figures of the maltese cross, diamond, fleur-de-lis and other designs These are shown on black grounds.

* * *

Lace hosiery for men went fairly well during the warm months, and promises even better for next year. Cashmere hosiery as usual is in good demand, and, owing to some scarcity at present, prices are firm. Cashmere hose are good property.

* * *

Following the advance in price on underwear and cotton goods come new quotations on half-hose. The Penman goods have been raised from five to ten per cent. on some lines. Further advances will no doubt take place, and although ladies' hosiery has not as yet gone up, it can be depended upon to follow suit. As predicted some weeks ahead by THE DRY GOODS REVIEW, underwear went up over a month ago, and a month ago the hosiery dealers were warned of an impending advance. This has now taken place.



OUR REPRESENTATIVES are now on the road and will be pleased to show you the great advantage in carrying **Our Collars.** We are showing all the latest styles and have made special arrangements to carry a still larger stock of collars than heretofore. We also have in stock a full line of the famous

American Rubber Collars

The "Arlington" Brand.

We can supply you with any shape desired at

55c., $1.10, $2.25 and $2.75 per dozen

The superior quality of all Austrian Collars cannot be disputed. The price is equal to all other makes, but quality and finish and guaranteed button holes make our goods more popular than ever we anticipated.

Men's **White** and **Fancy Vests** and **Coats** of **lustre,** flannel and other light fabrics for Summer wear are shown to advantage as we carry a very large range. Do not fail to see our Spring goods, which are exclusive designs and cannot be secured elsewhere.

The Canadian Underwear Co.

10 St. Helen St., MONTREAL.

The Chamber of Commerce at Chemnitz, Germany, has published a memorandum on the probable effect of the surtax which Canada has placed on German goods. By this surtax they say knitted goods will be principally affected, as stockings and gloves make up a large part of German exports to Canada. Canada's preference to England in 1898 was not of serious importance, but the surtax will practically shut out all the trade. An effort is to be made to overcome this by altering the quality and foregoing profits; but this can be of only temporary avail.

IN CRAVATDOM

MAN'S ingenuity and power of invention is not by any means confined to an exposition of the infeasibility of present-day methods of navigating the air, or to the discovery of new schemes for advertising breakfast foods. Clever men exist in other spheres of life. There may not be millions in the success of their inventions, but neither is there a large loss in case of failure, and success is followed by immediate results by which every man may profit. The man who succeeds or fails receives but a moiety of fame, the invention completely obscuring the name of the inventor, and in addition being of perhaps comparatively local renown only. But far more merit may attach to his production than to the flying-machine, and he is not working under the incentive of guaranteed laurels, whether successful or not; no scientific association will applaud his efforts, and the Associated Press dispatches will ignore him.

* * *

The man who invents a new cravat must be his own manufacturer and advertiser to make his invention profitable, and must be satisfied with the fame of the cravat, without any personal renown attached. As a rule a patented tie of any kind is of such a nature that its conspicuousness is its prominent feature, or the patented characteristic may be of no practical value, but this season has produced a couple of cravats whose merits lie, not in their appearance so much,



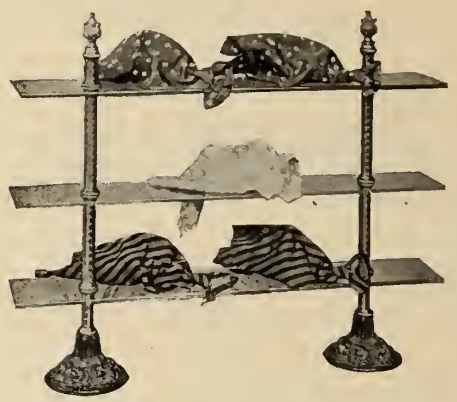
although that too is considered, but in their adaptability to various styles of tying, and the good appearance retained in each.

* * *

One of these is called the "Four-in-one," a title well descriptive of the cravat. Its patentable feature is its versatility, allowing it to be tied as a derby, an ascot, a flowing-end or an once-over. This characteristic is one that will be appreciated by every man, as it provides for four ties with the one price, and in each presents an appearance that would never give the least idea that any other shape is possible with it. Unlike some similar efforts that have been seen, it looks perfectly natural in any shape, and is made up in the newest and neatest patterns, colors and materials. As a tie to retail for 50c. and 75c. it will be found a very satisfactory cravat to handle. Illustrations, showing it in all its shapes, tied and untied, will be seen in the advertisement of The Canadian Neckwear Co.

* * *

The necessity or opening for such a tie has been felt by several manufacturers, and the same idea of four ties in one is contained in another patented cravat on the market. The



A Corner of Score's Window, Toronto.

difference between this and the one made by The Canadian Neckwear Co. is that whereas the latter consists of a good width of unlined material folded at three places, allowing it to be kept narrow or opened wide, the former is made up of two lined layers, which can be kept closed or opened. In the box it presents the exact appearance of a wide four-in-hand or derby, but is open down one side of the wide end.

* * *

A couple of lines of The Niagara Neckwear Co. are shown here. The neck-scarf square can be retailed at 50c. This form of scarf is this year taking the place, to quite an extent, of the made-up padded muffler, although a few of the latter will be worn. The fixture shows a corner in the window of R. Score & Son, men's furnishing store, Toronto, and is a good sample of the modern style of window trimming—good fixtures and few articles shown.

* * *

The position of the wide four-in-hand of 2½ or 3 in. has become fairly well defined for the coming season. Many of the strictly high-class city furnishers are pushing it and meeting with good success, but the average store finds limited demand for it. The well-dressed man, whose aim is exclusiveness, and who will wear what is uncommon, if at all suitable, and is willing to pay for it, will ask for this wide tie, but the bulk of the trade—the part that nine-tenths of the furnishers must provide for to the exclusion of all else—will not take to the unwieldly, bulky cravat. In price it is more expensive, and its patterns are good, therefore the highest trade will wear it to some extent, but unless a furnisher is catering to this trade especially and has a city to sell in, only limited stocks of the wide cravat should be laid in.

THE "FOUR-IN-ONE" TIE

(DESIGN REGISTERED)



"FOUR-IN-ONE," Folded.



"FOUR-IN-ONE," Unfolded.



"FOUR-IN-ONE," Tied as an ASCOT.



"FOUR-IN-ONE," Tied as a ONCE-OVER.



"FOUR-IN-ONE," Tied as a FLOWING-END.



"FOUR-IN-ONE," Tied as a DERBY.

A Common Sense Idea—Nothing Wonderful or Complicated – Simplicity itself.

THE "FOUR-IN-ONE"

Ties Perfectly and Effectively in Four Different Styles. This Style is Registered and Exclusively the Property of

The Canadian Neckwear Co., Toronto.

With the gradual increase in sale in wing collars comes a large demand for the large tie, that is the puff, the ascot, the once-over, the imperial. These ties suit the wing collar as no other style will, but there are also the favoring forces of a desired change from the ever-popular narrow four-in-hand. Very many men, including the best dressed, affect the large cravat during the Winter months, and during the coming Winter a revived interest is assured. These cravats are coming in such beautiful patterns and quiet colors, that many more than usual will adopt their use. The high vest also will effect many sales, as a large quantity of an ascot showing is always bad taste.

THE TAILOR AND CLOTHIER

THE suitings for Fall show far more taste and choice than has ever been shown. Great care has been expended in the colors and patterns now shown and the well-dressed man can feel assured of a material that will suit his fancy. The best selling materials are the worsted with Scotch tweed effect, and the Scotch tweed in Bannockburn patterns. The desire seems to be to have the Scotch tweed effects, perhaps on account of the tremendous popularity that material has had all year. The Scotch effects in the worsted are in stripes and overchecks and very faint lines and overchecks. The Bannockburn has always had a devoted following, its peculiar dotted appearance suiting the taste of very many men.

* * *

A remarkable feature of the business done in trouserings for this Fall is the great demand for tweeds. This material has not, as a rule, been so popular save in the Fall suit; but wholesalers report constant orders for tweed for trousers.



A Fall Display.

The red and gold of the Fall leaves scattered around gave a pleasing effect.

This may be explained by the number of suits of tweeds that have been worn, and the inclination of men to fill out the life of the coat by an extra pair of trousers. Worsted trousering does not, as a rule, go very well with a tweed coat, so that a man is forced to renew his wardrobe with tweeds. Greater faith in their suitability for trousering is now felt.

* * *

The Spring and Fall overcoat will be made for the most part in cheviots, in greys, Oxford, Cambridge, or steel. A very dark grey, like an Oxford, is selling exceedingly well. For Winter, meltons and beavers are supplying the highest class trade, with cheviots a good popular seller. There are some herringbones in brown and black that are being ordered in fair quantities. There is an unprecedented call for fancy over coatings with tweed effects.

* * *

A feature in the woollen trade that is remarked by all wholesalers is the large demand for cheap beavers for women's suits and coats. There has always been a little sale in this quarter, but its magnitude this season is proving quite a strain on the stock laid in by the wholesalers. In many lines of meltons and beavers repeats have had to be sent in, and one house showed three double repeats and a number of single ones. The determination of the men of to-day to dress well has opened up a sale in several lines that has surprised the supply houses.

* * *

The cut of the Fall coat differs a little from the Spring shape, but in these things, as in most others, when a man suits himself he is almost sure to follow in the path of fashion. The roll to the collar is longer and the opening of the vest shorter, allowing a couple of inches of the latter to show above the coat. The concave shoulders have entirely disappeared and the natural effect is sought. The front of the skirt has a greater slope for cutaways and sacks, and there is more fulness or bell in the skirt of the double-breasted frock. There is a faint suggestion of shaping at the waist. The trouser has a little more shapeliness, the full side hip or peg-top has passed away.

* * *

To the surprise of very many, the fancy vest, which most people thought would be worn only in the white this Winter, has attracted considerable attention during the latter part of of September. Heavy weights in the basket-weave cloths are being shown, and the sales are gratifying. Tailors, in several cases, complain that they are unable to procure the material, a fact ascribed to the feeling of many of the wholesales, early in the season, that fancy vestings would not be in demand. It is the younger man who is clamoring for it, but his call helps make up the trade. A feature of the double breasted vest will be the closer setting of the two rows of buttons, but the wedge shape will be still retained.

* * *

Tailors are noting an innovation in the white vests for evening wear. It has always been considered correct form to wear only a double-breasted cut when the waistcoat is white, but, although the best dressed man may still adhere to this rule, there is some demand for a single-breasted vest for evening wear. The popularity of the white vest during the Summer months is extending into the Winter, and it will not be an uncommon sight to see them worn on, what might be called, dress occasions, even with the sack suit, and there can be no doubt, but that the frock coat will be often accompained by the white vest.

* * *

The overcoat for Fall and Winter par excellence is the Chesterfield. This coat is suitable for all kinds of wear with sack, frock, or evening coat, and fills the bill perfectly for a man of limited means. It is made of cheviots or worsteds in fancy or plain colors and patterns. Considerable preference is being shown the Bannockburn effect, or the faint stripe,

Always at the top

TRADE W.G.R. MARK

All our travellers are leaving us.

They will tell you all about it when they see you.

Wait and hear their story before coming to a decision.

THE WILLIAMS, GREENE & ROME CO.,

Berlin, = Ontario.

but there is a great call for greys and blacks. In cut it varies very little from the well-known shape. For a man of 5 ft. 8 in. the length is about 42 to 43 in. for Fall or an inch longer for Winter. In all Fall overcoats there will be a collar of the material, with a silk facing, right to the edge. The Winter coat will have the velvet collar, and in some cases silk facing. The roll on the collars, following the style of the under suit, will be longer, and the edges and seams double-stitched. There is an addition of a breast pocket in nearly all the plates, but this is by no means arbitrary, and it is safe to say the majority will not have them. Neither will there be an outside ticket pocket. A crease is placed down the side seams to take up the slack.

* * *

The covert coat, which was revived last season, will receive a little more favor this Fall, but as its use is confined to the sack suit, many will find it inconvenient. In length it is 33 or 34 inches long, and hangs straight in the back. Double rows of stitching around the edges and seams give it a heavy appearance. No silk or velvet appears.

The ulster, which some men affect, and all who wear it praise, is looked forward to as a coming garment. The English styles of material with dotted effects in lines or scattered dots and with a fancy inner side that does away with the necessity of lining, will be most used. The front hangs and looks much like a long chesterfield, save that the pockets are often of the slit variety and the back is very loose, but held in place by a belt, which retains a neat appearance in the front. As a warm, convenient garment it has many admirers.

Many woollen manufacturers of Canada appear to think that the welfare of the Canadian woollen industry is seriously threatened by the lack of protection given home productions. The result of their impressions is the closing down of the Auburn Woollen Mills at Peterboro', the two mills of the Canada Woollen Mills at Carleton Place and the possibility of further closings. These mills state that the tariff on British goods must be raised, and hope that this action will open the eyes of the Government. In connection with this it may be said that a few of the mills report business exceptionally brisk, and some wholesalers say that some of their orders cannot be filled.

GLOVES AND MITTS

BEFITTING a country where the severity of the Winters demands a good hand-covering and where men are not frightened by the cold, but continue their outdoor work regardless of the frost, Canada produces a working mitt and glove that is second to none in the world. We do not attempt to compete with France in fine gloves, although we are not ashamed of the result of our efforts in that line, but as manufacturers of unbeatable coarser mitts, we are proud of our position. Shantymen, teamsters, farmers, motormen—all find special attention paid to the peculiar kind of gloves adapted to their work, and as this country abounds in the first three to a greater extent, perhaps, than any other country, and all must have the mitts, it is only natural that the large sale should call for an extra good glove.

* * *

A source of much gratification to glove manufacturers in Canada is the steady upward tendency in the quality of glove demanded. This has characterized all lines of goods, following closely on the general prosperity of all classes in Canada; but in no line is it more noticeable than in gloves and mitts. The man who five years ago spent 75c. in a pair of mitts was haunted by visions of approaching poverty, but the $1.25 and $1.50 mitt is finding a great sale in 1903. Good times have acted as an educative factor, for the man who formerly bought perhaps two or three pairs in a Winter at present very often is satisfied with one, and is, in addition, warmer and more comfortable. Take the line of harvesting gloves for an instance. It is not very long since the popular style was the $1.25 per dozen, but now very few of such a cheap quality are asked for, and the best seller runs about $2 or more. A bundle of cheap harvesting mitts was seen the other day that the manufacturer remarked was bothering him very much to get rid of, while beside it was a grade costing about 75 per cent. more, and orders could scarcely be filled with sufficient speed. The working man realizes that it is money saved to buy good gloves and mitts.

* * *

Orders are being taken at the present time for next Summer's harvesting gloves and a year from the coming Winter's mitts and gloves. The former are delivered from January on to May and the latter about June. To the average retailer it seems strange that orders for Winter mitts must be given a year and a half ahead, but when it is considered that hides are rather difficult to get at certain times, and an overstock would be of no use for another season, it will be seen that a manufacturer must have some idea of the quantity called for before he can begin to manufacture. Gloves, too, are a staple that varies little, or at least regularly upwards from year to year. The business reported this season is of exceptional volume, and manufacturers appear well pleased.

* * *

The shapes and materials used in this class of gloves vary very much. There are mitts without fingers, mitts with one finger, gloves, gauntlets in gloves and mitts, loose and tight wrists; fastenings with dome, spring, cord and ball or cord that tightens with pressure, and many minor differences. In materials the usual lines are horse, cow and sheep, but buck and reindeer are used to some extent. Each labor has its glove, or at least each workman has his preferences. The shanty mitt must be warm and tight-wristed, with or without finger, and must be waterproof. In the horsehide he finds the required leather. The motorman needs a double-faced and fingered glove of soft but thick material. Teamsters' and drivers' needs are catered to very extensively in the "grip" glove with ridges running down the fingers and palm; the gauntleted glove with the finger, the fur glove with the loose flap of leather protecting the fur from the wear of the reins, and the loose wool-lined and wool-wristed "comfort" affair, which the farmer finds so serviceable. Buck and reindeer is getting scarce, and some difficulty is being experienced in obtaining supplies.

* * *

The finishes and colors to these leathers are so numerous as to confuse anyone but an expert, as to the skin used. Horse hide particularly comes in brown, smoked, shamrock, pearl, drab, orange and yellow, and sheep is found in blue, yellow, olive, cream, black, ecru, tan, green, chocolate, red and sage. Napa, which was a term applied to a deerskin, is now a sheepskin done in imitation of the deer, and muleskin is an oil-finished cowhide in some cases. These names often apply more to the finish than to the material. California leather is sought by some on account of its softness. In colors the brown is selling best for the working man, as it does not show discoloration. The brown horse or kip is quite popular at present. A marked preference is being shown the softer grade of goods, and the demand is being met by the manufacturers. The split leathers are, of course, the cheapest, and come in yellow, drab or mocha cow and horse hide—a leather equal to a sheepskin in the estimation of many.



With a Rush.

The hottest, swiftest thing that ever struck the Canadian Mitt and Glove trade is this "Pinto" Shell Cordovan Leather.

Nothing we ever put out has caught on with such a rush as "Pinto" Shell.

And why?

Just because it has the merit—"Pinto" is boil, scorch, rip, tear, rain and wind proof—tougher than buck—costs less—wears better—sheds rain and stops wind.

Best Mitt and Glove Leather in the world.

Hudson Bay Knitting Co.,

MONTREAL. WINNIPEG.

The harvesting and threshers' gloves and mitts are being used more and more by the farmer in his work. The very light shade at one time sold best, but now a darker shade is asked for, and the orange is favored. These come in 10, 12 or 14-in. lengths, with or without the finger.

* * *

The cheap imitation fur gauntlets have taken quite well amongst a certain class, as the appearance is a decided improvement over the old-time imitation. Much of this is made in Canada. The shapes are exceptionally fine and well-fitting and duplicate the more expensive furs. A cheap fur glove is a sheepskin finished in a presentable way. In wool linings Canada's productions excel the world, whether in the cheap, loosely woven kind or in the imitation fur, which has a nap an inch long and woven so closely that it is almost as warm as fur. Stockinette is a durable, warm lining.

* * *

A fur dealer, recently returned from Russian and other centres in the Old World, states that the quantity of skins is by no means adequate to the supply. As a consequence, prices are stiffening and an advance is certain. To what extent prices will rise is not known as yet, but it is believed that skins will be considerably dearer.

Along with other articles for evening wear "dress" gloves are going moderately well—they never go any other way. White is, of course, liked best, with stitching in self color, though some lines are shown with black stitching. Tans, ranging from a light to medium shade, are selling well, and the demand for suedes is again active. Some of the latter, in the finer grade, are lined with silk, making an attractive glove and one which should go well.

* * *

Along with the heavy fur-lined gloves for Winter wear, the trade should not forget the woollen varieties. In some quarters these are not expected to go as well as last year, but in the nicer grades they are well spoken of.

* * *

Heavy cordovan mitts and gloves will be in order soon, and the demand for these has grown enormously in recent years. This is probably due to the great success made of them by a big Canadian knitting firm, whose products in this line will rank as a standard for anything that can be imported or manufactured here. These gloves never rip—the glove will wear out before that; and they can be boiled, and after being dried out, say on the stove, are found as tough and flexible as ever. The Canadian manufactured article in this line excels everything else.

ODDS AND ENDS FOR THE FURNISHER

MOST furnishers in the vicinity of any college or school big enough to have a "Rah! Rah! Rah!" of their own, see that when the Fall comes on they are properly supplied with college flags, colors and sporting requirements. Those who are not so supplied lose a good trade.

* * *

Indications point to a revival of the buffalo horn in umbrella handles, a feature of the trade in umbrellas which will be appreciated. Silver mountings and inlays are extremely popular now, and the heavy black of the buffalo horn makes a handsome background for this metal. Large hooks are the rule in these handles.

* * *

In woods there is a good demand for ash, oak, furze, pimento and cherry. This applies to canes as well as to umbrella handles. In the finer goods some natural handles, with not the least ornamentation, are taking well. In fact, it is said that the plainer they are the better they sell.



A Corner in Score's Window, Toronto.

Dress suit cases, travelling bags, etc., are more and more becoming an important part of the men's furnisher's stock. It does not necessarily mean that a whole line of leather goods should be carried with them, and a large assortment is not needed. Just a few well-selected ones are sufficient. No one can sell them more easily than the dealer in men's wear.

Travelling bags are always more or less in demand, and though they do not belong to the men's furnisher's lines more than the general dry goods dealer's, the former seems to be getting control of the trade. Every dealer should see that he gets his share. They sell best in greens, blues, oxfords, browns and greys. The inside is usually in a plaid design.

* * *

Bath robes, pyjamas, dressing gowns and smoking jackets are all lines which are now selling and can be handled profitably by the haberdasher. These goods all lend themselves to effective window displays. Eiderdown or blanket bath robes are best liked. The patterns in some of these are very elaborate. A handsome range of silk pyjamas for wear during the hot weather was on the market for $10, but with not much success that we have heard.

* * *

The ear muff is a joke in Canada, but they don't think so in the United States. Ask any man you meet, "Did you ever see a Canadian wearing ear muffs?" and the invariable answer is, "No, but I've seen dozens of Yankees with them on." It is peculiar, but true. Yankee furnishers are now providing themselves with ear muffs, which they sell in connection with plug hats.

INSURANCE FOR THE WORKMAN.

John Allen, a Montreal furnisher and clothier, handles a brand of overalls called "Ironclad," on which there is a label insuring the purchaser for $100, if killed by accident when wearing them. Only a few days ago Mr. Allen was called upon to pay the insurance to the widow of a workman who had been killed while wearing a suit of "Ironclad." Mr. Allen, of course, promptly responded.

TAILORING ON A NEW PLAN.

The Merchants Tailoring Co. is a new company, which has started in Toronto. They will do business with the clothing merchant, on the made-to-measure plan, supplying a suit according to the measurements given, at the same price as a ready-made garment. They claim to be the only company doing business with the merchant in this line. They intend to adhere strictly to the merchant, instead of going direct to the consumer.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc.

W. H. STOREY & SON

THE GLOVERS OF CANADA.

ACTON, ONT.

THE BIRD

"COAT SLEEVE"

CUFF HOLDER.

Satisfactorily attaches the Cuffs to the Lining of Coat Sleeves.



CUFFS REMOVED WITH COAT.

Packed one dozen pairs on Peacock easel card, handsomely lithographed in six colors.

Order from Jobber or PRICE $1.25 per doz. pairs.

J. V. PILCHER MFG. CO. LOUISVILLE, KY.

Makers and Patentees.

SELLING AGENTS FOR CANADA

GLASSFORT BROS AND POLLOCK

Your Customers Hang Trousers On 'Em!

TRADE BERLIN MARK. "We fear nae foe."

The BERLIN SUSPENDER.

Made IN ALL Grades.

Protect Home Industry!

The Berlin Suspender and Button Co.

C. K. HAGEDORN, Manager.

BERLIN, ONT., - - CANADA.

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a Special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager,

Dry Goods Review,

Montreal and Toronto.

NIAGARA NECKWEAR Co. LIMITED

NIAGARA FALLS

MAKERS OF

AMERICAN STYLES OF NECKWEAR

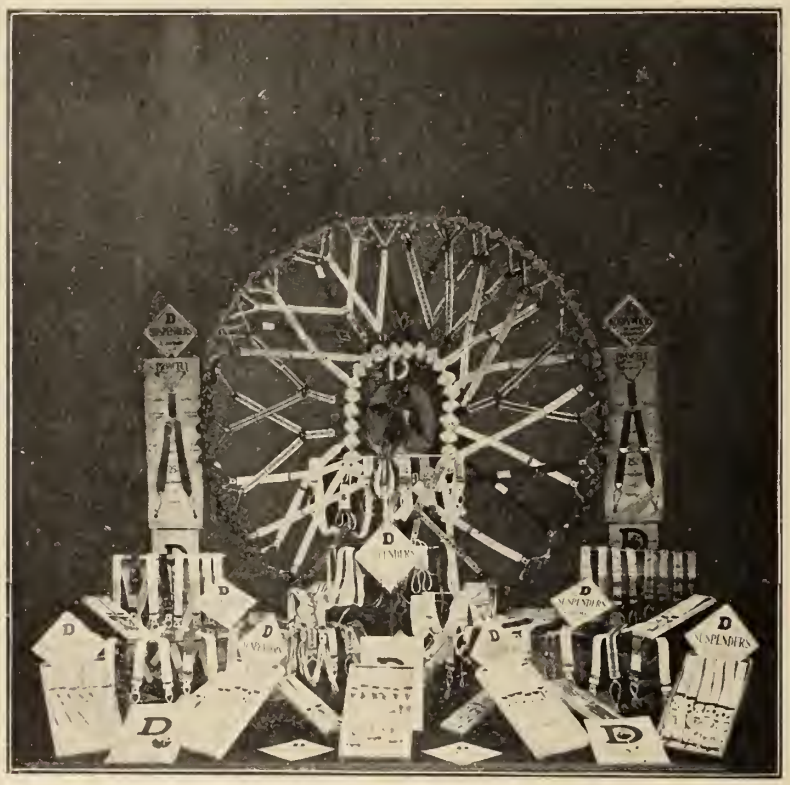
PRIZE OFFER

For best solid dressed window of "Trade D Mark" Suspenders (Dominion of Canada only).

Competition Ends Dec. 15, '03.

1st, $15.00
2nd, 10.00
3rd, 5.00

A Photograph to be mailed to us any time before that date, with name and address written on back with ***pencil.***



This is only an idea and does not compete for this prize. It's a solid display of "Trade D Mark" Suspenders that appeared in the window of Z. Paquet's large establishment in Quebec.

The whole collection of Photos will be submitted to 3 Judges, composed of the ***Editors of Tissus et Nouveautes, Montreal***; ***Clothier and Haberdasher, Toronto***; ***Dry Goods Review, Montreal and Toronto,*** who will award the prizes. These judges will decide on the merits of the display, not knowing the author, as each photo will be numbered only, before being submitted to them.

On December 22, checks for the above amounts will be mailed (as Xmas presents) to the 3 winners, and in the January issues of the 3 above journals (or as soon after as possible) will be illustrated the 3 prize windows, name of firm, and artist.

DOMINION SUSPENDER CO.

NIAGARA FALLS.

DRY GOODS TRADE IN THE GREAT WEST

Winnipeg, Sept. 28, 1903.

MILLINERY openings were the chief event of the early part of the month in the West and both wholesale and retail openings gave most satisfactory returns. There were four wholesale houses showing trimmed goods this Fall, as against two in the Spring. The D. McCall Co., with their handsome permanent showrooms in the Gregg Block on Albert street, were the first to claim attention. Mr. White, the manager, was unfortunately detained in the east, but the resident staff did all in their power to meet the demands upon them. The attendance from outside points was very large and by the end of the second day there was hardly a pattern hat to be found. The present arrangement of the showrooms, having the ready-to-wear hats untrimmed hats on one floor and the trimmed goods on another, is most convenient. The display of trimmings for the Fall was exceptionally large and well assorted, and the most expensive novelties met with ready sale to milliners, who evidently had full confidence in the buying power of their various constituencies. Certainly the McCalls never found better sale for high-class stuff. An experienced trimmer on the premises proved a valuable addition to the equipment, as in this way many of the milliners received instructions at first hand. The pompadour and wedge-shaped hats took well. As usual, the house had a fine display of handsome black hats that went like hot cakes. It is always a mystery where all the handsome black hats go to. They predominate at every opening, they always sell, and yet in any fashionable gathering colored rather than black hats seem to prevail.

JOHN C. GREEN & CO.

John C. Green & Co., represented by Mr. Muldrew, held their opening in large temporary sample rooms in the Ashdown Block. This house showed a great line of furred hats in chinchilla, ermine and mink crowns and mink and other bands. A charming Paris pattern at this opening was of shot beaver plush in the castor shades. The wide graceful brim showed a pleating of taffeta in the palest shade of the castor with touches of deep brown plush on the bandeau ; the large bell crown and outer brim showed the castor shades running from silvery fawn at the edge of the brim to deep brown in the centre crown. The decorations of this hat were a sweeping Amazon plume in natural colors, the quill end slipped into a shield of filigree cut-steel resting on the crown, and the tasseled end pulled through a slash in the brim to fall over the hair. The crown was finished with a band of the cut steel. Another pretty design was a large toque made entirely of alternate folds of crimson chiffon, and velvet of the same shade : across the front of the high brim were strappings of folded Duchess ribbon in crimson, and caught with ribbon clasps of cut steel.

Goulding & Co. and Ivey & Co. both showed a line of trimmed goods. Ivey & Co. have their sample rooms in the Marragi.

* * *

GREENSHIELDS WESTERN LIMITED.

Mr. Gallagher, managing director, has returned from the east, and Mr. A. W. Johnson, European buyer, is now in England. The contractors are rushing the company's great warehouse and they hope to be in by November 15, if the weather gods are propitious, which they certainly have been of late. When this building is completed the company will have 52,500 square feet of floor space on the seven floors. Three fast electric elevators will run throughout the building, which is being splendidly equipped. The amount of stock ordered for this warehouse makes one feel giddy even to think of. Everything in the general dry goods line will be carried, and when the departments are in place the lines of fine fancy imported goods will be very large. The house has just received its samples of the famous Crum prints, and by the time this reaches the reader, eight travellers will be out through the West with these and other lines of cottons. The British Columbia branch is in future to be managed from Winnipeg instead of Montreal. The jobbers of the West look with favor on the coming of this large eastern house. Having built in the West and being prepared to run their business on western lines they are more desirable competitors than houses that merely send travellers through or maintain an agency for a short time in the year.

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CHRISTMAS GOODS.

In connection with novelties for the Christmas trade I have tried to find out what I could. The truth is, only one buyer is back, that is Mr. Crawford, of Gault Bros., and only part of his goods are in. However, the glimpses I got of them are a sufficient guarantee of the glories to be. One thing that caught my eye particularly was a line of exquisite evening gowns, the creations of those wonderful Swiss folk, that seem always to have in store some new and beautiful adornment for the world feminine. One of these gowns particularly noted was of soft ivory-white silk, the hand-wrought art bands showing tiny field daisies in faintest shades of pink ; the edge of the flounces showed a lovely plauen lace, and medallions of the same appeared at intervals round the skirt and on the bodice. Other colors shown in these gowns were Paris, Arab, black, and jackdaw and magpie combinations. The feather boas are popular and the range and beauty of them are surprising. One of the leading lines for Christmas is handkerchiefs, and a prettier line of boxed handkerchiefs I never saw. Many of the boxes have pictures of Irish scenery that are real works of art and speak volumes for the taste and discrimination of the buyer. This house is getting out a special line of ties for Christmas—an all round Derby to sell at 20c. retail, with 24 patterns in the box.

Mr. Campbell, of The R. J. Whitla Co., Ltd., has not returned, neither has Stobart, Sons & Co.'s buyer.

NOTES.

Mr. McDonald, formerly European dress goods buyer for Stobart Sons & Co., is now with Greenshields Western Limited.

Mr. A. S. Burns, European piece goods buyer for The R. J. Whitla Co., has a sad home-coming in store for him ; his wife having died suddenly while he was in mid-ocean. R. J. Whitla, head of the firm, has left to meet him at Rimouski and break the news.

THE VISIT OF THE MANUFACTURERS.

THE visit of The Canadian Manufacturers' Association will be productive of much good to the manufacturers and, incidentally, it is hoped a little to the West. It is a matter of regret that so few of the large textile manufacturers should have come with the party. Perhaps with the long array of unfilled and delayed orders to their credit they were not too anxious to meet customers in the West. The move is in the right direction and although it may not prove all that was hoped from it, it will no doubt do very considerable towards establishing a better feeling between east and west. The stay in Winnipeg should have been three days instead of one and a half, as it was impossible to give the visitors a thorough idea of the growth and development of the city and its standing as a wholesale centre. It was a surprise to many easterners who were making their first visit to see the mammoth wholesale houses and to learn that already some that were built three years ago were too small for the growing trade.

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

THE W. R. BROCK CO., LIMITED, MONTREAL.

THE W. R. BROCK CO., are showing a special job of taffeta ribbon in all shades to retail at 15 cents. They are also showing a good assortment of yak lace insertion in different widths and at different prices from 10 cents up. They also have all the newest designs in guipures to retail from eight cents up. This firm's stock of handkerchiefs is as good as any seen this year. Their MBS in ½-in., ¾-in. and 1-in. hem at 5c., and EH fancy at 5c. are two leaders and well worth the money. The company state they are willing to send a sample dozen to merchants who would like to try the lines.

The Brock company, as usual, is showing a good assortment of knitted woollens, comprising clouds, toques, sashes, shawls, hoods and camel's hair tams in plain and fancy colors. They are also showing a job black and scarlet mitt to retail at 15c. per pair which is excellent value. The trade generally is beginning to realize that the "Ravenswing" brand on Italians means the goods are the best value that money can buy. Brocks, Montreal, have these goods confined for Canada.

The Brock company, Montreal, for a house that did not do woollens until this season, has cut into the frieze business for Fall in a way that argues well for success in their woollen department when they move into their new warehouse. They have a reputation of doing meltons right, which they well deserve, as their collection comprises all prices from 36-in. to retail at 12½c. up to 50c., and the values are interesting. They have just received a shipment of all the selling shades in 20-in. and 27-in. Japanese silks.

Brock's travellers will shortly be on the road with samples of underwear for Spring, and merchants should see this firm's goods before placing any orders. The house staff is now busy shipping out Fall goods and quite a few orders must have been taken judging from the crowded appearance of the shipping room.

Brock's smallware department is showing quite an assortment of skirt bindings, buttons, etc., this season. They report good sales for their "Mimosa" and "Satin de Lyon" skirt binding and also state that the "Nottahook" fastener, for which they are the sole Canadian agents, is selling exceedingly well. The Brock company have a very good range of silk, lisle and kid gloves which they are selling at popular prices, among others "Perfection" and "Marquis" kid gloves. They also state that the "Nazareth waist" of which they have control for Canada, is growing more and more popular every day, and on examining the garment one can readily understand this. In hosiery, braces, collars, ties, shirts, in fact men's furnishings of all kinds, the Brock company's stock is most complete both as regards price and quality.

Brock's ready-to-wear department reports sales of the following lines as being exceedingly good and buyers should certainly purchase these goods, as the head of the department is always on the lookout for skirts, blouses, etc., of the newest designs, and the stock is always in beautiful shape: 252 black top skirt with silk applique trimming, to retail at $6, extra good value; 700 and 702 black top skirts trimmed with silk applique, to retail at $3, and three lines of white cashmere blouses with colored silk stripe confined to The W. R. Brock Co., to retail at $4, $5 and $6.

GREENSHIELDS LIMITED, MONTREAL.

Greenshields Limited have had a most successful season in their dress goods department, and in some lines, such as metallic velvets, etc., their trade has increased fully 50 per cent. Sorting orders for Fall and Winter trade have been extremely good and the firm will shortly send their travellers out with Spring samples, of which they promise to show an exceptionally handsome range. Their assortment of zibeline cloths of all kinds is very large, and to the care and good taste they have shown in making their purchases is due, in no small measure, the great success of these lines and of their popular snowflake pattern cloths. Cravenette cloths are a specialty in this department. They control the world-famous Priestley's cravenettes for Canada, a brand which Canadian buyers have become familiar with. The assortment of tartan plaids in zibelines and other cloths shown here is very large and comprises some very handsome patterns. These are selling very well and purchases should be made now.

The representatives of Greenshields Limited have now received their range of samples of Spring carpets, and are placing them before the trade. The stock includes some special values which should not be missed by the trade.

Greenshields Limited have purchased a clearing lot of over 2,000 dozen flannelette gowns from the manufacturer, which they are selling at special prices. Samples are now in their travellers' hands and the trade should, by all means, take advantage of the prices offered. They are far below the regular figures.

In the ready-to-wear department of Greenshields Limited many repeat orders are being received for their special black sateen waists at $9. A special taffeta silk waist, to retail at $5, is also shown here in black and colors. Greenshields Limited have a complete stock of Fall wrappers at present, to retail at from $1 to $2, in sizes 32 to 44.

Greenshields Limited are now placing into stock a large quantity of plain and ribbed cashmere hose. Having done this year the largest business on their records the stock was considerably broken up, but they are now in a position to fill orders quickly. Values in every line are unsurpassed, having bought all the goods before any advance in price. The stock in plain and ribbed woollen hosiery also is very extensive and complete.

Greenshields Limited were wise in filling up their women's and children's underwear department, with all the different lines and sizes, in anticipation of heavy repeats. This anticipation was more than realized, the company reporting trade in this department larger than in any previous season.

Greenshields Limited are again opening up a large quantity of handkerchiefs, comprising plain hemstitched, hemstitch embroidered, Swiss embroidered, and lace edged, in fact, almost everything to be seen in the line of fancy handkerchiefs can be found here. Prices range from 30c. per dozen up to $15 per dozen. The range is very large. Intending purchasers of these for the Christmas trade would do well to look at the samples shown by the travellers, or those in stock in the warehouse, so as to secure some of their wonderful leaders, as they are sure to be picked up quickly by the keen buyer. A large range of Japanese silk handkerchiefs, including plain and twill hemstitched and initialed handkerchiefs, are also to be seen here in a variety of prices.

Greenshields Limited always make a point of keeping their lace department well to the front in the latest novelties. This department is receiving special attention, and the trade will be sure to find this season a large variety to choose from. Prices are always among the lowest.

Greenshields Limited report this month a number of clearing lines in dress ginghams at very low prices. They are offering special job lines of victoria lawns, embroidery cambrics and black and white lace stripes at fully 25 per cent. below their market value.

Mr. Cook, foreign buyer for the print department of Greenshields Limited, has lately arrived from the Old Country, where he was fortunate in securing the very newest things in the 115 Crum prints.

The white goods department in this house is being made a specialty of, particularly in the line of victoria lawns, Persian lawns, India linens, organdies, piques, nainsooks, embroidery cambrics and black and white lace stripes. All these lines are now in the different representatives' hands, and it will pay the trade to inspect them before making purchases in this class of goods. Special job lines in all Canadian prints are shown in this department.

THE WYLD-DARLING CO.

In the staple department The Wyld Darling Co. have a complete range of flannels in greys, including unions and

wools, in militaries and navies. These were bought at unrepeatable prices. In spite of the rise in sheetings and pillow cottons their prices are still the same. There is a good assortment of wrapperettes to retail at 8, 10 and 12½c. and a special imported line to retail at 25c.

In the men's furnishing department this house is showing a good range of men's sweaters for Fall, in plain colors, navy, black, cardinal and white, also fancy stripes, to retail at from 50c. to $2.50. In hosiery they are showing good values in half hose, black cashmere, worsted, greys and heathers, all with mending cards attached, to retail from 25c. to 75c. In fine black cashmere hose to retail at 25c., 3 pair for $1, and 50c., they have a fine assortment. There is a great demand for a better line of underwear; many of the mills are behind in deliveries, but it is promised by the first of the month. They have some all wool lines in striped shirts and drawers, to retail at 50c. up. In preparation for the evening dress trade this house has just received a large shipment of men's white kid gloves, 2 dome fasteners, to retail at 50 and 75c., also fine white lawn bows, two in a box. There is a specially good article in an imitation buck glove, waterproof and fireproof, to retail at $1.25, also the real buck, to retail at $2.50.

The dress goods department of The Wyld Darling Co. have a stock well assorted in all the season's favorites such as zibelines, noppes, fancy weaves, etc., in three or four-toned effects. A line that is shown by them is a noppe homespun in four tones that retails for $1.50. Another good line is a large fancy basket weave in bright navy and black, 54 inches wide, that retails for $1. This company have repeats to hand of their black and white mixtures, in tweeds, herringbones and stripes, that retail for 50c. A good line shown by them is a 54-in. sicilian that retails for 50c., in navy, black, cream and grey. They are also well supplied with plain cloths, cheviots, venetians, amazons and vicunas in all shades; two special lines of venetians they have are D15 and D16, that retail for $1 and $1.50. The Wyld Darling Co. have also a complete range of black silks in taffetas, peau-de-soies and tamolines, etc. In taffeta they show a line to be retailed at 75c., 22 inches wide, good stock and very highly finished. The peau de soies are stamped on every fold with "guaranteed to wear," and can be retailed from $1 up. They also have cheaper lines to retail from 65c. to 85c. This company show colored venetians in both English and German finish, to retail at 35 and 50c., and blacks to retail at all prices from 25c. to $1.

The Wyld Darling Co., Ltd., have just opened up a case of wool yak insertion lace, cluny pattern, in 2, 3, 4 inches wide, black and cream. These goods are in great demand for dress trimming and may be retailed from 25 to 50c. per yard. Another novelty is Swiss embroidered collars, bishop style, put up three patterns to the dozen, to sell at 40 and 50c. Their stock of ladies' ringwood gloves is very complete. A special line to retail at 25c. may be had in black, white, cardinal, navy or grey, solid colors to the box. Black cashmere gloves, fleeced, 2 domes, No. 414, to retail at 25c., will be found to be extra good values.

THE W. R. BROCK CO., TORONTO.

The W. R. Brock Co., Toronto, report in their wrapperette and print department a large business in a 36-in. domestic wrapperette which is the same cloth as the 8c. line so cheap at the beginning of the season in the 27-in. line at 6¾c. They are offering it to retail at 12 1-3 cents. They have it in over 150 patterns, in Salisbury, black and red, pink and white, blue and white, black on blue and black on purple. There is a big range of fancy blouse and wrapperette effects in linen, pink, sky, royal, navy, black, red, cardinal and green grounds.

In flannelette, Brock's, Toronto, are offering three lines at less than the old cut prices. These are a clearing out of last season's prices. There is a 29-in. cloth to retail at 5c., and a 31 to 36 (yard wide) cloth to retail at 8c. The Loch Lomond to retail at 12½c. is 10 per cent. lower than cut prices.

In the carpet department there is a special job line of tapestry that will sell well at 50c., also a Brussels to sell at a bargain at $1. A big shipment has been just received of heavy standard linoleums, to retail at 45 and

Grass Bleached "Old Bleach" Grass Bleached Linens.

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Owing to the growing demand for "Old Bleach" goods in Canada, The Old Bleach Linen Co. have opened an agency in Toronto, where a range of samples of their various lines can be seen.

Merchants wanting to keep the best Linens ever shown to the trade in Canada should see the "Old Bleach." Every Towel and every yard of the goods stamped with the trade mark, "Old Bleach."

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Write for "OLD BLEACH" Illustrated Booklet which contains much useful information regarding Linen.

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50c. at a good profit. These goods come in 8-4 and 16-4. There is in this department a good line of lace curtains to retail at $1 with extra value.

In the smallware department, The W. R. Brock Co., Toronto, report great success with their "Hilda" kid gloves for women, in black and Fall colors, to retail at $1. These are guaranteed and if given proper attention will be replaced upon rips or tears. Golf jerseys are much in demand and this firm has a good assortment in good colors and patterns. A shipment of plain and fancies is expected soon. A fine range is carried in mantle and dress buttons, and some very attractive metal varieties are shown. Yak lace comes in cream, black and mohair, with edging and insertions to match, and a good stock of Valenciennes is shown. There is a very special cut in chiffon collar forms particulars of which can be had upon writing.

The Nottahook, "feel it slide," has come to stay, and ladies who have used it will not be without it. Try it on any opening in dress or skirt.

In the men's furnishing department there is a great assortment of Christmas handkerchiefs. Their sweaters are of all kinds. In heavy worsteds $20 is a cardinal, $30 a navy, $40 a black, and $50 a white. "Northshore," a



Drawn and Engraved by The Toronto Engraving Co.

lumberman's variety, is expected soon. The special working shirts, "Peach" and "Plum," are made of fancy tweed flannel.

Merchants wanting snaps for the bargain counter should seek out the travellers' samples which W. R. Brock's are now selling. Mocha gloves retail at 75c., $1, $1.25, $2. Colored regatta shirts called "Cedric," "Oceanic," "Cymric," have short bosom, detached cuffs and open back and front.

The dress department of The W. R. Brock Co. report that after the large Exhibition trade they have been busy for two weeks getting things into shape, and looking around for novelties, as owing to the immense business of those few weeks they are almost cleared out. They have been fortunate in getting hold of several lines of the most up to date materials, including some of the novelty zibelines, and several varieties of cheviots with black and white tufted effects, also a range of Donegal tweeds in green and white, grey and white, black and white, etc., with an admixture of cardinal and green. They have also just passed into stock a good heavy-weight broadcloth, to retail at $1.25.

The W. R. Brock Co. report business in their ready-to-wear department as being exceptionally good, owing no doubt to their showing an entirely new range of skirts, having sold up all the numbers they started the season with. They are now showing some of the very latest designs in the new fancy goods so much worn by up to date dressers. One skirt they call special attention to is a reversible skirt, made out of black and white fancy goods, trimmed with straps and buttons, to retail at $5. This skirt they have in stock in a large number of sizes. Their many representatives are now on the road showing a complete line of whitewear for Spring, 1904.

JOHN MACDONALD & CO.

John Macdonald & Co. have received a further shipment of their No. 307X, 308X, 312, 310 six-fold knee, ribbed cashmere hose, all sizes. They are now showing a complete line in fancy knitted wool goods—fascinators, shawls, hoods, mitts, polkas, infants' jackets, infantees, bootees. New shipments of mohair laces and insertions in black and in cream just received. They have now a complete range of their "Imperial" velveteens, colored in all fashionable shades and black, in all prices. In their ready-to-wear department they are showing two lines of homespun dress skirtd in dark grey only: No. A946 at $2.25 and A947 at $2.50. Also a special line in black mercerized sateen underskirts, A12X, at $9 per dozen.

John Macdonald & Co. are showing in their woollen department the following special lines, which are undoubtedly greatly under regular prices: 54-in. oxford grey frieze at 50c., 54-in. all-wool tweed suiting at 50c., 54-in. all-wool tweed suiting at $1, 54-in. fancy costume suitings at 75c., 54-in. blue and black worsteds at 50c., 27-in. Canadian tweeds at 25c. per yard.

John Macdonald & Co. are showing very special value in Scotch fingering to retail at 50c. per pound, in black only. You should write for a sample spindle of this fingering. Their range of handkerchiefs for the Christmas trade is very large, including lace-edge and Swiss embroidered. Make it a point to see these handkerchiefs, either in their warehouses or with their travellers, you will find them to be extraordinary value. They have just opened up a splendid range of trimmings—the very latest styles in appliques—which are selling very rapidly. Their self-opener umbrella to retail at $1 is having a large sale. There is a great run on their black cashmere sox, "Our Special," at $2.25. This sock is the best they have ever shown for the money, notwithstanding the great advance in the class of yarn from which these goods are made. Their stock of overalls, including blue and drab denims, with and without bibs, they are still showing at old prices. Men's elastic-rib underwear, to retail from $1 up, all sizes; write for samples of these goods before buying. Special values in cardigans, to retail from 75c. up to $3. Their special, to retail at $1, is a trade winner. They have just received in this department a new line of fancy sweaters, to retail at $1.75 each, that is selling very rapidly; also a special line in black oversocks, to retail at 50c., the best value in the market.

In John Macdonald & Co.'s carpets and housefurnishing department there is a special clearing line of Smyrna rugs in five sizes—below mill prices; large assortment of patterns. Some bargain lines are: 85 pieces, 10-4, 12-4 and 16-4 linoleums at job prices. Goods slightly damaged. Samples can be sent of these patterns. Two job lines of tapestry carpets—No. 1.—98 pieces in 17 patterns, to retail at 52½c. yard. No. 2.—55 pieces in 13 patterns, to retail at 65c. yard. New goods—good patterns. There is a large stock of 16-4 linoleums in 5 qualities—scarce goods, and a new line of 8-4 inlaid linoleums, to retail at 85c. square yard, all new patterns. Samples can be sent. They have 112 pieces wool and union carpets in stock, all new goods. As these goods will be much higher in price, they advise placing orders at once for immediate delivery, and also for Spring shipment. A new line of tapestry squares is carried in the following convenient sizes: 7½x9, 9x10, 10x12, 12x12, 15x13, to retail at a medium price. Seven patterns new English velvet carpet squares are shown in sizes 3x3½, 3x4, 3½x4, woven in one piece, very stylish goods. Five patterns new lace curtains, 60-in. wide x 3½ yards long, to retail at $1 pair, are splendid value. Travellers are again on the road with their new range of car-

pets and linoleums, and lace curtains for the Spring, 1904, season. Orders are being placed very freely in these lines already, and the trade in house furnishing goods promises to be a very active one.

BROPHY, CAINS & CO.

"We would particularly request our friends when ordering repeats by letter, as far as possible, to give us the stock number and duplicate number of the goods wanted," said a member of the firm of Brophy, Cains & Co., "as it is almost impossible to tell what is wanted when only a small clipping about an inch square is sent, with the request to send exactly the same goods by return mail. There is nothing to indicate just what the goods are, as we have so many similar lines in plain or semi-plain goods. It will save delay and disappointment if the numbers, as before mentioned, are given when ordering. We have spoken of this before, but it is necessary to emphasize it."

The letter order department for dress goods of Brophy, Cains & Co., is indicative of the fact that they must have satisfactory goods, judging from the amount of business doing in that department. This firm is always pleased to submit samples and give full particulars in regard to dress goods.

"We expect to have in stock in a day or so," say Brophy, Cains & Co., "several lines and colorings in entirely new flake and zibeline effects, which were specially bought for the present season, and we will gladly send samples of these on application.

"Recent repeats in heavy melton dress goods, low and medium prices, are to hand, and our range of colorings in these lines is in good shape at present. Black and navy hopsacks, and black and navy basket cloths and granite cloths, with mohair knop effects, are good stock to have at this time of year as they are in great favor with the ladies.

"We have had a little difficulty in getting deliveries from the mills of etoffes and friezes, but we hope to be able to complete all back orders for these very soon; the mills having withdrawn some lines, will have to cancel when the present stock is sold out.

"Opera flannels in self colors in complete range of shades are now in stock in our waistings department. We are also showing fine assortments of printed opera flannels, printed French serge flannels, and printed wool venetians. Samples on application.

"Our lines of self-colored print spots and fancy-stripe mohair waistings in white, creams and dark browns, are fairly well assorted yet, but there should be no delay in ordering as the more popular colorings are getting low. We will gladly send samples of our varied ranges of voiles, canvas cloths, crepe de chines, and eolienne dress goods, in light and medium shades, as well as black and white and all black.

"Black and colored velveteens and silk velvets seem growing more in favor, judging from recent orders. Our standard "Royal" line has been sorted up in the best selling shades, and the goods are now in stock. In range W226, our popular wool French venetians are now complete in a range of standard shades; also Z210 and Z212, in better goods."

JOHN M. GARLAND, SON & CO.

John M. Garland, Son & Co., Ottawa, are showing a decidedly attractive line of pearl and metal buttons which are specially adapted for the new Fall costume.

The Garland people are showing a full range of colors in a 24-inch satin, to retail at 50c. This particular line has no peer and is the climax of value.

Buyers looking for something smart in the way of ties that will produce sales and profit should see the line that John M. Garland, Son & Co. have put up individually, in an attractive box.

John M. Garland, Son & Co. are making a specialty of dolls. They report that prices and values are right.

Buyers looking for a line of kid gloves to retail at 75c., $1 and $1.25 would be considering their own interest in seeing Garland, Son & Co.'s range for Christmas specials.

Their showing of fleece-lined cashmere for women and children are trade winners and should be among the retailer's special bargain day lines that will sell quick at 15, 20, 25 and 30c.

John M. Garland, Son & Co. will show an inviting range of down comforters and quilts. These goods are representative lines from the very best makers, and represent a big lot of comfort for the money.

Blankets is a line every live retail man is interested in. Garlands have some good values in greys and whites—full size.

In dress goods John M. Garland, Son & Co. are showing some nobby effects in knicker cloths, ranging in price to retail at 25, 35, 50 and 75c. In view of the general advance in cashmeres and other fine wool materials, the above firm are well prepared for any present or future advance.

In ready-to-wear garments the department is showing some good values in black satin underskirts. Tastily make up and no stinting of the material in the flounce. The most striking values in this lot can be retailed at $1, $1.25, $1.50 and $2.

The woollen department of John M. Garland, Son & Co. is now equipped with a full line of foreign and domestic woollens. Samples will be sent on application.

The house that fails in showing anything but star values in hosiery is out of the race. John M. Garland, Son & Co. see a great future in the hosiery trade and have placed such values in the hands of their travellers that will warrant a large trade in this line.

Flannelettes and wrapperettes are two important lines. They have so much to do with the general tone of a live retail store, if good value and smart selling patterns. They will aid much in the selling of other goods that are not so familiar to the consumer.

John M. Garland, Son & Co. desire the attention of handkerchief buyers who are looking for nice goods that will sell more quickly and aid them in a bright and attractive Christmas display. Trade winners is what most retail men want when looking for knit underwear. The above firm are offering three strong numbers to retail at 25, 35 and 50c that will certainly make a hit.

TOOKE BROS., LIMITED, MONTREAL.

Tooke Bros., Limited, are showing an extensive range of men's fancy vests for Spring in duck, pique, marseilles, etc., to retail from $1.50 upwards. Included in these are



a number of attractive new designs and colorings in greys, tans and linen shades.

Tooke Bros., Limited, have a beautiful assortment of men's new dressing gowns, smoking jackets and bath robes. All lines are in stock and can be delivered at once.

P. GARNEAU, FILS & CIE, QUEBEC.

The representatives of this firm are now offering to the trade complete lines of "Canadian made" staples from the best makers of cotton and woollen fabrics in the Dominion. In all departments will be found new lines, which, for durability, style and finish, will be found to compare most favorably with the manufactures of other countries. Amongst the printed cottons will be seen new and attractive patterns in all the standard cloths, which are now so well appreciated by consumers. In addition to these P. Garneau, Fils & Cie have contracted for several new cloths in most stylish effects. These lines will be known as taffetas, foulards, durbans, matalasses, drills, corded muslins, etc., and, owing to the increasing demand for light

cloths, will be sure sellers during next season. New patterns are also shown in moreen and lustrine skirting. In cottonades, light moles, heavy moles, ladas tweeds, etc., the usual selection of good patterns will be shown.

The flannelette department must not be overlooked. Both in plain saxonies and fancy stripes the ranges are complete and comprise the best retailing prices. New patterns in printed flannelettes suitable for the Spring trade are shown in Summer suitings and royal waist flannels.

The linings department is one of the most important in all stores, and the dealer who provides his customers with only the very best wearing material, is advertising his business in the most reliable and durable manner. P. Garneau, Fils & Cie have contracted for the complete lines of the best makes in all grades of linings. The samples in the hands of their representatives comprise roulards, silecias, jeans, linenettes, moires, pean de-soie, taffetines, satines, in all the most salable shades. In Italian cloths and farmer satins some remarkable values are shown, which, in face of a strong advancing market, should be immediately taken advantage of.

In the woollen department the lines comprise all the latest designs in Canadian, Scotch and English tweeds, worsteds, serges and vicunas. The demand for better qualities has been increasing of late years, and P. Garneau, Fils & Cie have put before their clients a much larger selection of patterns in the higher grades. Best values in black and blue twilled serge coatings will be shown, and



Grip Limited, Toronto.

some special lines of black venetian coating will attract attention, being exceptionally good value. One of the "clinchers" in this department will be a raglan cravenette cloth, to retail at $1.50; it is shown in two shades of grey. Other lines with striped and checked backs will also be offered and can be recommended as good sellers.

It should be to the general interest of the trade to note that assorting orders will be well looked after. P. Garneau, Fils & Cie have endeavored to provide against the rush orders of the late Fall season, and dealers will find it to their advantage to correspond directly with the firm. Their orders will receive best attention.

DEBENHAM, CALDECOTT & CO.

Debenham, Caldecott & Co. are very much pleased with the results of their first Fall millinery opening, which was more successful than they had anticipated, having done more than double the business they did at their Spring opening. An immense crowd thronged the warehouse on the opening days, hundreds of buyers calling to see their beautiful display of pattern hats, of which this house make a specialty. Besides the opening in Montreal, this firm held Fall openings at the same time in Ottawa and Quebec, both of which were largely attended.

On the top floor of the warehouse are shown the pattern hats, feathers of all kinds (ostrich plumes in immense quantities), flowers, foliage, buckles, etc. A special feature of the opening was the heavy demand for colored foliage. Below this are shown the silks, ribbons, velvets, and other trimmings. Feather panne ribbons sold well; in fact, everything in pannes was very good. Debenham, Caldecott & Co. did a large trade this year in lace cape collars, making a special feature of them. The silk department was also one of the most active in the house. On this floor a department is devoted to infants' garments, including bonnets, christening cloaks, and all articles of infants' wear.

On the ground floor, where the ready-to-wear and untrimmed hats were displayed, one large table of white hats has been cleared over and over again since the opening, so great has been the demand for them. On this floor new goods are constantly arriving, Mr. De Grandpre, recently returned from New York, having purchased an entire new stock, and buyers can count on obtaining everything in the newest Fall and Winter goods.

CAVERHILL & KISSOCK.

Caverhill & Kissock report trade as having been exceptionally heavy for this time of season, and anticipate with the coming of the settled cool weather, another rush of fair duration before the season ends.

In hats they are having a large demand for all shapes in colors, principally navy, with champagne running a good second. The face hats are very much in favor, the favorites shown being "Pelham," "Olympia" and "Graduate," the latter mentioned showing the new high crown. In children's hats, the "Stroller," a hat shown earlier in the season, is still holding its own; it is a sailor effect with a large rolled brim. The white hats, which have for the last few weeks been very popular and much in demand, are now giving way to the heavier colors for more severe weather.

Plush as a millinery trimming, as anticipated, has more than held its own. Although other classes of velvets have been asked for and used, plush seems the most popular. As an adjunct to trimming, or as a foundation material, white camel's-hair cloth has been much asked for, and this material in other colors has also been freely used.

Caverhill & Kissock find it hard to manufacture in sufficient quantities the ready-made veils so much in vogue now, their staff of girls having all that they can do to keep the supply in sight of the demand. Fall cashmere gloves, of which this firm carry a large stock, are running strongly and, as with other staple lines, last well into the season, wool trimmings being one of these. Silk vak laces in black, white and cream have had an extraordinary run this season, which still continues, and in laces this class of goods bids fair to more than hold its own for some time yet, although heavy guipures and elunys are also having a good run. For Fall sorting this firm are prepared in the way of novelties for any demand that may be made upon them for the next six weeks.

JOHN L. WOODS, MANUFACTURERS' AGENT.

A new manufacturers' agency has been opened up in Canada by John L. Woods, whose sample room is in 211 Coristine building, Montreal. Mr. Woods represents in this country and in the United States the firms of A. P. Innes & Co., Hawick, Scotland; Carver, Cooper, Cleveland & Co., Arnold, Nottingham; and The Standard Hosiery Co., Leicester, three manufacturing concerns which have won enviable reputations in Great Britain. A glance over the samples now on display in Mr. Woods' sample-room will convince one that it will not be long before they enjoy a like reputation in this country. They are among the finest ever shown in Canada.

Included in The Standard Hosiery Co.'s products, which Mr. Woods is showing, is a line of women's undersuits, in which are embodied several new and very acceptable ideas. A patent hand-gored breast piece is one of these. About the bust the garment is made wider than in the body, so that it is perfect-fitting. "Fitwell" is its appropriate name. This is made in silk and wool and heavy ribbed wool, and is beautifully finished in all respects. Innes & Co. are represented by various lines of ladies' knitted nightdresses in Scotch gauze (both stout and fine); a range of ladies' evening dress combinations, men's undersuits in Scotch gauze, silk and wool and spun silk. These comprise a big range of stripe effects. Knitted pyjamas are also included in Innes & Co.'s men's garments. An extensive range of Cooper, Carver, Cleveland & Co.'s natural wool garments shown by Mr. Woods is well worth an in-

spection. Besides these lines may be seen a handsome lot of samples of Scotch tweeds, plaid travelling rugs, mercerized cotton knitted ties, knee caps, body belts, etc., all goods of the best manufacture.

"OLD BLEACH" LINEN.

It is not often that any firm comes forward with a frank and free confession that old methods are best, but this is just what The "Old Bleach" Co., of Randalstown, County Antrim, Ireland, are doing.

What makes linen wear out so soon nowadays? asks the modern housekeeper. That made in the days of our grandmothers lasted almost forever, and is handed down as an heirloom to its fortunate possessors; but now linen has to be bought every two or three years.

The Old Bleach Co. says that it is almost all in the bleached by the sun and wind, nothing but the outside of spun, the linen woven from it is of a brownish tint, caused by a gum that is the life of the fibre. Now, in the old-fashioned way when nothing stronger than a mild soap was used, and the linen spread out on the grass to be bleached by the sun and wind, nothing but the outside of the fabric was bleached and the heart of the flax retained the gum, which is its life. In the modern style of bleaching this gum is all destroyed, and with it the silky lustre of the flax—it is dead, and dead things have no strength and no brightness, so, you see, that the main secret of the beautiful linens sold by the "Old Bleach" firm, lies in the fact that they have gone back to the old granny method of grass bleaching. But though they bleach in the old-fashioned way, they are open to make improvements on old methods, and the chief one is this—that the warp and weft are about equal in strength, and, in consequence, there are no ladders to darn in "Old Bleach."

NIAGARA NECKWEAR CO.

The Niagara Neckwear Co., corner of Bay and Wellington streets, Toronto, is out with its lines of ladies' neckwear for Fall, and though there is so little change that is noticeable in the general style in neckwear this season, it has put on the market a very attractive line. It keeps in touch constantly with New York and other leading fashion centres and as a natural result its lines show all the newest and most up-to-date features.

The models it shows in these, its early productions for Fall, are remarkable for originality and tasteful work. The machine work on neckwear has now been brought to such a point of perfection and neatness that only the trained eye can detect that all this fine stitchery and embroidery is not hand work. This firm has a novel line in the popular fuchsia stocks, made up of tucked mousseline and silk-embroidered effects in which the graceful drooping fuchsia flowers in the natural tones form the motif. The fuchsia owes its vogue to the preference shown by Queen Alexandra for this old-fashioned flower.

In a totally different style this firm is showing a very striking stock in military style and coloring, and aptly named "La Militare." Those in red taffeta have medium sized gilt buttons, and those in navy have pearl. Besides its present showing for Fall it is now busily engaged in getting out a line of novelties suited for the holiday trade.

Though this firm turned its attention to ladies' goods only a few months ago it has every reason to be pleased with the success it has had with ladies' neckwear.

"ROOSTER BRAND" CLOTHING.

R. C. Wilkins, manufacturer of the above brand of overalls, men's clothing, shirts, etc., has now obtained a patent for the new combination watch and ordinary pocket, which has been before referred to in this paper, and it will be found on all the "Rooster Brand" jackets and in the working suits. The travellers are now on the road showing these lines. A new line of overalls in heavy drills, plain blues and blacks, and with fancy stripes in these colors, has just been brought out by Mr. Wilkins. It is pronounced a decided success.

"Not a finer set of samples will be sent out of Montreal this season," was the comment of a visitor to the Rooster Brand factory, when looking over the assortment of men's tailored suits, which have been prepared for the coming season's trade. Their suitings for Spring are indeed a handsome line. "Thoroughly tailored men's suits," is a phrase becoming identified with R. C. Wilkins' garments, and the unlined, yoke-lined, half-lined and full-lined fancy suitings now offered to the trade. Among the half lined garments are some fancy wool crashes, in three-piece suits, with peg-top trousers with belt straps. These suits will be found very cool and comfortable for Summer wear, the back being unlined, and the sides lined enough to keep the garment in shape.

S. F. McKINNON & CO., TORONTO.

This firm has been re-arranging and extending its manufacturing plant for the production of coats and skirts. "This has been a splendid season so far with us," said one of the directors of the firm. The early placing orders were much larger than those of the Fall of 1903 and this has greatly facilitated the getting out of orders in time for Fall showings. With it, it has been the loose-backed coat, but without the inverted pleat, that has sold, and as far as its experience goes, all lengths are selling.

Ostrich will certainly be the leader in feathers this year. As to other lines, the selling in the retail trade when the season begins to open up will decide that. Plushes and rough fabrics are selling better than the plain velvets at the present time and the reseda and hunters' green are among the best selling colors.

In ribbons it is the plain taffeta and duchesse ribbons, in 60 and 80 widths that are showing most strength. There is some demand also for fancy ribbons. Velvet ribbons in black are also very good.

In untrimmed hats it is either the very large or the small turban hats that are selling. The colors are, at the present, white, champagne, navy and black; brown is, however, developing considerable strength. Beavers are in very strong demand and are altogether likely to be among the leading sellers for Fall. Ready-to-wear hats are also selling well.

THE AMERICAN SILK WAIST CO.

The American Silk Waist Co. report trade with them exceptionally brisk. They are now working on Christmas novelties, and expect to have the goods on the road by October 15. Among these, crepe-de-chine waists are in great demand. Lace waists, in combination with China silk, China silk alone, finished very highly, and hand-trimmed satin-de-Lyons waists (these are very richly trimmed), are Christmas lines for which there is every prospect of a great sale.

The American Silk Waist Co., with their usual progressiveness, opened up a sample-room at the Queen's Hotel, Toronto, during the time the Exhibition was on. There they showed a fine line of silk waists for the Fall trade. That this was a good move on their part was proved by the interest that was displayed by the trade, and by the orders that were booked for these stylish garments.

From Toronto, Mr. Sam Mishkin, who was in charge, moved on to Ottawa, and, we understand, also had there a very busy and successful time. Mr. Mishkin will be in New York on the search for novel ideas to incorporate with what is now a very strong line. This is an occupation for which he is particularly well qualified, as he is a practical man in all branches of the waist trade, and not only has he a good idea of what is, but he is also an adept in guessing at what is going to be—a valuable quality in a waist manufacturer.

THE BEAD DEMAND.

The phenomenal desire for beads this season has been unprecedented. Some of the trade are experiencing difficulty in keeping up their stocks. Ladies by the aid of small looms, which are a good imitation of the looms used by the Apache and Iroquois Indians, are making belts, purses, girdles, charms, fobs, necklaces, and all manner of pretty and attractive novelties.

The most popular beads are the Indian, Venetian and Egyptian. Seed beads have also been great sellers. The American Bead Co., of New York, are now showing over 40 different shades in seed beads. The demand seems to be increasing instead of diminishing, and it is wisdom on the part of the dealers to keep stocked sufficiently to meet requirements.

DOMINION SUSPENDER WINDOWS

On another page will be found the advertisement of The Dominion Suspender Co., Niagara Falls, in which they offer valuable cash prizes for the three best dressed windows of the "D" suspender. In addition to the chance

of obtaining one of these prizes, the retailer has an opportunity of studying with profit the best effects to be produced in a suspender window, and the results in increased sales of this extra attention, will be found to well repay a merchant for his trouble, even though he obtains no prize. Many merchants will find it an excellent scheme to appoint different clerks as dressers, and thus obtain the ideas of several persons, increasing both the sales and the chances of winning.

The Dominion Suspender Co. are to be commended for their endeavors in the bettering of the class of furnishings windows seen in Canada. A sample window is given in order to supply points to intending competitors, and to show how attractively a window can be arranged.

THE "LOX-ALL" FASTENER.

Greeff, Bredt & Co., Montreal and Toronto, are the fortunate patentees and sole manufacturers of a new article which promises to become a great success. It is a new garment fastener and supporter, which is known as the "Lox-all," and has been carefully devised to fill a long felt want.

"Lox-all" is a supporter that will fasten and support all the garments at the same time, hold the waist down smoothly in the back, and absolutely prevent sagging of either outer skirt or petticoats. No dangerous pins or teeth to tear the garments and injure the hands; no buttons, hooks or eyes to come off, and no "un-safety" pins required. "Lox-all" is simple, easily adjusted and practical. An ordinary wardrobe can be fitted in five to ten minutes, and once fitted will always be ready for use.

"Lox-all" is sold in sets, consisting of the supporter complete, 1½ dozen assorted non-rusting eyelets, two staples of different lengths for the different thicknesses of wearing apparel, a punch with which to set the eyelets, and a circular with particulars and directions. It will be retailed at 25c. a set.

THE MERCHANTS' MANUFACTURING CO., TORONTO.

That the manufacturing trade in ladies' ready-to-wear garments is growing, and that the Canadian makers of these goods are also preparing to meet the increasing demands on their resources and facilities, is proved by the fact that many manufacturers have had to remodel and increase their manufacturing plant.

The latest firm to do this is The Merchants' Mfg. Co., of Wellington street west, Toronto, makers of ladies' coats, suits, and skirts, as their trade in all these branches has shown such an increase that there was nothing for it but to enlarge. By the installing of new machines, etc., and by other necessary arrangements the manufacturing capacity of this firm has been increased by 50 per cent. Not only has trade greatly increased but a much higher class garment is now called for.

E. & S. CURRIE.

The firm of E. & S. Currie are now putting before the trade their Fall lines in ladies' neckwear and belts. The showing is especially strong in the all-black stocks that are the mode at the present time, and are selling to take the place of the now somewhat passe black and white effects that have been favored for so long. They are also showing the new stocks with insertings of fancy lace and Battenburg stitches.

In addition to their made up stocks they are also showing a beautiful line of stocks in renaissance and guipure laces, in both silk and linen. These stocks are hand-made and should be just the thing for the holiday trade as one would form both a handsome and useful Christmas present.

STANFIELD'S UNSHRINKABLE UNDERWEAR.

The Truro Knitting Mills Co., Ltd., Truro, N.S., manufacturers of "Stanfield's Unshrinkable Underwear," report a heavy demand. Notwithstanding the fact that their mills (including the new one erected this Summer) are running night and day, they find it impossible to fill orders promptly.

GEO. H. HEES, SON & CO.

One-hundred thousand pairs of lace curtains in stock right here at home, ready to deliver to customers, is the announcement of Geo. H. Hees, Son & Co. Do dealers in these goods realize what it means to have a selection from such an immense stock?

Messrs. Hees, Son & Co. are one of the largest and most reliable firms in Canada, and their goods are always found strictly up to the mark, combining as they do quantity with quality. Lace curtains are only one of the many lines they are manufacturing, a full list being shown in their advertisement on another page.

MORRALL'S NEEDLES.

Visitors to the recent Industrial Exhibition in Toronto were much interested with the display of Morrall's needles, shown by C. H. Westwood & Co. This display represented the different processes required to make and finish Morrall's needles. Possibly very few people have ever interested themselves enough to wonder how a needle was made, and we must say that this display of Abel Morrall's was well worth seeing. In addition to the display, every lady visiting Morrall's stand was presented with a sample paper of their best needles.

A BARGAIN IN FIXTURES.

On another page will be found the advertisement of A. S. Richardson, wherein he offers for this month an elegant all-metal mantle rack, usually sold for $14, for $10.50. This rack will be found very serviceable and attractive in all dry goods stores, and the special sale for the month of October should attract many buyers. Only a few are in stock and an early order should be given. Such confidence is felt in the fixture by the firm that they are offering to send it on approval if desired.

PERSONAL MENTION.

MR. H. M. BELCHER, of Gault Bros., Winnipeg, who was one of the delegates to the Congress of the Chambers of Commerce, held at Montreal, spoke very optimistically of the business situation between Port Arthur and the coast. The trade is in a strong position after several years of good crops. While they have developed largely, they have kept within their resources, as they realize that they may have some lean years. The net cash returns from this year's crops will not be far short of last year's record crops.

Mr. W. G. Cheney, vice-president of The Merchants' Cotton Co., has resigned.

Mr. R. Roome, who is taking over the dry goods business of Mr. I. R. Strome, Brandon, Man., has disposed of his London store.

Mr. W. F. Haygarth, general merchant, Canfield, Ont., was a visitor in Toronto during the Dominion Exhibition.

Mr. M. H. Cook, dry goods merchant, Waterford, Ont., has sold his business to Messrs. Sanderson Bros.

Mr. O. Letourneau, manager of A. MacDougall & Co., Montreal, left on September 17 for a holiday trip to New York, Washington and other cities of the United States. Mr. Letourneau has well earned this respite, not having been "off duty" for some years.

Mr. J. Frank Beattie, manager of the dry goods department of Hanna & Hutcheson Bros., Huntsville, Ont., was married last month to Miss Dora E. Langstroth, Seaforth.

Frank E. Reid, formerly of the dry goods firm of F. W. Daniel & Co., St. John, N.B., has accepted a position with F. Robertson & Co., Toronto.

Mr. W. R. McColl, the new occupant of the dry goods store on King street, lately made vacant by the removal of Mr. J. U. Clemens, comes to Berlin as an experienced dry goods man. Mr. McColl is thoroughly versed in, and applies the practical business maxims necessary to, a successful dry goods establishment. He is also an expert show-case and window dresser, and an artistic draper. Mr. McColl is a thorough believer in the use of printer's ink and liberal advertising.—Waterloo Chronicle.

A SHOW-CASE FOR CORSETS.

THE delicate corset of to-day cannot be subjected to the dust and dirt of a store without soon losing its neat, clean appearance. To prevent this, and at the same time provide for a first class display, The Crompton Corset Co., Toronto, have adopted an expensive plan, but one that they hope will prove profitable both to themselves and to the retailer. They are supplying their customers free with show-cases containing the corset on a form. Those handling corsets will find it neat and a good advertisement.

CLASSIFIED LIST OF ADVERTISERS.

Accountants and Auditors.
Barber, Henry, & Co., Toronto.
Fahey, Wm., Toronto.
Hoskins, David, Toronto.
Jenkins and Hardy, Toronto.
Kidd, F. H., Toronto.
Merson, Geo. O., Toronto.

Barristers, Solicitors, Etc.
Beatty, Blackstock, Fasken and Riddell, Toronto.
Burritt, Jas. H., K.C., Pembroke, Ont.
Cameron, D. O., Toronto.
Douglas, Wm. M., K.C., Toronto.

Cash Registers.
Hallwood Cash Register Co., Toronto.

Commission Agents.
Flaws, R., and Son, Toronto.

Corsets.
Konig and Stuffman, Montreal.

Cottons, etc.
Conadian Colored Cotton Mills Co., D. Morrice & Sons, agents, Toronto and Montreal.
Knox, Morgan & Co., Hamilton.

Cotton Batting.
Dominion Wadding Co., Montreal.

Dress Goods, Silks, etc.
Brophy, Cains & Co, 23 St. Helen St., Montreal.
Ishikawa & Co., 24 Wellington St. W., Toronto.
McLean, Andrew, & Co., 460 Broome St., New York.

Dress Shields, Hose Supporters, Etc.
Greeff-Bredt and Co., Toronto and Montreal.
Kleinert, I. B., Rubber Co., Toronto.

Dyers, Cleaners, etc.
British American Dyeing Co., Montreal, Toronto, Ottawa, Quebec.
Parker, R., & Co., Toronto.

Educational.
St. Margaret's College, Toronto.
Canadian Correspondence College, Toronto.
Western Business College, Toronto.

Engravers.
Grip Limited, Toronto.
The Toronto Engraving Co., Toronto.

Fancy Goods, Novelties, etc.
Ingersoll, Robt. H., and Bros., New York.
Nerlich and Co., Toronto.
Paquette Bros., Board of Trade Bldg., Montreal.
Pilcher, J.V , Mfg. Co., Louisville, Ky.
Western Leather Goods Co., Toronto.

Finance, Insurance, etc.
Arbuckle, Smith and Co., Glasgow, Scotland.
British America Assurance Co., Toronto.
Bank of Toronto, Toronto.
Canada Permanent Mortgage Co., Toronto.
Canadian Bank of Commerce, Toronto.
Central Canada Loan and Savings Co., Toronto.
Confederation Life Assurance Co., Toronto.
Dominion of Canada Guarantee Co., Toronto.
Merchants Mercantile Co., Montreal.
Metropolitan Bank, Toronto.
Western Assurance Co., Toronto.

Flannels, Flannelettes, etc.
Horrockses, Crewdson & Co., London, Eng.

Frillings.
"Plantagenet," Hill, C.G., & Co., Nottingham, Eng.

Furs.
Alexandor, A. J., 504 St. Paul St., Montreal.
Dominion Fur Mfg. Co., 165 McGill St., Montreal.
Edgar, Coristine & Co., Montreal.

General Dry Goods.
Brock, W. R., Co., Limited, Toronto and Montreal.
Debenham, Caldecott & Co., Bay and Wellington Sts., Toronto.
Garland, John M., Son & Co., Ottawa.
Garneau, P., Fils & Cie., Quebec.
Greenshields Limited, Montreal.
Hitchcock, Williams & Co., London, Eng.,
Macdonald, John, & Co., Wellington and Front Sts. E., Toronto.
McMahen, Granger & Co., London, Canada.
Montreal Waterproof Clothing Co., Montreal.
Nisbet & Auld, Toronto.
Rylands & Sons, Limited, Manchester, Eng.
Tooke Bros., Limited, Montreal.
Wyld-Darling Co., Limited, Toronto.

Gloves, Mittens, etc.
Hudson Bay Knitting Co., Montreal.
Storey, W. H., & Son, Acton, Ont.

Knitting Wools.
Baldwin, J. & J., & Partners, Limited, Halifax, Eng.

Ladies' Neckwear, Belts, Hose Supporters.
Currie, E. and S., Limited, Toronto.
Ontario Neckwear Co., Limited, Toronto.

Linens and Linen Threads.
Frank & Bryce, Toronto, Montreal, Quebec.
Old Bleach Linen Co., The, Randalstown, Co. Antrim, Ireland.

Millinery, Veilings, Laces, etc.
Canada Veiling Co., 50 Bay st., Toronto.
Caverhill and Kissock, Montreal.
Debenham, Caldecott and Co., Montreal.
Ivey, John D., Co., Limited, Toronto.
Kyle, Checsbrough & Co., 93 St. Peter St., Montreal.
McCall, D., and Co., Limited, Toronto.
McKinnon, S. F., and Co., Toronto.
Woodland, J. M., and Co., Toronto.

Needles.
Sig, Blumenthal, 591 Broadway, New York.
Westwood, C. H. & Co., Limited, 72-74 Bay St., Toronto.

Office Systems, Supplies, etc.
Briggs Ledger System Co., Toronto.
Weese and Co., 54 Yonge St., Toronto.

Parasols and Umbrellas.
Irving Umbrella Co., Limited, Toronto.

Patterns.
The New Idea Pattern Co., New York.

Pillows, Cushions, etc.
Alaska Feather & Down Co., Ltd., Montreal.
Toronto Feather & Down Co., Ltd., Toronto.

Ready-to-Wear Clothing.
Wilkins, Robt. C., Montreal.

Rubber Stamps.
Young, C.G., and Co., Toronto.

Safes.
Ford & Featherstone, Hamilton.
Taylor, J. and J., Toronto.

Seed Beads.
American Bead Co., New York.
Samstag and Hilder Bros., New York.

Shirts, Collars, etc.
Arlington Co., The, New York.
Canadian Neckwear Co., Toronto.
Canadian Underwear Co., The, Montreal.
Miller Bros. Co., Limited, Montreal.
Niagara Neckwear Co., Niagara Falls, N.Y.
Williams, Greene & Rome Co., Limited, Berlin, Can.
Wreyford & Co., King St. W., Toronto.

Shoe Laces, Labels, etc.
German Artistic Weaving Co , New York.
Ross, Geo. D., & Co., Toronto and Montreal.

Skirts, Costumes, Waists, etc.
American Silk Waist Co., Montreal.
Merchants Mantle Mfg. Co., Toronto.
New York Silk Waist Mfg. Co., Limited, Montreal.
"Premier" Waterproofs, Cohen B., Montreal
Pugh Mfg. Co., 33 Church St., Toronto.
Salem Company, Limited, Montreal.
Waldman & Sommer, 513 St. Paul St., Montreal.

Steamship Lines.
Canadian Pacific Ry. Co., Atlantic Steamship Line, 6 St. Sacrament St., Montreal.

Store Fixtures, etc.
Cutting, Frederick C., 73 Adelaide St. W., Toronto.
Dominion Show Case Co., Toronto.
Lyons, Hugh, and Co., Lansing, Mich.
Metallic Roofing Co., Toronto, Montreal, Winnipeg.
Palmenberg's Sons, J. R., New York.
Phillips, John, and Co., Detroit, Mich.
Richardson, A. S., 60 Hayter St., Toronto.
Russell, A. N., and Sons, Ilion, N.Y.
Toronto Brass Mfg. Co., Toronto.

Store Lighting.
Auer Light Co., 1682 Notre Dame St., Montreal.
Luxter Prism Co., 100 King St. W., Toronto.
Turner Brass Works, 8 and 10 King St., E , Toronto.

Suspenders, Buttons, etc.
Berlin Suspender & Button Co., Berlin, Ont.
Defiance Button Machine Co., 226 Greene st., New York.
Dominion Suspender Co., Niagara Falls, N.Y.

Telephone.
Bell Telephone Co. of Canada.

Trucks.
F. E. Came, 185 St. James St., Montreal.

Underwear, Hosiery, etc.
Cartwright and Warners, Ltd., Loughborough, Eng.
Deimel Linen-Mesh Co., Montreal.
Galt Knitting Co., Galt, Ont.
Lennard, S., & Sons, Dundas, Ont.
Parker, Hine, and Co., London, Eng.
Penman Mfg. Co., Limited, Paris, Ont.
Perry, G. B., Knitting Co., Hamilton.
Ringheim-Schlichten Ramie Mfg. Co., 57 Greene St., New York.
Truro Knitting Mills Co., Truro, N.S.
Turnbull, C., Co. of Galt, Ltd., Galt.
Watson Mfg. Co., Limited, Paris, Canada.
"Wolf" Brand Underwear.
Wolff, Hermann H., and Co., 170 McGill St., Montreal.
"Wolsey" Underwear.

Velvets and Plushes.
Lister & Co., Limited, Bradford, Eng.

Wall Papers, Carpets, Curtains, etc.
Burrows, A. R., & Co., Guelph, Ont.
Dominion Oilcloth Co., Limited, Montreal.
Hamilton Cotton Co., Hamilton, Ont.
Hees Geo. H., Son & Co , Ltd., Toronto.
Nicklin, J., & Co., Birmingham, Eng.
Ridout, Geo., & Co., Toronto.
Stauntons Limited, Toronto.
Watson-Foster Co., Limited, Montreal.

Woollens and Tailors' Trimmings.
Fisher, John, Son & Co , Toronto, Montreal and Quebec.
Kirk, Samuel, & Sons, Limited, London, Eng.
Leigh Mills Co., Bradford and London, Eng.
McDougall, A., & Co., Montreal.
Oxford Mfg. Co., Oxford, N.S.

Wrapping Paper, Boxes, etc.
Brown Paper Box and Paper Co., Limited, St. John, N.B.
Canada Paper Co., Limited, Toronto and Montreal.

CANADIAN PACIFIC RAILWAY CO.

ATLANTIC STEAMSHIP LINES.

Montreal to Liverpool.

Montreal to Bristol.

Montreal to London.

These fine large steamers have twin screws, side keels, midship saloons, spacious promenade decks, electric light throughout, and are of the most modern type.

WINTER RATES.

First Cabin, $50 and upwards. Round trip tickets at reduced rates.

Second Cabin, to Liverpool, single $37.50, round trip, $71.25; London, $73.75.

Third Class to Liverpool, London, Glasgow, Belfast, Londonderry and Queenstown, $25.00.

To book passage and for all particulars apply to

Canadian Pacific Railway Company Atlantic Steamship Lines,

6 ST. SACRAMENT STREET, MONTREAL.

WANTED.

TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinery Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treated as confidential.

THE D. F. BROWN PAPER BOX AND PAPER CO., Limited
ST. JOHN, N.B.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word first insertion, 1c. a word each subsequent insertion.

Contractions count as one word, but five figures (as $1.000) are allowed as one word.

Cash remittance to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

MANUFACTURERS' AGENT WANTED.

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WANTED—Thoroughly experienced man to take management of growing wholesale dry goods business in Vancouver. Must invest $3,000 to $5,000 own money. Salary and commission. Highest references covering whole experience essential. Age not over 35. Box 67, DRY GOODS REVIEW, Toronto. (10)

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GREENSHIELDS LIMITED

MONTREAL.

Before Stocktaking

(NOVR. 30th)

we have a number of clearing lines to offer at special figures, which in many instances are

Below Mill Prices.

It will be to your advantage to visit our warehouse during this month, or see our travellers' samples.

RYLANDS & SONS

LIMITED

MANCHESTER, ENG.

Cotton Spinners

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Manufacturers



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Flannelettes, Hosiery
Flannels and Blankets, Quilts
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Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
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IS IT NOT REASONABLE to suppose that if a woman can buy a stylish perfect-fitting paper pattern at a lower price than elsewhere that she will conclude that the same store contains other and greater bargains?

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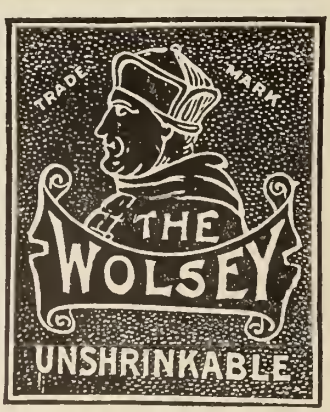
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WE CAN SUPPLY EVERYTHING WANTED BY TAILORS. ALL QUALITIES. PRICES TO SUIT.

WE CAN PLEASE YOU.
GIVE US AN OPPORTUNITY.

Our travellers are now on the road with a full range of samples for **Spring** and also **Fall assortment** and **immediate delivery.** It will pay you to inspect them before placing orders. Mail orders receive special attention.

☞SAMPLES SENT ON APPLICATION.

A. McDougall & Co.

196 McGill Street,

MONTREAL.

Sole proprietors of the celebrated "TYKE" and "BLENHEIM" Serges, also of Salt's "YOTSMAN" Serges, the best goods in the trade. Send for samples of them.

Spring 1904

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In Dress Goods we carry only **novelty stuff.** The **newest and most up-to-date materials and designs.** Our collection now being shown for 1904 surpasses anything we have ever offered, and we think that is saying a good deal. All we ask is that **you** see them and you will endorse our statement.

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93 St. Peter Street, - - MONTREAL, QUE.

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Limited

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Ladies' and Children's Knitted Underwear.

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A COMPARISON

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This is caused by the cheap chemicals which the manufacturer used.


The "Wasp-Waist"
Cheap chemical.

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The Auer Light Mantle
Pure chemicals.

Lowest prices on mantles, shades, chimneys, globes and sundries.

Write us if you are interested.

AUER LIGHT CO., MONTREAL.

Established 1785.

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BEE HIVE Knitting Wools

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J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Makers of

All Kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD.

Scotch Fingering	Berlin Fingering	Vest & Silk Vest Wools	Cocoon and Eider Wools
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			Mending

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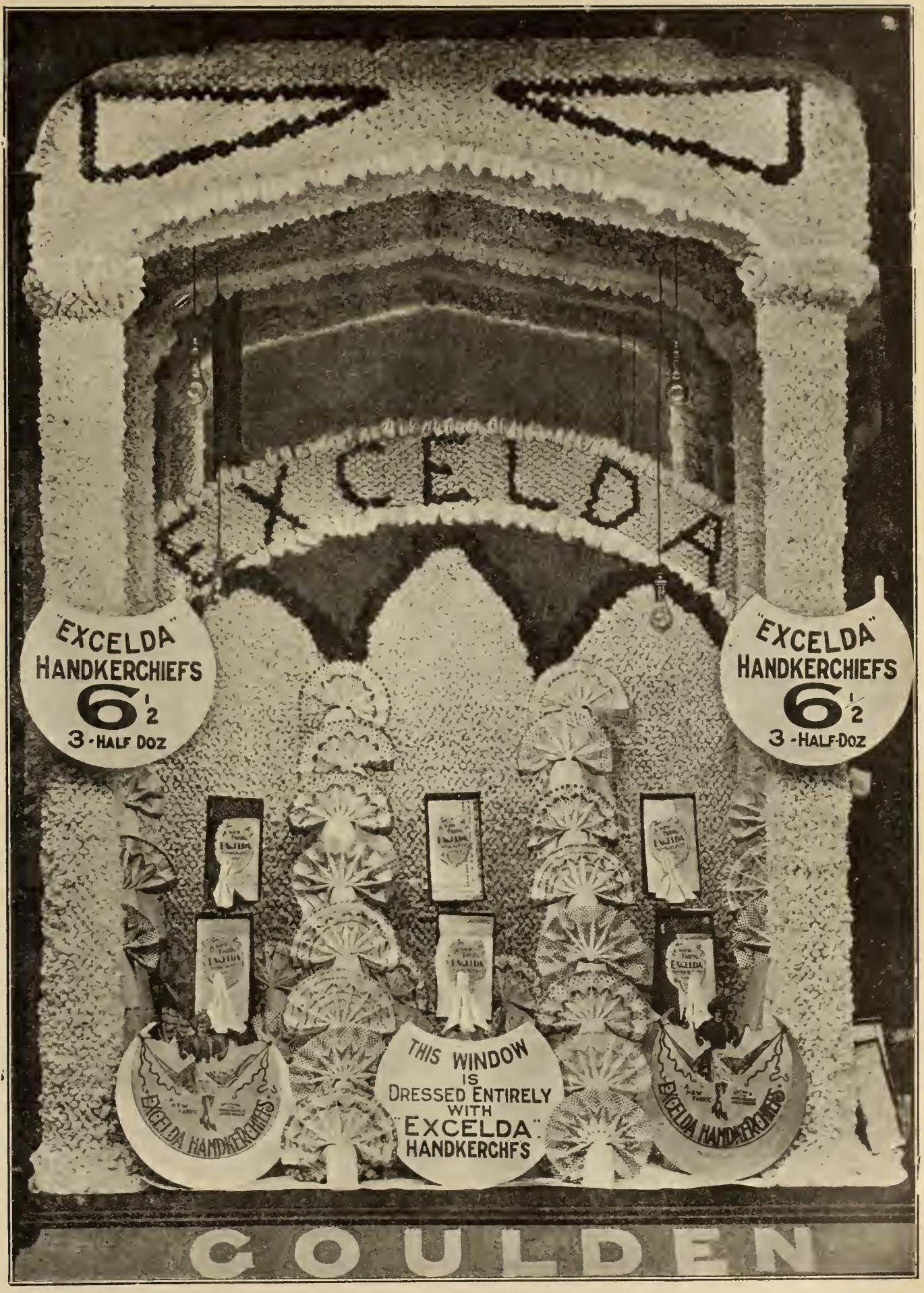
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Wholesale Only. **Send for Samples.**

Agent . . .

Duncan Bell

MONTREAL and TORONTO


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"EXCELDA" HANDKERCHIEFS 6½ 3-HALF-DOZ
THIS WINDOW IS DRESSED ENTIRELY WITH "EXCELDA" HANDKERCHFS
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COULDEN

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TORONTO.

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(Stocktaking at the end of this month.)

28-in. Tyrol Fleece (American Wrapperette)	to retail at	$	.10
28-in. Kanata Serge	"		.12½
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18-in. Bag Crash, original quality	"		.5
28-in. Domestic Self-Colored Satine	"		.10
Bonnet's Black Peau de Soie Silk	"		1.00
28-in. All-Wool Cashmere	"		.25
Ladies' Suitings (the latest novelties)	"		1.00
38-in. All-Wool Velour Cashmere	"		.25
23/24-in. C1 Black Velveteen	"		.50
Lady Vera Cheviot Overskirts	"		1.75
Lady Constance Cheviot Overskirts	"		2.50
H60 Black Sateen Underskirts	"		1.00
Pearl and Plum Heavy Flannelette Skirts	"		.50
1525 Blue Denim Overalls	"		.75
Hilda Kid Gloves, Black and Colored	"		1.00
DFR Heavy 2/1 Ribbed Black Cashmere Hose	"		.25
Grip Heavy Ribbed Black Worsted Hose	"		.25
AE Men's 2/1 Ribbed Black Cashmere Hose	"		.50
"Swiss" Ladies' All-Wool Ribbed Vests	"		.50

All of the above and a number of odd lots in each Department must be cleared out before the end of November.

THE CANADIAN
DRY GOODS REVIEW

Vol. XIII. MONTREAL AND TORONTO, NOVEMBER, 1903. No. 11.

THE DRYGOODSMAN'S WARES

Their Origin and Characteristics

IN the dry goods store the word cotton is usually applied to the cheap manufactured article that comes in webs of white cloth, but correctly applied it refers to the downy, fibrous substance attached to the seeds of the various species of gossypium, usually called the cotton plant. This plant is cultivated within the 35th parallels, and is akin to the hollyhock and mallow. Usually it is divided into two main classes, the herbaceous and tree cotton, although there is also the hirsutum or shrub cotton. The herbaceous bears a green seed yielding short-staple cotton, grows to the height of 1½ or 2 feet, has dark green leaves, a triangular pod and a pale yellow flower; the tree cotton has a black seed and grows to the height of 15 or 20 feet; the shrub cotton bears an oval-shaped pod and resembles a currant bush. Since the cotton plant demands a tropical climate, there are only certain countries that can grow it, and of these the United States produces by far the greater portion. After that country come India, Egypt, Brazil and the West Indies, and several other countries are at the present time experimenting with varying success. India was the first country to use cotton, and from there it was introduced into Greece and Rome. In England it was first made use of about the end of the 15th century. The sowing of the seed commences in March and lasts through April; the plant blooms about the beginning of June and the picking commences in August and extends through September and October. After picking, the cotton is spread out and dried and then separated from the seeds.

COTTON.

* * *

The old form of making the cotton into threads was to attach a bunch of carded fibre to a distaff, held under the left arm. Then with right forefinger and thumb the cotton was drawn out and twisted into thread, the size and quality depending upon the delicacy of touch of the weaver. This went on until 1767, when James Hargreaves invented the spinning jenny, and, soon afterwards, an improvement was made upon it by Richard Arkwright. The improvement was of so great value that Arkwright opened up mills for its use, and in 1782 was employing 5,000 hands. But Samuel Crompton three years previous to this had made a further improvement, and all the manufacturers rapidly adopted it, until the power loom of Dr. Cartwright came upon the market in 1785. When the cotton is received in the factory, it is first sorted, then cleaned from all impurities by a willowing machine, taken to a spreading machine and wound in its fleecy state on a large wooden roller to be transferred to the carding machine, which draws out the fibres into parallel layers. After passing through the drawing machine, which removes inequalities, it is ready for spinning. Although the home of the raw cotton is in the United States, the bulk of the manufacturing is done in the Lancashire district, in England, which is estimated to possess 44,000,000 spindles of the 104,000,000 in the world, and 650,000 looms of a total 1,350,000.

COTTON MANUFACTURING.

* * *

Crape, in all its better grades, is composed of silk, but in the cheaper qualities some cotton and worsted are being used. There are two varieties recognized—the Canton or Oriental crape and the hard or crisped crape, commonly used for mourning. The general principal followed in the obtaining of the crinkled appearance, is to weave hard spun silk yarn without removing the gum that adheres to it when taken from the silk-worm. This is then boiled and when the gum leaves it the threads partially untwist. The soft or Canton crape is made up of a weft composed of two threads twisted together in a reverse way, and the boiling untwists them. The process in the making of the hard crape is a secret carefully guarded by the few manufacturers who have discovered it, but consists of some treatment after the weaving of the goods. In Japan the effect is obtained by dipping the woven piece alternately in hot and cold water in rapid succession, after which it is rolled and dried. Crape is heard of as far back as 1560 when it formed one of the principal exports of Bologna.

CRAPE.

* * *

The word cravat has passed through the form of croat, and crabat before it reached its present form. Its first introduction into use was in 1636 when a foreign regiment visiting Paris attracted the eyes of the Parisians by a display of muslin and silk neck wrappers or scarfs, tied in a bow with hanging ends. The fad became so very fashionable that all Paris wore it, calling it croat, from the nationality of the regiment, the rich spending vast sums in embroidered and be-laced cravats. Charles II., on his brother's birthday, wore one costing over $100 and James II., at his coronation, decked himself out with a neck scarf costing him $180. During the latter part of the 18th century cravats contained whole pieces of muslin,

CRAVAT.

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Effect of Mild Weather on Trade—Large Hats in Felt and Zibeline—Toques are Narrower—Furs Much to the Fore—Mole Coats for Automobiling Evening Coats Extravagantly Trimmed.

OWING to the return of warm weather very few Winter or Fall garments are being worn, and the Paris wholesale houses complain of slack trade, which will probably improve with the cold, and, meantime, one can admire the wonderful and tempting creations already showing for this coming season. To begin with, hats and toques, which are of such an endless variety that there must surely be something to suit all tastes.

* * *

Hats, in both felt and zibeline, are large with the wide brims twisted and bent into graceful forms and a low flat crown. For these picture hats long feathers are used for trimming, both black and white, or, in the case of a colored felt, of a dye to match or in a contrasting shade. Fancy buckles are used to fasten these plumes, and a bow or rosette of velvet under the brim, lying on the coiffeur at the back or side, finishes the garniture.

* * *

The two models illustrated are from the maison "Aux Trois Quartiers," Bd. de la Madeleine. One is in black



No. 1.—Chinchilla Jacket, Model Laxton & Cie.

felt trimmed with black and white feathers and satin ribbon, the second in dove-colored mousseline-de-soie with long shaded feather to match. As two views of each hat are given, the form can be easily seen.

Toques are made narrower, with a tendency to a pointed front, instead of practically round, as for the last two seasons. In some cases the toques are higher at the back than in front, and, although the brim and crown follow the same lines, they are distinct from each other and often



No. 2.—Russian Pony Sac, Model Laxton & Cie.

of different materials. For this style a favorite trimming is a simple osprey, rosette or plume placed at the top of the brim between the front and left side. This is very simple and gives an exceedingly smart appearance.

* * *

White and grey are the colors most in vogue, except in the case of the little plumes, when the colors are not only varied, but bright. Very small birds of Paradise, with wings spread, are arranged round the brim, sometimes as many as six around one toque, while the brim itself would be covered with little feathers to match, and the crown of chenille or panne with a larger bird perched at the back looking to the front and having a long tail curling down on the hair.

* * *

Variations of the "Marquise" are still worn in panne or chenille. The brim is very high at the back, bent over the crown and trimmed with rosettes of velvet or flowers. For evening wear these same shapes are made in mousseline-de-soie and lace, white being the favorite color.

* * *

Furs are much to the fore now and are being bought by all sorts and conditions of people. The class of woman who, not so long ago, thought of these comfortable gar-

ments as luxuries for the rich minority, now buys them for herself. No concierge considers her wardrobe complete without an Astrakan jacket, and even a maid-of-all-work can indulge in a fox stole, or what looks very much like one.

* * *

The model house, Laxton & Cie., 20 rue Louis le Grand, tell me that "mole" has been selling very readily both in London and Paris, and for automobiles, poulain, trimmed with a stole, and sometimes cuffs of glouten or some rough long-haired fur is much used. These motor coats are very ample, reaching to about the ankle, with two large pockets in front, just where it would be convenient to get at them in a sitting posture, and the wide sleeves are drawn into a cuff, to prevent the wind from blowing up them.

* * *

The first model is a three-quarter-length chinchilla, trimmed with a gold and grey embroidery. The fluted cape is in front carried to the bottom, forming a stole, and the sleeves are finished with a very full cuff. No. II. is a short pony sac, trimmed chinchilla stole and cuffs. The neck band is of embroidery with a narrow edging of



No. 3.—Mole Sac, Model Laxton & Cie.

the chinchilla, and from the cuff hangs a very full pleating of mousseline-de-soie and lace. No. III. is also a sac, but in taupe. Three little shoulder capes form epaulette, with a flat empiecement back and front and the collar edged with a coarse braiding. The sleeves are simply finished with a wide turned-back cuff. No. IV. is a three-quarter length, tight-fitting jacket in taupe mole, with long basque cut-away in front. This is made with epaulettes taken from the collar and falling well over the arm, revers to



No. 4.—Mole Jacket, Model Laxton & Cie.

the waist and a vest trimmed with fancy silk buttons and tassels. These tassels are repeated on the point of the turned-back cuff and the sleeves are cut very full at the elbows.

* * *

Evening cloaks are made of brocades and silks in the lighter art shades, but more especially grey and beige, in every imaginable grade. These are extravagantly trimmed round the shoulders, cuffs and down the front with incrustations, embroidery and laces. A certain "broiderie japonaise," an original design of flowers and butterflies, in bright colors on black velvet, is very good. The line between the sleeve and shoulder is low on the arm and generally hidden by trimming, so giving a sloping effect to the garment. Silks for evening gowns are very soft and clinging, with a shot effect. A shade in grey, by evening light, is especially beautiful, looking in the folds like quicksilver.

Oct. 15, 1903.

PROGRESSIVE RETAILING

SYSTEM IN THE MAIL-ORDER DEPARTMENT.

EVERY merchant courts to a more or less extent a mail-order business, for, besides being an adjunct to the ordinary methods of securing business, it is economical. Among the retail branches of trade the letter-order department has, of course, reached its highest state of efficiency in the big department stores. Some of the department stores have earned a high reputation on account of their mail-order department.

The handling of the system by the large department stores is accomplished by the organization of an army of buyers. These buyers are assigned certain territories and all orders from the ground covered by that territory are turned over to them. Then the buyer immediately becomes the representative of the writer of the letter and sets about to purchase the article called for in the letter.

They first make a tour of the departments in their own store, selecting the desired purchases of their customer. As the goods are selected they are sent to the headquarters of the respective buyers and there packed for shipment. If, however, a letter calls for an article which the firm has advertised at a certain price, either in the house catalogue or in any outside publication, an article the supply of which has been exhausted, it must be procured from the outside. This frequently happens, especially if the price coupled with the article is one that either appeals to light purses or savors of a bargain.

A store may advertise an article for 50c.; it may be something, which being purchased in large quantities had been procured at a very low price; other stores may be selling this same article for $1. A mail order comes in to the firm, who advertised to sell it for 50c., but the stock is sold out. There is nothing for the buyer to do in that case but "go shopping," and pay $1 for the article which the firm must sell for just half that amount and pay the postage in addition. No money has been made on the sale, it is true, but the firm is established in the confidence of that particular customer.

How promptness is accomplished and system maintained in the mail-order department of a Chicago department store is described by System. An order is sent direct to a buyer as soon as it has been opened. The young women who act as buyers have their numerical designations and their tables for marking orders. The numerical designations follow each individual order through the process of its filling and are a complete check on the individual as well as a part of the classification. There also is what is known as an order entered on each order blank, that follow it right through.

One of these order numbers, for instance, may be "1010021612." Without punctuation the foregoing appears meaningless, it will be readily admitted. To the order clerk, however, it means several things. In her mind, she reads it with imaginary punctuations, which resolve the puzzle into "10-10-'02, 16, 12." Fully explained, that means "Oct. 10, 1902, 16th order for the day, sent to order clerk No. 12."

Order clerk No. 12 enters the order on her own book, and then becomes a buyer. She fills out a little tracing blank corresponding with the numbers on the order, and hands that to a clerk in charge of a "battery" of pigeonholes, like those in a country postoffice. There is a pigeonhole for every day of the month in a division of 35 pigeonholes for each order clerk. No sorting is necessary in referring back to the order, because of the filing by days for each buyer's daily business.

Then the buyer goes downstairs and hunts up the department in which she is pretty sure to find what her principal wants. Sometimes it is not to be found. But it must be supplied, if it is something that has been advertised by the first mail-order catalogues or other printed announcements.

When a purchase is made by an order buyer it is not a cash transaction. The buyer gives her number to the retail department clerk and is through with her part. The retail clerk makes out a slip describing the goods and also giving the order number. The article purchased is wrapped up and sent from the retail department to the shipping section of the mail-order department.

There it is placed in a compartment called a till, and the sales slip attached by a retail clerk is compared with the order blank, which by that time has been sent to the shipping department for checking up. The remaining procedure is merely the routine of packing and shipping out the goods.

All orders must be filled on the day they are received, unless the manager gives permission to the buyer for some special reason to delay them a day. If a delay is necessary because goods are not readily at hand, or for some other like cause, the customer is notified by letter at once and an explanation in detail is given, with the definite promise as to when the shipment will be made.

SAFEGUARDS FOR THE RETAILER.

THE emphasis of the average retailer's attention is placed upon the producing end of his business, while the accounting end is neglected to a degree that invariably cripples and often results in complete disaster, writes James Cameron in Saturday Evening Post. In the average retail house there is little effort made toward an accounting system that is even fairly adequate in the modern sense of the term. Especially is this true in the shops of the smaller class.

Ask the retailer why he does not keep as complete a set of accounts for his business as the wholesale house does for its trade and he replies: "The size of my store will not warrant a regular accounting department and I'm too busy myself to give that part of the business my at-

THOS BROPHY,
FRED L CAINS
A W D HOWELL

BROPHY, CAINS & Co
IMPORTERS
OF
STAPLE & FANCY DRY GOODS.
Cable Address "BROPHY."

23 ST. HELEN STREET

Montreal, Nov. 1 *1903*

THE FASHIONABLE GOWNING OF LADIES.

To our Customers and Friends in Canada:

The above subject forms one of the most difficult problems that confronts the present day retail dry goods merchant the world over.

Just what constitutes a well-dressed lady of modern times is a question that few can answer correctly. The artistic skill and taste displayed by the dressmaker is far reaching, but not everything. Our present-day properly gowned lady in Home, Theatre, Ballroom, or even promenading the streets, combines in her costume the products of Great Britain and many Continental Countries. England, France, Germany, Austria and Switzerland, each bear a share in the creation of one of those charming costumes that not only delight the wearer, but are the admiration of all lovers of good dress.

While not wishing to pose as an absolute authority, we think those who know us best will agree that in the past we have always been abreast of the times in placing before the public the latest productions in the matter of dress materials.

As for the present, we wish to state that our preparations for the coming season are the largest and most replete with originality and exclusiveness of materials, while styles and shades are the most varied we have ever shown. Our stock is carefully selected from the best makers in the world, and all our goods are dyed and finished by the best-known dyers and finishers. We feel, in fact, that we are not putting it too strongly when we say that a careful inspection of our Spring samples would be time well spent and afford a valuable practical lesson to every person catering for an up-to-date Dress Goods business.

Our representatives are now on their respective routes with complete Spring Samples. They will wait on all our old customers and friends from whom we solicit a share of the liberal patronage extended us in the past, and we will be equally pleased to hear from those who have never done business with us.

Drop us a line and one of our travellers will call upon you, or we will submit samples. Your commands shall have prompt attention.

Yours very truly,

BROPHY, CAINS & CO.

tention." This is a fair statement of the general attitude of the retailer. He utterly fails to recognize the fact that there is the part of his business which must be properly conducted, or he will have losses instead of profits.

Very often the only books kept by the country storekeeper are a memorandum book—which he probably dignifies by the title of "day-book"—and a ledger. Upon these two records he depends for all the data necessary to the operation of his business.

And what is the result? Once a year, after the annual stock invoice, he is able to make a rough guess at his total profits or losses. But for three hundred and sixty-four days of the year he is "running wild," so far as a real knowledge of his condition is concerned.

If the city jobber or wholesaler were to make a tour of his country customers he would be astonished at the number of them having no definite knowledge of their specific profit on any particular stock of goods. Such an investigation would cause him to wonder that the percentage of retailers compelled to file deeds of assignment is not greatly increased. And this observation applies to retail establishments of very considerable size, as well as to smaller shops.

Not long since I examined a retail concern that claimed a profit of $5,000 upon a certain commodity. This was evidently a matter of some little pride on the part of the proprietor, who said that he was obliged to buy a large amount of these goods in order to obtain the maximum discount that swelled his profits to so satisfactory a figure. He had charged against his stock a reasonable percentage for operating expenses. But investigation developed the fact that he had failed to charge against his stock any interest upon the investment necessary to carry it. When this was done, his profit of $5,000 was turned into an actual loss.

In order that the small retailer may know at any time just where he stands, and what stocks and lines of goods are bringing him a profit, it does not necessarily follow that he shall employ a corps of accountants or install as elaborate an accounting system as that used by the wholesale house from which he buys his goods. One bookkeeper, working on an intelligently devised and economical system, can easily secure this result in the average small retail store.

No great amount of shrewdness is required to see that the storekeeper who knows just where his profits and his losses are being made, and who is therefore able to eliminate unprofitable stocks, has a great advantage over his competitors who employ less intelligent methods.

Every retailer is ready to enter heartily into any plan that promises to promote the selling end of his business, but his indifference to the care of his business after he has secured it is almost beyond the understanding of the thorough business man. The latter understands that a merchant without reference to trustworthy accounts can no more navigate the sea of trade with an assurance of safety than a pilot can cruise the seas without a compass.

A HIT THAT DID NOT MISS.

TAKING a suggestion from "The Dry Goods Review," Shaw & McKerracher, dry goods merchants, Perth, Ont., at the recent South Lanark Agricultural Fair, offered a prize for the best composition on "Why Should I Deal at Shaw & McKerracher's Cash Store." In a letter to "The Review," Shaw & McKerracher say: "The result was highly satisfactory to us. We received about ten compositions, all of which were exceedingly well written. We posted all the compositions up in a conspicuous place in the building and were particularly well pleased with the interest taken by the public in reading same."

The composition which was awarded the first prize was as follows:

WHY SHOULD I DEAL AT SHAW & M'KERRACHER'S?

During the year 1895 a cash business was established in Perth, at the corner of Gore and Foster streets, by Messrs. Shaw & McKerracher, which has since grown to very large proportions, and developed a trade which extends to all parts of the surrounding country.

By the way, when Henry Ward Beecher spoke the following words, he voiced a truth that will live till man is no more: "You cannot succeed in life by spasmodic jerks. You cannot win confidence, nor earn friendship, nor gain influence, nor attain skill, nor reach position by violent snatches." Not by a single jump, nor yet by any stroke of commercial brilliancy has the well-known and extensively-advertised Cash Store become a permanent and prominent factor in Perth's mercantile life and importance. But rather as the sturdy oak develops with each day's sun and strengthens by each combat with a tornado, so this house, established only a few years ago, has developed from the small store until to-day it stands the peer of any similar establishment in all this section of the country.

The store consists of two spacious and well-lighted floors, and a basement, the latter being used for storage purposes, and in the rear a large and commodious storehouse, devoted to the storing of grain, butter, eggs and other country produce in which the firm deals largely. The ground floor contains the general stock of staples, a specialty being made of shirtings, cottons, flannels and flannelettes, gents' furnishings and hats and caps, groceries and provisions. On the second floor will be found the millinery department, which merits special attention. The ladies of Perth and vicinity are always sure to have their tastes suited in this line at Shaw & McKerracher's. On this floor also is located a large ready-made clothing department. The various departments are kept full to overflowing with the finest and most complete stock of goods in the country town, and every article is guaranteed to be just as represented, or money cheerfully refunded; selling, as they do, for cash only, every article is sold at rock-bottom prices.

Not only do they carry the best goods, but have secured the services of the most efficient salesmen to act therein. The attributes just mentioned, together with the following, are reasons why we should deal at the Cash Store, namely: This firm is ever on the watch for the best goods to be found in the market; they keep themselves fully posted regarding all changes in style, and are ever willing to furnish to their patrons the best goods money can buy; last, but not least, they study to please and are untiring in their efforts to suit their customers.

No doubt the masters of this emporium are hustlers in their business, and by their honorable and straight forward manner in dealing with the public have attained a position in the respect and esteem of all, which predicts continued abundant success for them. And in this part of Ontario there is not a firm which is more widely or more favorably known than that of Shaw & McKerracher. Therefore, who would not deal at the Cash Store?

AMY POPPERWELL.

Perth, Ontario.

FEATURES OF THE WESTERN TRADE.

VIEWS OF A MONTREAL MANUFACTURER

MR. S. JACOBS, manager of The New York Silk Waist Mfg. Co., Montreal, who has recently returned from an observation trip, covering all the chief towns from Montreal to Victoria, B.C., speaks very highly of the western dry goods stores. Not only has care been given to the smart appearance of the stores, but the goods are well displayed and the finest quality of everything is carried.

"I was surprised," continued Mr. Jacobs, "to see the number of Scotchmen in the dry goods business from Winnipeg west, and very well pleased, too; for not only are they good business men, conservative in all their methods, but they buy of the best. They know, too, what the people want better than do the Americans who have gone into business there. There are not many of the latter, and very little American goods are to be seen in the stores. An instance, which I imagine is pretty general, was the case of one pushing American drygoodsman, who opened a store in one of the thriving western towns, and, after a short time, began to introduce bargain days, thinking, I dare say, that his competitors, already established there, were very slow not to have thought of it before.

"The bargain-day policy forced him to close his business, while the others—the conservative dealers—kept on. The western people don't want bargains; they want the best of everything, and are quite willing and able to pay for it. Up-to-date methods of doing business are, of course, as general there as here in the east, but bargain days and cheap sales are not among them.

"As to American manufactured garments, in my opinion there should be none of them sold there; though, as I have said, there are indeed very few now, most of the business being done with eastern Canadian houses. If our western people wish to build up Canada, the "Made-in-Canada" policy is the only one to pursue in buying goods, as every dollar invested in Canada will be circulated again; while, if it is invested elsewhere, it is lost forever.

"It seems to me also most deplorable that so much American money is in use out there. One scarcely sees anything else. This is a great loss to our Government, who could profit to the extent of several millions of dollars by refusing this currency and circulating instead our own money. There is no reason why American money should be taken here when ours is refused in the United States.

"The West will undoubtedly be very prosperous, especially in farming districts, where there is no boom of any kind, but simply a good healthy prosperity. The wheat at present being sent east, while not of as good quality nor in such a great quantity as that of previous seasons, is, nevertheless, most profitable to the farmers, owing to the high prices prevailing.

"All we met were greatly interested in the Alaska boundary question, and much disappointment will no doubt be felt by many who were expecting to see a little more of that British fair-play we hear so much about. I think it has been well proven that Canadians can take a whipping as gracefully as any other nation, but this is a little too much of a good thing. Of course the gold fields still remain with us, and we will be able to get along without this mostly useless land. The Grand Trunk Pacific scheme was favorably spoken of by most people we met, particularly, of course, by the Liberals, though many of the other party are strongly in favor of another railroad through the West, which they think necessary to the opening up of the country. It seems a pity, though, that this road cannot be constructed at less than the enormous cost which we are asked to pay for it. The Canadian Pacific Railway is doing its utmost to handle the enormous freight, and merchants of the West will find a vast improvement over last season. No doubt the rates will be more reasonable when competition is established."

KNOX, MORGAN & CO.

Wholesale Dry Goods, HAMILTON, ONT.

FOR SPRING, 1904.

Early buying is the proper thing under existing conditions. The manufacturers are crowded with orders, and, mill deliveries being necessarily slow, the early buyer stands to win.

We are showing following lines, and suggest to our friends to make selections now, and secure seasonable delivery:

British and Canadian Prints and Wash Fabrics.
Ladies' and Gents' Underwear.
Canadian Staples.
Blouses, Skirts, Wrappers.
Gents' Shirts, Neglige, Etc.

Also an attractive line of **Boys' Washable Suits** at tempting prices. This line should interest everybody. See it.

LISTER & Co. LIMITED.

MANNINGHAM MILLS,
BRADFORD.

DEPÔTS:— Manchester Buildings,
Melinda Street, Toronto.
206 McGill Street, Montreal.

SILK
VELVETS AND PLUSHES

For DRESS MILLINERY AND DECORATIVE PURPOSES.

FURNITURE COVERINGS (Velvets, Plushes, Etc.)
CHOICE TAPESTRIES, CURTAIN FABRICS,
Etc., Etc.



A FACT . . .

that if well-known would mean a saving to every Dry Goods Merchant and Milliner in the Dominion, is, that we dye and finish fabrics that have become soiled or faded, so that they look new. Our equipment is perfect, and twenty-one years' experience proves our methods.

All kinds of **Dry Goods, Ribbons, Braids, Hosiery, Feathers** and **Plumes**, are handled successfully by us.

R. PARKER & CO., DYERS and FINISHERS.

Head Office and Works, 787-791 Yonge St., : : TORONTO.

CANADA'S NECESSITIES IN TRADE AFFAIRS

By MR. J. D. ALLAN

THE primary duty of all governments is to further the interests of the trade and commerce they control. This is only possible to any extent where countries have a department of commerce that is more than a bureau for the registration of statistics, one that must be in touch with the necessities of purchasing countries, and able to direct to possible markets producers who are desirious of opening up new avenues for the disposal of their wares. Its head should be one trained in commerce, with a thorough knowledge of the trend of the trade of the world and the adaptability of the productions of the country to the foreign markets.

COMMERCE AND WARFARE.

It has been said the wars of the future are to be commercial. If the true meaning of this be, because of the keenness of competition between countries for trade, how important it is that philosophers, however gifted, or politicians, however sympathetic, be not allowed to control the business destinies of our country, but that the one department, so vital to the increase of our trade and the development of our resources, shall have as its head a man of business experience and business ideas, able to direct the business interests of the country; in short, a man of wide experience and genuine enthusiasm in commercial affairs.

THE DEPARTMENT OF TRADE AND COMMERCE.

What Britain needs to-day more than anything else is a Minister of Commerce, and what Canada needs is the realization that her Department of Trade and Commerce, to be of any material aid to the country, requires complete reorganization. Business methods change, but not so with the necessities of changing to meet them is apparently the view of this department in the Canadian Government. Has any commercial interest ever discovered of what value it has been or what aid it has rendered in the extension of the country's commerce? Has any serious effort been made to follow any suggestions in the reports of any of the commissioners sent to various countries at different times? Under both political parties the result has been the same, and business interests have suffered in consequence.

WAKE UP, CANADIANS.

It cannot be denied Canada has increased he volume of trade since 1896, and no one can but rejoice at this, but we must not forget that certain exceptional circumstances have contributed to this result, and the commerce of the world increased two and a half times in thirty years. And is it not a weakness of some of our people to be continually exhibiting the comparative positions of our trade in former years with that of to-day as evidence of our increasing cleverness? Instead of looking for the commodities which should be profitably disposed of in other markets, that are now being wasted at home, we are boasting of the success we have met with in a few special lines in agricultural produce, in some of which, owing to increased competition and (I regret to say) the questionable quality exported, we have probably reached our limit. Notably this is the case with our butter, of which we supply Britain with five per cent. of her consumption, while Siberia, which has only been engaged in dairying for ten years, already supplies her with twenty five per cent. of her wants.

OUR FOREIGN FRUIT TRADE.

In the abundance of fruit we have and the little we realize from it compared to what might be profitably made from it, Germany could teach us valuable lessons in her volume of trade in fruit pulp, 3,000,000 pounds of which is annually made from fruit entirely wasted here.

THE UTILIZATION OF WASTE PRODUCTS.

We are making large expenditures for immigrants we desire to attract, and with this no one will find fault if judiciously expended, but the expenditure of money in the investigation of anything likely to be valuable to those already here does not receive the same attention. As an instance, in this country, where dairying is so important an interest, enormous quantities of skimmed milk are utilized only for feeding calves or pigs. In Sweden the skim milk is made into a powder by the "Ekenberg" process, so called after the inventor, the value of which last year represented a total of $10,720,000, or more than the value of their annual export of butter, which is slightly under $10,000,000. The nutritive value of two pounds of milk powder is equal to that of two pounds of boneless meat, or about three times as great as the white of an egg. With the value of the skim milk placed at three cents per gallon it is said the powder can be sold at eight and a half cents per pound; two and one-fifth pounds of milk powder dissolved in water will produce twenty two pounds of milk. Milk powder, it is said, is suitable for any culinary purpose. These statistics I received in Stockholm, and have every reason to believe them reliable.

PROGRESS OF THE WEST

The Minister of Customs, in his speech at the Convention Banquet of The Manufacturers' Association in September, stated that agricultural implements made in Canada are to be found in twenty-five different countries of the world. This is a most encouraging announcement, but it is feared there has been no such distribution of any other manufactured product. In the settlement of our great West our chief anxiety seems to be to get in immigrants, and forgetting that production and distribution must go hand in hand, we are not paying sufficient attention to the seeming of markets for the increased output resulting.

ORIENTAL TRADE.

In the discussion of our railway projects we only refer to the possibility of an eastbound traffic. Do we forget our position as a midway station in the route of the world's commerce? Have we ever considered the possibility of oriental trade where undoubtedly exist the greatest undeveloped opportunities for trade? We already have steam communication with Japan and China, but the development of trade has not been vigorously pushed. Think of the position, directly facing us across the Pacific from Singapore and Bangkok to Vladivostok. There is a coast line of 1,000 miles and a population of over five

hundred millions to be supplied. The character of their requirements, it may be urged, is below that of any other people, but is it not a fact that they are slowly adopting western ideas? In the articles of food, where ten years ago not a pound of flour was imported into China, last year from the Pacific coast ports of the United States, about ten million dollars was the value of this commodity sent there. And as an evidence of the growth of the United States' trade with China, in 1880 the value of their exports to China was $1,101,383, and in 1902 they had grown to $21,722,906.

VALUE OF CHINA'S TRADE.

The foreign trade of China now amounts to less than $1 per head. With the opening up of the interior, and improvement of conditions, this will soon increase to $5, which, with a population of four hundred millions, will represent $2,000,000,000.

POSSIBILITIES OF TRADE WITH JAPAN.

In 1870 Japan was an unknown factor in trade. To-day she has a foreign trade of $6 per head, or $360,000,000. Korea has a foreign trade of $20,000,000; Siam of $40,000,000. The foreign trade of the United States Pacific coast in 1892 was $92,566,000, and in 1902, $142,958,000.

AN INTERESTING FIELD FOR TRADE.

We have a feeling of pride in contemplating the increased foreign trade of Canada, but is it not a fact that an infinitesimally small amount of this can be credited to China? And yet China presents to-day the most important and most interesting field for trade, not yet extensively exploited. And being directly opposite our Pacific coast, China affords a wonderful commercial opportunity, worthy of our best efforts.

In conversing with a Chinese merchant at Nijni Novgorod, I learned that when the Yangtse river was first opened, two steamers were sufficient for the trade. That is only twenty-five years ago. To-day a finer and larger class of steamers than now navigate the Mississippi is necessary to carry the freight, which in value amounts to seventy-five million dollars annually. China has at present about five hundred miles of railway. What will be the effect on commerce when railways penetrate every portion of the interior?

WHAT RUSSIA IS DOING.

An instance of the expected value of Chinese trade on the part of Russia is shown in her remitting the duty on all tea imported over the Trans-Siberian Railway; in the establishment at Vladivostok of a college at an annual cost of $55,000, with fifteen teachers, and attended by about eighty students; of another at Moscow, at an expense of $30,000, with nine teachers and seventy students, in which the languages and customs of the Chinese and Eastern Asiatic peoples are taught. The German Government also has a similar institution at Berlin for the same purpose, showing what a keen eye to the future these nations possess, and yet, I venture to say, if any one were to apply to any Government department in Canada for definite information on subjects relating to possible Asiatic commerce it could not be supplied.

CHINA IS AWAKENING.

That China is awakening to the necessity of letting the world know of her resources is proven by her having for the first time in her history appropriated from the Imperial Treasury $300,000 for the expense of exhibiting at the St. Louis Exposition, and with other Asiatic countries has applied for one-third of the space in the "Varied Industries" department. This has probably been decided upon because of the satisfactory increase of United States trade with her, as shown by the increase of imports from two and nine tenths per cent. in 1890 to nine and three-tenths per cent. in 1902. The United States occupied, in 1902, fourth place among the countries from which China drew her imports, while in 1870 she was at the bottom of the list, and while the United States Bureau of Statistics reports a reduction of $106,000,000 in total exports for 1902, it is very significant that their exports to China increased $14,000,000 over 1901.

CANADA'S PROXIMITY TO THE ORIENT.

Does not our proximity favor our entering as a competitor for the trade of a country in which these figures prove our neighbors found so little resistance? The result of our successful prosecution of this trade would be a reviving influence in the condition of British Columbia, which would react beneficially upon the whole country, and indeed it might be within the range of possibility to employ some of her magnificent mountains in furnishing water power for the generation of electricity for the motors of factories yet to be erected for supplying demands from trans-Pacific consumers. Is there any other possibility that will so powerfully stimulate Pacific coast development and create a permanent and increasing demand for the too slowly developing natural resources of that portion of our land?

CANADA'S NEED.

The need of Canada to-day is to quietly and judiciously consider what are the forces of competition arrayed against her, and in what way can she successfully meet this competition. Business to-day is a science. No great success can be achieved unless the merchant be possessed of large ideas, with ability to direct and organize, and the object in view in presenting these rambling thoughts has been solely to arouse the commercial community to assert itself.

LACK OF BUSINESS MEN IN GOVERNMENTAL AFFAIRS.

Time and again have we seen our country despoiled of portions of her territory, because, as I believe, of the absence of practical business men's advice and assistance in determining the issues. Had business men been consulted, Alaska would not have been allowed to become United States territory for the paltry sum of $7,000,000, and we would have been spared our present humiliation in our latest sacrifice. If Britain is losing her pre-eminence in trade, it can be attributed to the absence of the commercial element in the counsels of the country to a greater degree than will perhaps be conceded.

We boast of our great country, and it is indeed a noble heritage, but let us not forget that mere bulk is no advantage. Greatness consists, not in breadth, but in the skill and resource with which the varied interests of our country are directed. The development of our resources, aided by scientific invention, will outrun the dreams of the wildest enthusiast. In advance of this, let us, as far-seeing merchants, conscious of the responsibility resting upon us, prepare for the distribution of these varied products to distant peoples, inspired by the thought that while bringing profitable returns to our own people, we are satisfying the wants of some fellow being, and assisting in solving the problem of economic distribution, so that every human being on the surface of the earth may have his legitimate needs satisfied.

SAMUEL KIRK & SONS, LTD

Woodhouse Dye Works



LEEDS ENGLAND.

IMPORTANT TO TAILORS & CLOTHIERS

Black Italians, Alpaca, Mohair and Lustre Linings in

PERMANENT FINISH

THE MERITS OF THIS FINISH ARE—

1. Proof against Damp Cloth and Hot-pressing Iron.
2. Finish and Handle unequalled by any other Process.
3. Goods kept in stock gain in appearance.

GOODS ARE STAMPED ON THE BACK AT REGULAR DISTANCES.

S. KIRK & SONS' PERMANENT FINISH

FACSIMILE OF STAMP.

STRENGTH UNEQUALLED

BEWARE OF IMITATIONS

SUPPLIED BY ALL THE LEADING HOUSES IN

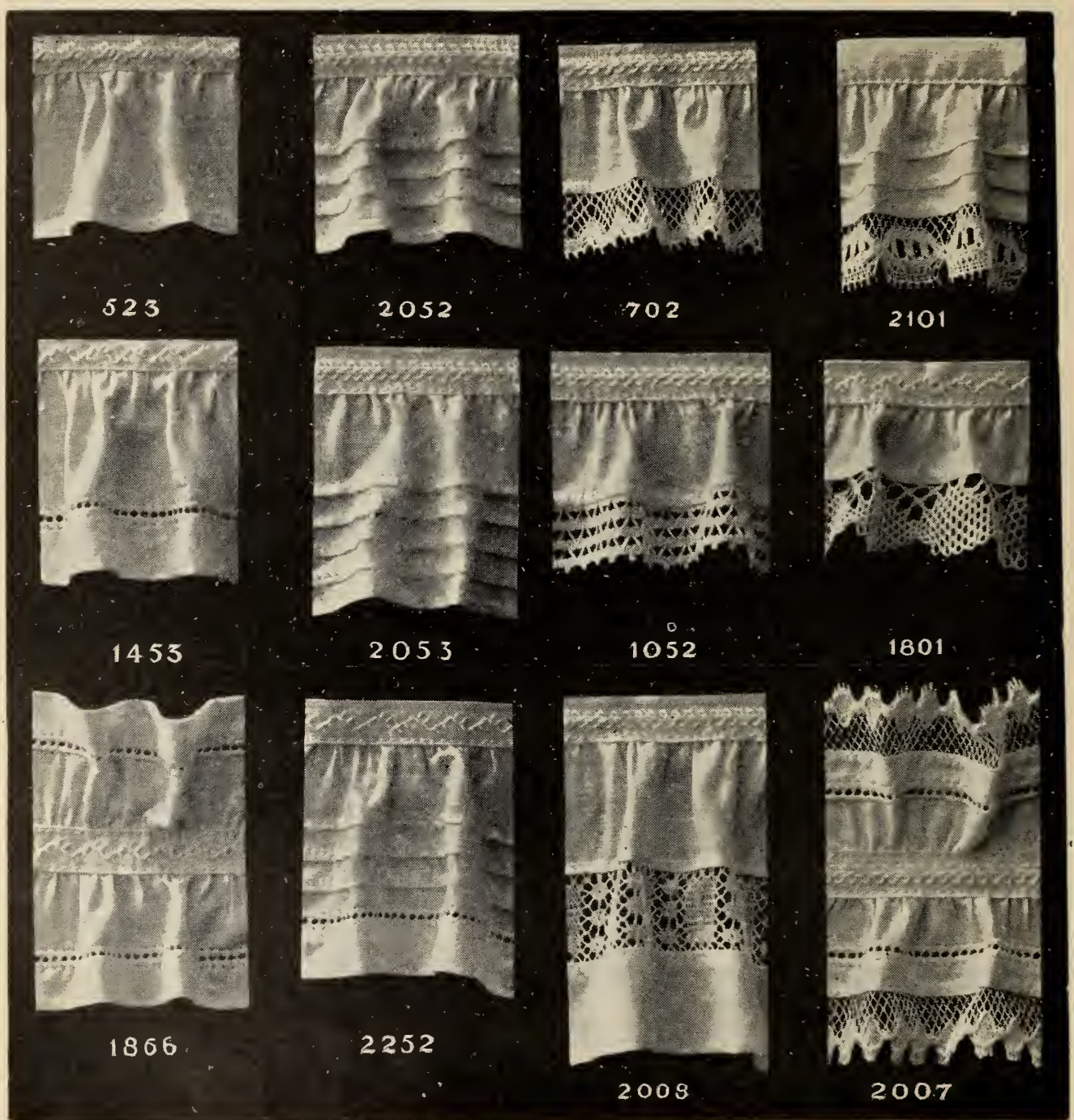
Bradford, London, Manchester, Glasgow.

THE "PLANTAGENET FRILLINGS"

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments.

For Children's Hoods, Robes, Full Dress and Bassinette Trimmings.

SEE OUR LATEST PRODUCTION, "JAP SILK PLANTAGENET."
THE SPECIAL PRODUCTION OF THE LARGEST FRILLING HOUSE IN THE WORLD.



THE ABOVE PATTERNS, AND MANY OTHERS, ARE MADE IN A VARIETY OF WIDTHS.

EXPERT judges agree that "Plantagenet" Frillings exceed all other makes (for the above purposes) in beauty of design, quality of material, finish and cheapness. Drapers in England—almost to a man—stock "Plantagenet," and also some of the largest Canadian firms.



* This department is conducted and prepared by Miss Nora Laugher, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. She will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to her. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

EVERY month hath its lessons. November, the "sere and yellow," teaches us in the murmur of every falling leaf, the song of every trickling rain-drop, that bright hued Autumn, with its royal days of sunshine and frost, has travelled onward and given precedence to her sterner sister. So we light our bright lamps in the parlor early of an evening and the fire's ruddy glow shines upon grandma's snowy hair, or upon the babies and the kittens playing on the hearth-rug, and the voice of the tea-kettle chants its happy Winter melody and the voice of old Boreas asserts itself and mingles its deeper bass outside the closed portieres.

* * *

To the progressive advertiser the November wind whistles not only the time of heavier, warmer garments being brought to the fore; it sings of home life, the replenishing of goods that will brighten up the house and make a cosy dulce domum for the dreariest months of the year. For November breathes of Home.

* * *

Home life seems to breathe of honesty, for a man is seen at his best in the bosom of his family, "when children gather round him and climb to share his kisses." Many a merchant is influenced more and drawn nearer to Heaven with nobler aspirations by prattling baby-talk at home than by the most learned sermon he listens to in church o' Sundays. He will be—he must be—an honest man for the sake of his pretty, innocent babe upon his knee. And he goes to business on the morrow with a full determination to be straightforward in every minute particular. "Fair Dealings" henceforth shall be his watchword.

* * *

"Fa'r Do's," to use an old Worcestershire slang phrase, is a great thing in business. To advertise your goods in a fair and square way and sell them for what they are worth, at a price which leaves you a fair margin of profit, is the best way to build up trade.

* * *

Even in this bargain age, people take into consideration that the retailer must make his profit, for if he did not he would soon be out of business. When a merchant advertises fairly and treats his customers squarely he gets his fair share of trade. Fairness is the corner-stone of good merchandizing.

* * *

The best way to write a good, fair story of your goods is to first, study the goods themselves; secondly, study the price you paid for them; thirdly, the price you can offer them for with fairness to yourself; fourthly, study the public to whom you are going to offer them; fifthly, study the ads. of your competitor in the business.

* * *

In this study you will realize that an honest merchant will make, in justice to himself, as strong and as plausible statements regarding his goods as possible. You will perhaps notice that your competitor is saying a great deal more than this—he is "tooting his horn," but it has the wrong toot—it is saying what is not true—he is fooling the people with a dishonest toot. You will thus draw your own conclusions that honest, fair dealing is the best in the long run.

* * *

The fair, square kind of talk is never bombastic, it is never cringing or "Uriah Heepish," it never talks religion, it never talks politics. It is self-respecting, bright, cheery and full of confidence that the public who respond to the ad. will be more than pleased with the goods when they have seen them, and sales are thus assured.

* * *

The ad. that misrepresents the goods not only spoils present sales, but sacrifices the confidence and future patronage of the customers. Misrepresentation in the dry goods business is especially fatal in a small town where there is no great floating or transient population, where inter-marriage has made most of the customers almost one family circle so that "tongue advertising" is much in evidence.

A shrewd advertiser.

The Reason Why

I have hitherto been able to sell my goods so much cheaper than any body else is that I am a bachelor and do not need to make a profit for the maintenance of a wife and children It is now my duty to inform the public that this advantage will shortly be withdrawn from them, as I am about to be married. They will, therefore, do well to make their purchases at once at the old rate.

Yours truly,

Oscar Kayser.

* * *

"Tell truth and shame the devil," is as good a maxim to-day as it was in Shakespeare's time—a good maxim for your newspaper talk and equally as good for your windows. The window is an index to the store within, and it can lie just as much as the newspaper advertisement. A lying window, too, is just about as detrimental to your business, in proportion to the number of people who see it, as a lying newspaper ad.

One frequently sees a "special" of some article or other with the article in the centre spread out and made the most of while all around it are articles of the same kind, apparently, for they are not so well displayed; it would not do to display them so well as the centre one because they are all culls or seconds or shop worn goods or not so stylish or so well gotten up as the centre one, which is, of course, the great attraction, and passers by read the extremely low price marked upon it and rush to the bargain sale upon the morrow to find themselves examining

The kind that sells goods. (Peterboro)

GOUGH BROS

CLOTHIERS AND OUTFITTERS.

Brimful of Bright Bargains

To-day the Wonderful Cheap Men's Store was crowded continuously from the moment the doors opened until closing time. The greatest sale of Shoes held this season was the drawing card. Men of every build—men with their wives—women in groups or alone, and parents with their families came with the crowd. The values were so unmistakable they needed no coaxing. It was a case of high qualities for low prices, sure enough.



WE'RE MAKING THING HUM AT GOUGH BROS

NOT MANY MORE DAYS TILL SUMMER ENDS.

We have a lot of Suits and parts of Suits, which must leave on the double quick, such as these :—

MEN'S SUITS AND RAIN COATS.

Navy Blue English Serge, lined with Italian cloth **$3.50**

All Wool Domestic Tweed in light dark brown greys neat check and overplaid **$5.00**

Mid-grey dark grey and brown, all wool Tweeds, with thread overplaids **$6.50**

Black and Navy Blue imported hard finish Worsted Serges, pure all wool Special **$7.50**

Men's Waterproof Coats, English covert cloths, fawn and grey all seams stitched checked back lor **$3.95**

Men's Waterproof Coats in a greenish fawn shade of English covert cloths, checked linings all seams stitched **$5.00**

Men's Rain Coats of Imported English Cravanette Cloth, dark fawn and Oxford grey shades, self collars **$7.50**

TULLY & MERRELL, Managers.

very inferior goods to what they expected to find. This is an old trick and an extremely foolish one.

* * *

The woman who gets up an hour or so earlier in the morning to attend some special sale does not like to find herself fooled. She will remember it. She will not only remember the inferior goods offered, but she will remember to talk of it to all of her relations, friends and neighbors for some time to come, and her talk will not be a brilliant advertisement for the store. Most women do not have well fitting doors properly hinged upon their tongues, and the tongue advertising of women does much to make or mar a business. A woman dearly loves a genuine bargain, but she is shrewd enough to know that she is not going to get a dollar value for the half-dollar equivalent. Bargain mad as the twentieth century damsel is supposed to be, she is yet fully aware that she will never get a first-water diamond unless she pays a first-water diamond price.

* * *

Not long ago one of the managers of a section in a large departmental store in Toronto was called down because his department did not show a profit for the year. Assuring the management that he would remedy this he set to work to push his department by close buying and better profits. At the end of the year his department was found to have earned an unusually large profit, whereupon the management again took him to task for earning too large a percentage of profit and not giving the public all the advantage of close buying over and above a reasonable and fair profit. The firm claimed they only wanted a small percentage of earning on the turnover and the public must have the benefit of the best prices consistent with reasonable profit. It is not to be wondered at that such management commands the confidence and patronage of the public.

* * *

In a sense, all merchants are sculptors, predestined to carve out their own fortunes, but some have merely to mould their future in a plastic clay with small effort, while others by dint of enduring courage and unflagging energy must hew them out of the solid rocks of opposition and competition. The best hewer now-a-days is the good advertisement—the permanent day-after-day-drive it home ad. that makes an impression.

* * *

Ads. that are of great merit only from a literary standpoint—those couched in extremely good English or flowery language—frequently prove failures as business bringers, while ads. which are positively bad from a literary or sometimes even from a grammatical standpoint often succeed. The truth is that verbal architecture, fine words of rhetoric, in an ad. compose phrases which may be poetically described as "frozen music," because their chords fail to reach the heart of the public, while the plain, simple down right truth, fairly and squarely, if, alas, ungrammatically, told, may contain that "one touch of nature" all humankind hungers for and which is really the key-note of advertising.

* * *

Very fine writing, according to the purest modes of the English language, is rarely appreciated by the masses. It may be the truth, but to them it has a hollow, unfeeling, unsympathetic ring. The advertiser who is filling a small space with bright, convincing talk will soon find that he

Catchy and convincing.



Wet Weather

We cannot be certain of the weather in October, and having this in view the manufacturers of fashions have gone to some big trouble to design a coat to be serviceable in sunshine or in rain.

That is the modern rainproof.

It is the coat we sell, only our coats are positively exclusive in style. Don't mix them up with any others you have ever seen, because they're in a class by themselves.

Raincoats for Ladies, $5 to $17.

The W. & D. Dineen Co., Limited

Cor. Yonge and Temperance Streets.

can afford to take more space and toot his horn even more widely.

* * *

Those people who have made thousands from advertising judiciously have invariably given "lots of rope" to their business. They have generally commenced with a very small capital, but they have had the courage year after year to put more money and more brains into their advertising talk thereby making it a stepping-stone to fame and fortune. Some of these people have scarcely appreciated the fame, or rather notoriety, that good advertising has

endowed them with. They should remember that it is the very thing they sought for by advertising. You cannot very well miss seeing a dog on the street with a tin can tied to his tail. You cannot very well miss a good, breezy story tersely told day after day in different ways in the daily paper.

* * *

It is remarkable how a large advertiser gets renown from his advertising, and it is laughable sometimes how this same renown fastens on and clings to others of the same name. It is more especially amusing when the name of the person is spelled differently and the aristocratic individual in question has a holy horror of being confounded with his plebeian namesake, the popular advertiser.

An American tourist, a few Summers ago, was being shown over Macclesfield Court, a beautiful country seat of the Earl of Beauchamp. The Yankee was delighted with everything he saw,—the magnificent mansion, the splendidly laid out gardens, the well-kept lawns, the noble woods surrounding the vast estate. Turning round to his guide, the earl's land steward, to the great amusement of that person and the consternation of some of his friends among the party, he exclaimed, "Well, this is really lovely and I guess it has been made out of those blessed pills of his." He had unfortunately confounded the noble Earl of Beauchamp with Mr. Beecham, of pill advertising fame.

* * *

In the publishing business it is interesting to note the great increase of book advertising. It is also interesting to note (especially to the publisher) how a really poor, miserably written story can be "boosted" although, of course, it goes up like a rocket and down like a stick. All this tends to show the value of advertising. Scarcely any novel published has received more free advertising than "Lady Rose's Daughter" and, doubtless, the book is deserving of its free praise.

* * *

In a recent issue of Good Housekeeping, I noticed a quaint little conceit of Carolyn Wells, entitled "A Literary

An attractive corner cut.



Luncheon," introducing Elizabeth in her Garden, Mrs. Wiggs of the Cabbage Patch, Lady Rose's Daughter and a few others, which, of course, would tend to popularize these well-known books. Carolyn Wells' unsolicited ad. could not help but interest and amuse even the most austere and conservative of publishers.

* * *

Many advertisers are of the opinion that testimonials should only be used by the manufacturers of pianos, typewriters, patent medicines and such like, but an affidavit is really of equal value in almost every line of business if properly and intelligently made use of. A letter of grateful acknowledgment, or of praise of goods bought, to carry its proper weight, should be reproduced exactly as received by a good zinc etching.

* * *

A Pennsylvania departmental store, much given to the advertising of bargains in furniture, and desiring to prove that their extraordinary values were legitimate, resorted to a scheme somewhat unique in its line. In their advertisements they inserted seven properly sworn to and

An English house that knows how to advertise.



legally executed affidavits from purchasers testifying that they had bought certain pieces of furniture from this firm at a much lower price than they had ever been able to secure such goods elsewhere. These ads. brought business, too.

* * *

Our cousins, the United Statsians (I never will allow them to monopolize the word "American") certainly do some good and shrewd advertising. I would that Canadian merchants would emulate them in this respect, for they are certainly a nation of good advertisers. The English people as a class are not clever advertisers, but a few have found the secret and are striking out in the right direction. Not long since I heard of a Yorkshire draper who found a sixpence upon the floor of his shop and put on his considering cap as to how he could turn the trifling incident to account. Finally he wrote out this notice and pasted it upon his window:

A SUM OF MONEY FOUND IN THIS SHOP ON TUESDAY LAST. OWNER CAN HAVE THE SAME ON STATING THE AMOUNT.

Quite two hundred people came into the shop saying that they had lost a sum of money, probably in his shop. One man had lost a shilling, one woman had lost five shillings, one man had lost twenty pounds. In every instance these people bought something, doubtless out of sheer nervousness, because they knew they were not acting honestly, so that the shrewd Yorkshire merchant reaped quite a little harvest. He was a humorous fellow, too, and derived much amusement from his ad.

* * *

A man who answered advertisements in cheap "story papers" has had some interesting experiences. He learned

that by sending one dollar to a Yankee he could get a cure for drunkenness. Sure enough he did. It was, to "take the pledge and keep it." Later on he sent fifty two cent stamps to find out how to raise turnips successfully. He found out—"Just take hold of the tops and pull." Being young he wished to marry and sent thirty-four one cent stamps to a Chicago firm for information as to how to make an impression. When the answer came it read "Sit down on a pan of dough." It was a trifle rough, but he was a patient man and thought he would yet succeed. Next advertisement he answered read "How to double your money in six months." He was told to convert his money into bills, "fold them" and he would see his money doubled. Next he sent for twelve useful household articles and he got "a packet of needles." He was slow to learn, so he sent one dollar to find out "How to get rich." "Work like the devil and never spend a cent," was the instruction he received. That capped the climax and cured him, but his brother wrote to find out how to write a letter without pen or ink. He was told to "use a lead pencil." He also paid one dollar to learn to live without work, and was told on a post card to "Fish for suckers as we do."

GOOD SAYINGS FOR MERCHANTS.

Money-saving is a surety here.

Our large stock ensures the cheapest price.

Money-saving opportunities almost beyond the power of imagination are here.

Prices no other store can even approach.

Sales that mean economy to the home.

When you buy here you can be sure of your purchases and certain of their endurance and excellence.

It's overcoat time. Damp, November weather is here. It is also pre-eminently the time to buy overcoats at this sale of all sales.

When you want the best of footwear—when you want to save on shoe-bills—you'll get this desirable combination at —— ——.

Our dollar white shirt is the biggest dollar's worth of shirt you ever saw.

The best for the money is wrapped up in our line of wrappers.

Winter is just about here. If you have not already prepared yourself and family for the cold weather, we advise you to wait no longer. Never have we displayed such a complete assortment of Winter clothing, never has it given such grand values as are given now.

Gigantic sale of sample hosiery at half price and less. Come and see the fashions, the carefully-made garments, the elegant furs, that make Winter's cold a pleasure, not a hardship.

Here's a table linen good enough to grace any table and cheap enough to please the most thrifty.

Need time for warmer stockings is here and in this store is an unmatched showing of dependable stockings of more than usual goodness at the prices.

Needles, pins and thousands of other little things strictly to the point.

Fans in lace, gauze and silk, painted and spangled. The correct styles for theatre use and receptions.

We've a real waterproof shoe—not a sham it's the real thing.

All we know about furniture—the fruit of years of experience and hard study—is embodied in this magnificent stock of ours.

All we know is at your service too.

A newly-married man is happy in the thought that he has secured the best woman in the world. Be as particular in buying your furniture for your home as you were in choosing a wife. Get the best. You'll find it here.

Satisfactory tailoring at satisfactory prices.

A shoe at $2 can be thoroughly good for wear but as a rule they look like "brogans." These are perfect in style and quality.

GOOD ADVERTISING

DEPARTMENT OF

CORRESPONDENCE AND CRITICISM

This department is specially conducted for the benefit of advertisers throughout Canada. It invites correspondence on all matters relating to advertisements and advertising. It requests copy of advertisements for suggestion, criticism or review: it also requests sample advertisements for reproduction in these columns. Its aim is to be of practical value to advertisers.

W.B.—I cannot suggest a medium unless you tell me what goods, or what article you desire to place on the market. Your letter failed to acquaint me. "What is good for the goose is good for the gander" does not hold good in advertising. The medium that would build up business successfully for one thing might be practically useless for another, just as one medicine cannot cure all diseases. Please write more fully.

H.M.H.—There's a great deal too much display in both ads. submitted—a very common fault with the amateur ad. writer. You should study type more closely. Remember that capital ads. are never set in capital letters. Look at the ads. produced this month in these columns. The ads. of The T. Eaton Co., and The Robert Simpson Co., Toronto, are splendid adscript for you to imitate with regard to type, setting, etc. Doubtless, you get one of the Toronto papers daily. Send me one of your next attempts.


To Help Out the Buying Public While They are Waiting on

THE CONSOLIDATED LAKE SUPERIOR CO.

WE OFFER YOU THESE CHANCES

Boys' School Pants--Made of Home-spun, double seats and knees. When a hole wears through, mother turns in the frayed edge darns down and the boy is ready for liquee climbing and sliding once more—Prices $1.25, $1.00, and 75 cts

Fifty Girls' Sample Coats made of Freize and Tweeds, for girls from 5 years to 12, they are worth from $5 to $10 each, we are selling them at from $1.50 to $5.00 Same as this cut, sizes 6 to 10 years, $3.00 to $6.50

Mens' Home Spun Pants—They turn water, wear like iron. You will have them long and after the steel plant has started. Price $2.50

200 Women's New Fall Skirts—Women's Black Box Cloth Skirts, seven gore, every seam piped with Taffeta Silk, pleated or habit back, worth $10.00 now $6.50

SPEYER & CO'Y May claim the Pulp Mills, but we claim our Elastic Ribbed Underwear is Unshrinkable and will wear two years. Try one suit.

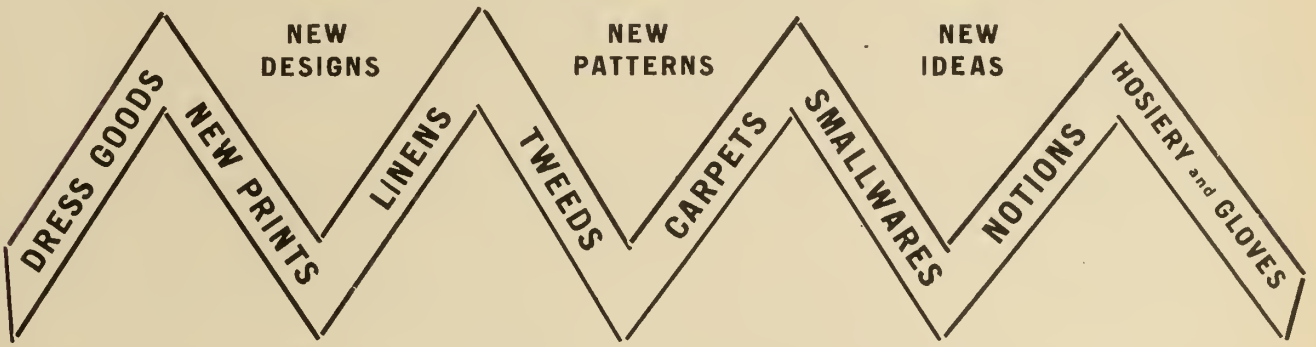
THOMPSON & COMPANY

T. & Co.—Your ad. sent for criticism contains the essential elements of successful advertising. It is up to date in taking advantage of passing events to get the attention of the public. Its typography might have been somewhat improved, especially in the display headlines. On the whole it should be a business producer. I take the liberty of reproducing it elsewhere in my department.

N.R.—On the contrary, I think your ad. writer was wise in mentioning the defects of the goods in the case you mention. By pointing out to the public that they were not absolutely perfect goods, but "seconds," was an honest stroke on his part; it would not really do you any harm; on the contrary, it would tend to create confidence in your store, more especially as the ad. writer pointed out the defect and showed probable customers that it was so slight that it was not detrimental to the goods. The ad. was certainly good, and I think you will consider it so when you regard it in this light. If the goods had been advertised as perfect and the flaws in weave or texture were discovered afterwards by purchasers they would, doubtless, avoid the risk of dealing with you again. The ad. was fair and square. Let me know if it did not bring business.

A MARCONIGRAM OF SPRING

To The Dry Goods Trade: We signal you in good season, to give our samples of Prints, Muslins and Wash Goods Specialties your kind consideration. We are enthused by our splendid showing, and believe that a few minutes time spent in looking over the Spring Samples would be much to your advantage. Remember that no one house can have all the good things, and that we are showing our share of them.



Garments bearing K&E

Trade Mark are made under sanitary conditions; they represent the best there is in workmanship, material and attention to detail and fit.

Put up half-dozen boxes. Sized to fit boys from 5 to 10 years.

Success is painted in large letters in every garment, and the dealer that sells K & E Waists will be scattering comfort broadcast for the good Canadian boys.



Illustrating the **K & E** Mannish Blouse. Ages 5 to 16. White and Colored. Collared and Collarless.

K & E New Model

Shirt Waist for Boys, made up of fine washing zephyrs and wash ginghams, sure fitters, made easy to laundry by a detachable waist band, with and without collar. Sizes and ages marked on every garment. Write us for sample dozen, or a card will bring a representative with trunks full of good things for boys' wear.

Christmas Goods

Are you prepared? The holiday trade is but a few weeks away and present stocks cannot withstand the inroads made by the throng of novelty seekers. Don't be an eleventh-hour buyer and have to take what's left.

$9.00 Special

Spring Wrappers

Full-flounced, nobby patterns, stylish cut, well sewn, and sized 34 to 42 in.—best to be had for the money.

Blanket Cloths—For present delivery in Cardinal, Royal, Navy and Scarlet; the best cloth; made to retail at $1.25.

Eiderdowns—¾ Fancy, large range.
6/4 Plain, stock shades.

Knitted Dressing Sacks

Pink, Sky, Cardinal and White, made of double Berlin with a comfort cuff and a roll collar, would be a nice line for Holiday trade, to retail at $2 50 each.

P.S.—It's when you are busy that our **Mail Order** service comes in at the right time.

John M. Garland, Son & Co.

OTTAWA, CAN.

Be Sure You Get the Best

Paton's Scotch Boot and Shoe Laces "BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide

See Name on Every Box.

Better Value cannot be got. Send for Samples and Prices.

Ward's Coronet Hard Ash

RED AND BLUE LABEL. - - - - - - - UNEQUALLED IN QUALITY AND PRICE.

..... Sale Agents for Canada .....

GEO. D. ROSS & CO.

53 Wellington Street West, Toronto. 648 Craig Street, Montreal.

SHOE TOP FACINGS

PULL STRAPS AND SHOE LABELS

DRESS & WAIST BELTS

SHIRT AND UNDERWEAR LABELS

WOVEN LABELS

FOR CLOAKS	SUPPLIED AT SHORT NOTICE.	FOR SUITS
Low Prices	Artistic Designs Furnished.	**Quickest Delivery**
FOR SKIRTS	WRITE FOR SAMPLES TO	FOR FURS

GERMAN ARTISTIC WEAVING CO.,

Factories: Crefeld, Germany, and Pompton Lakes, N.J.
683 & 685 BROADWAY. NEW YORK.
Canadian Office: TORONTO, 14 Melinda St.

BOOTS AND SHOES

THE VALUE OF THE WINDOW.

To every department in a dry goods store the use of a window is recognized as one of the best pays as much attention to its window decoration as to any other branch of its business, and in every case, the one which has the most attractive window displays, all else being nearly equal, is rewarded with the largest share of the trade. Many other points demand close attention, and without some excellence in them, a good window will lose most of its value, but all of these without well arranged windows, will not attract the amount of business that will prove satisfactory.

Everyone is aware that there may be good buying and stock without carefully decorated windows but few are wont to appreciate the first without the last. When, however, there are windows showing great attention, there is the feeling that other points are as carefully attended to. A good window inspires confidence in the stock. The best of stocks without good windows shows something lacking, and the public is not slow to catch the impression.

In a dry goods store almost every line admits of window decorations of great selling value, the attraction depending for the most part upon the features of the goods themselves, with much additional value from all extraneous decoration. In boots and shoes the goods lend themselves perfectly to tasty arrangement, but together with that, there must be a background, a floor, a line of fixtures, that set off the leather. In fact outside ornamentation is absolutely necessary in a shoe window, the shoes alone presenting a very bare appearance. But with this must be remembered the fact that shoes look well with almost any carefully arranged background, and in a great variety of colors.

This decorative work on background or floor takes the form of ornamentally-shaped frame work, covered with a cheap material tucked, rosetted or gathered in various designs. Many window dressers construct permanent pieces of framework in curves and straight lines that can be pieced together to make different shapes, while others provide for a greater variety by cutting the required shape from cardboard. A very good plan is to keep a stock of wooden forms as a groundwork and then attach the pieces of pasteboard above. Such shapes made of wood, as pillars, round and square, and a cross piece to connect them, will give a substance to the structure that will allow much ornamental pasteboard work on top. A very good structure can be made of stove pipes with straight lengths and elbows.

Once the framework is set in place and securely fastened if necessary, the whole is covered with the desired material. White cheesecloth is most frequently used on account of its contrast to the black leather, but in the larger stores more expense is incurred, and a richer effect obtained by the use of a cheap velvet in light colors. This material lends itself to the most graceful arrangement, and although more expensive at the start, does not soil easily, and is very durable. Dark colors are sometimes seen, but it is more for variety than effect. When a light, soft material is used it is gathered into rosettes or clusters, or fastened up in irregular outline and puffed appearance, and conceals the entire framework. Heavier fabrics can be pleated in straight folds or even stretched tight. A very good effect has been obtained by simply draping a piece of pale green velvet and allowing it to hang in straight lines like a curtain.

The floor can be covered loosely with the same material as the background, or in white gathered into large irregular shapes. A scheme which is being adopted by some with good success is to have a plain oiled hardwood floor in small boards, or parquetry. This parquetry can be purchased ready made in any shape or size, and can be removed or replaced at pleasure. Even crepe paper makes a good floor covering for a change.

The background should be high enough to make the window a room, that is, to disconnect it entirely from the interior of the store; about five feet is sufficient. The side walls admit of various styles of decoration, either similar to the back or to the floor, preferably the former. In some good windows they have an individuality of their own.

The boots themselves appear best when confined entirely to the floor and set up on fixtures of different height, sloping upwards from the front to the back. In between these can be placed shorter fixtures, so that the shapes of the fixtures. Other arrangements of the shoes are possible, are the better, as nothing should attract the eye from the shoes themselves, whose simple straight lines, except in evening shoes for ladies, are suited best by simple lines in the fixtures. Other arrangements of the shoes are possible, and even of good results at times, but the average display should appear in no place but on fixtures placed on the floor.

At times with the background brought closer to the front, the shoes can be hung against it with definite surrounding lines that makes each shoe stand out distinctly. Another variation is to suspend each shoe from the ceiling by a string, and dozens of other schemes can be worked out for variety; but it can be taken as a general rule, that the neatest, best selling window has the shoes displayed on fixtures. Unless in a very small window and with a high floor a shoe does not appear at its best resting directly on the floor. As a change of background some few windows use a curtain only, about two feet in depth, hanging on rings from a curtain pole, while others have a closed in window with sliding windows at the back, but the effect of the latter is too harsh.

In all displays of shoes price tickets are almost an absolute necessity. There is in the buying of a shoe more consideration of the price than in many other articles, and the surprise at finding a good looking shoe retailing at $3.50 or $4.50 marks great progress on the road to buying. Even in the case of a $5 or $6 shoe price tickets are advisable. Neat little cards should be used with the price of sufficient size only to be seen when looked for, but not

to hide the shoe. If it is inquired into it will be found that four out of five look first at the price of a shoe, and then at the appearance. Everyone knows a first class shoe can be obtained for $6; it is the good looking one for $3.50 or $4 that attracts customers. When a shoe of excellent appearance holds a card marked $5.50, the person viewing the window knows that in addition to appearance workmanship and leather are considered, and, if willing to pay a good price, that is the shoe upon which he fixes his attention.

A window may be devoted solely to the cheaper shoes, or, again, to the expensive lines; but, as a rule, the mixture of cheap and dear is bad. Heavy working boots should never appear with the fine shoes. Again, it is rarely advisable to devote an entire window to $5 and $6 shoes, as only a certain class will be interested enough to discuss in their minds the merits of such a high-class article. But, if with these a few of the $3 or $3.50 class are included, all grades of people will stop to look, and in the comparison of a cheap with a dear, the better shoe may get a selling advertisement.

In a well arranged shoe window there is a never-flagging interest for every man, woman or child, and it will not take long to discover the fact that special windows including attractions outside of the shoes themselves are very little needed. The store that has the shoe that catches a man's eye, is the one that will secure his custom for that sale; but if the care in the window dressing slackens the rival with the suitable shoe will catch the trade the next time that man requires a pair. Therefore the shoe window must be always well trimmed, as just as many are sold through the window as through a good reputation.

NUMBERED PRICE TICKETS.

WHEN a customer sees a shoe in the window, he has, as a rule, no way in which to describe it to the salesman, so both have to walk out to the front while the customer points it out. Even then it is possible that the salesman may have to disturb the display in order to secure a closer inspection of the desired shoe. By this there is much time lost and much annoyance to both customer and clerk.

Some shoe stores have recently adopted a plan by which all this can be prevented, and, in a way so simple, that any display can adopt it. On the price or descriptive ticket, which is nearly always attached to each shoe, is a number; each shoe being numbered differently. In looking at the shoe the customer sees the number, and all that is necessary to do upon entering the store is to give the number to the clerk, and a glance at a card containing descriptions of the shoes according to numbers, he can go immediately to the shelf and show the customer the shoe wanted without further trouble.

The same principle can be applied to almost any window display. Price tickets have come into such general use that this plan necessitates very little extra trouble, and even if the number ticket alone is used, it does not detract from the appearance of the window, if the numbering is done neatly. The trouble it saves will be readily realized with one trial.

SPECIAL SHOE WINDOWS.

THE use of fancy windows that have no relation to the line carried has become much less frequent than during former years, as their selling powers are much doubted. They have their place a few times in the year, and for short duration each time, but are used simply as agreeable changes.

If the fancy window can be made to bear upon the line, its employment receives far greater recommendations. The Merchants' Record tells of a couple of windows that have appeared in Chicago. In one was displayed a pair of old blue satin slippers, with the following card:

THESE SLIPPERS WERE WORN BY MARIE ANTOINETTE.

At least, that's what the fellow we got them of said. To tell the truth, we don't believe it, but they are old timers whoever wore them. Just compare them with the shoes we sell.

Another window held a pair of battered hunting boots with this notice:

ALKALI IKE

wore these boots. No wonder he is in the penitentiary. If he had worn our shoes he might have led a better life.

THE PASSING OF THE MANNISH SHOE.

FOR several seasons woman has encased her foot in a shoe that, but for size, is an exact counterpart of the popular shoe for men. Admirably adapted for walking as it was, with its low flat heel and thick soles, and strongly as it caught popular fancy, the change came, and quite rapidly.

At present woman wears woman's shoe, a neat, rather pointed toe, high heel, either Cuban, Louis or military; a neatly-trimmed thin sole, and, in all details, very different from the bold, mannish shoe of the past. It may have been the increased elaboration displayed on her gowns, or it may be simply a desire for change; but whatever it is, the shoes suit for sex and dress.

Shiny leathers and patent tips are the most used on women's shoes for dress occasions, but some of the duller leathers will still be worn, particularly for ordinary wear. Patent leathers are not nearly so much in favor as formerly, and buttoned shoes have not come on the market to any extent.

Flannelette.

If purchasers of this useful material for under-wear all the year round would buy the

BEST ENGLISH MAKE

they would avoid the risks they undoubtedly run with the inferior qualities of Flannelette.

Horrockses' Flannelettes,

Made by the Manufacturers of the celebrated Longcloths, Twills and Sheetings,

ARE THE BEST.

CAN BE OBTAINED FROM ALL LEADING DRAPERS.

Horrockses, Crewdson & Co., Limited

Cotton Spinners and Manufacturers.

PRESTON, MANCHESTER, LONDON, ENGLAND.



MAC LEAN PUBLISHING CO., LIMITED.

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Nothing adds to the value of an "ad." more than a suitable Illustration

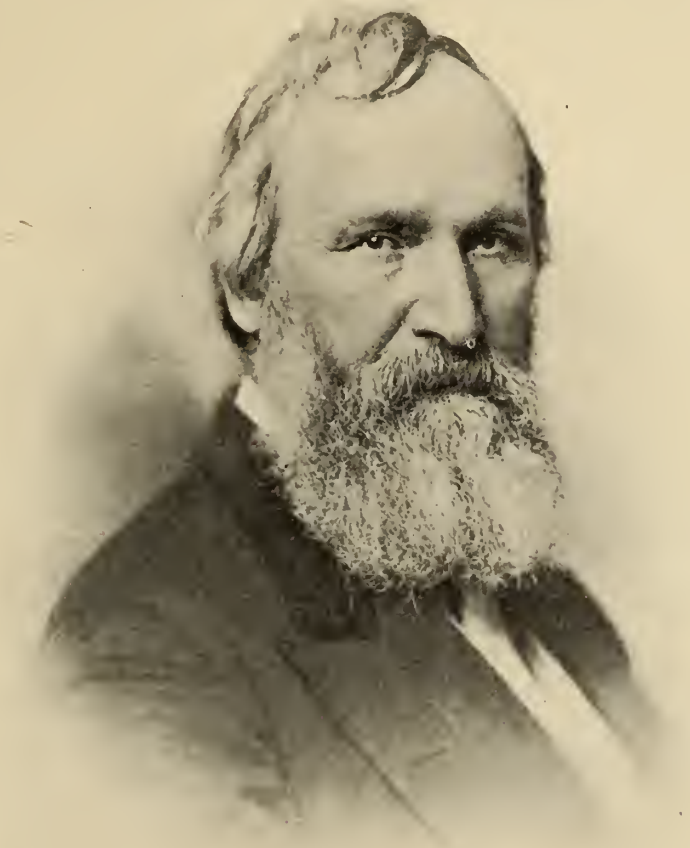
We can furnish designs at Very Slight Cost.

Memorial to Hon. John Young.

THE other day, when the leading men in the commercial affairs of Montreal received circulars requesting contributions to a memorial to commemorate the public services of the late Hon. John Young, there were but few who did not recognize the justice of the plea; though it is perhaps unfortunate that some now at the head of affairs have risen to their positions since his death, and did not have that close acquaintance with him which would result in their giving the project a most hearty support. It is a quarter of a century since Hon. John Young was the most progressive spirit in Montreal and one of the most upright and trusted public men. Those who knew him at that time still speak of his many services to commercial Montreal and to the country; and time has in no way lessened their admiration for the splendid moral and intellectual qualities which gave him the first place in his lifetime in the city he did so much for.

A memorial to such a man as the late Mr. Young is but a small tribute to his real worth; it reflects credit on those who erect it as well as upon him whose memory they thus keep green. It has also its influence in pointing out to others the path of public duty; it should stimulate our youth to emulate the deeds of the deceased one; it should awaken in every citizen a desire to fulfil his public as well as private obligations.

It is gratifying to hear that the subscription to the proposed memorial is progressing favorably—evidence of a profound recognition of his worth to the community in which he lived, at a late date, if you like, but perhaps all the more sincere for that, being brought on not by the first thoughts of sorrow at his loss, but after years of affectionate remembrance.



Late Hon. John Young.

When, on April 12, 1878, the Hon. John Young passed away, it was the opinion, freely expressed, that no other man in his lifetime had done so much for the city and port of Montreal as he. Though a Scotchman by birth, he lived over fifty years in Canada, coming here when but a boy of 15 years of age. Mr. Young was a native of Ayr, where he was born in March, 1811. In 1826 he came to Canada, commencing his commercial career as clerk with Mr. John Torrance, and nine years later he became a partner with Mr. David Torrance, in the firm of Torrance & Young, which continued at Quebec for five years. When the rebellion of 1837-38 broke out he was among the foremost in the ranks of the volunteers, and was appointed a captain of light infantry. It is said that Mr. Young, having foreseen the danger, had advised Lord Gosford to raise volunteer corps, a suggestion disregarded at the time, but followed out a few weeks later.

The rebellion ended, Mr. Young came to Montreal, and in partnership with Mr. Harrison Stephens, began business as Stephens, Young & Co., which for many years was a prominent firm of the city. It was about this time that he became interested in the St. Lawrence River as a route for shipping western grain to the Atlantic, an idea which developed later into his great work of enlarging and deepening Montreal harbor; and he was the first to suggest the bridging of the St. Lawrence, an enormous undertaking at that time, but the old Victoria Bridge which resulted from it, and with which Mr. Young's name will always be prominently connected, changed Montreal from a fifth-rate harbor into a good national port. He was also active in supporting the St. Lawrence canals project, and he is believed to have sent and received the first cargo of merchandise and grain between Montreal and Chicago via this route. A firm believer all his life in the St. Lawrence as the natural waterway for shipments of grain from Western Canada and the western and southwestern states, he spared no effort to make Montreal a first-class port when he became chairman of the Board of Harbor Commissioners, a position he held for fourteen years, till the time of his death. The channel was no more than eleven feet deep when he took hold of the project, but by persistent effort he managed to have it deepened to 16 feet. The depth increased steadily until at the time of his death it reached twenty-two feet, just twice as great as the original depth. All know now what an immense increase in the ocean-going trade of Montreal and of the country this brought about.

It is not surprising that so prominent a citizen was many times elected to the presidency of the Montreal Board of Trade. Mr. Young fulfilled his duties in this position as thoroughly and successfully as in all others, and gave to that body a strength and character which it

had received from no other man. Mr. Young was also for many years president of the Royal Canadian Insurance Co.

It was in 1851 that the subject of this sketch first became the representative in Parliament for Montreal, and in October of that year he was appointed Minister of Public Works, and was also a member of the Board of Railway Commissioners in the Hincks Tache administration. He, at this time, strongly urged a fortnightly service between Montreal and Liverpool in Summer and Portland and Liverpool in Winter. This idea was adopted later.

Mr. Young retired from parliamentary life in 1857 for some years. During this period it is interesting to recall that he was chairman of the Committee of Arrangements for a series of entertainments given to the Prince of Wales, (now King Edward VII.) on the occasion of his visit to Montreal. It may be understood that the entertainments were a success in every way. In 1849 and again in 1863 he was sent as commissioner to Washington to negotiate a reciprocity treaty between Canada and the United States.

It would be impossible in this sketch to take note of the many projects and enterprises for the advancement of his country's interests in which Mr. Young was the moving spirit, but enough has been touched upon to show the wonderful activity which was his, and the enthusiastic manner in which he entered into any movement likely to benefit the Dominion.

Mr. Young was a man of whose kind we have all too few, of which we cannot have too many. Honesty, integrity, keen foresight and an indomitable energy were among the chief of his many admirable characteristics, and when with these were combined a patriotic enthusiasm and profound belief in the greatness of his country's future, we are forced to confess that such a character is more the exception among us than the rule.

Remembering all these things, his friends and all others who believe in public recognition of unselfish public services, hail with gladness the proposal to erect a memorial to the Hon. John Young. No one who has a spark of love for Canada would wish to see the name of one of her devoted servants forgotten in the community in which he lived. It is for this reason that so many of our foremost men of business are interesting themselves in this cause.

BUSINESS MEN OF THE MONTH.

IN the House of Commons on October 1 passed away a well-known lumberman and member of Parliament in the person of Henry Cargill. As a lumber manufacturer, farmer and stock raiser his industries were of such importance as to build up a village in Bruce County, called by his own name. As a member of Parliament his utterances were always of moderate tone and carried more weight than those of many members heard oftener. His parents came from County Antrim, Ireland, and his education was carried through Queen's University. In 1864 he married Miss Margaret Davidson, and soon after was elected to the Greenock Township Municipal Council. His first term in the House of Commons began in 1887, but four years later he was defeated. In 1892, however, he resumed his seat by a bye-election, and retained it through the elections of 1896 and 1901. His wealth, prominence and ability secured him several positions in the directorate of important companies, among which were The Dominion Life Insurance Co., The Canada Mutual Mining and Development Co., the Ontario Trotting and Pacing Horse Breeders' Association, The Saugeen Valley Railroad Co., and many others.

* * *

Samuel Rogers, another prominent business man, has recently died. In 1877, after engaging with much success in the sewing machine business, Mr. Rogers established The Queen City Oil Co., Toronto, which business has since, under the shrewd and enterprising management of himself and his son, so expanded that the entire Canadian field is covered. While his interest in his business never wavered, Mr. Rogers found time to devote to other considerations. He was a prominent member of the Friends' Church, and took a warm interest in the Pickering College—the ladies' college connected with the Society of Friends. He was also a member of the Executive Board of the Hospital for Sick Children, Toronto.

* * *

After 56 years of service, Mr. H. P. Dwight has resigned the management of The Great North-Western Telegraph Co., and confined himself to the presidency. Mr. Dwight's high position is all the more remarkable from the fact that he began his career as an orphan, penniless, and almost friendless, and from this has reached the presidency of a company with 2,000 offices and 50,000 miles of lines. The village of Belleville, New York State, in 1828, was Mr. Dwight's birthplace. A rocky farm, without any other hold on his memory save its connection with the death of his parents, was an unsuitable place for the satisfying of his ambitions, so, very soon after he was left an orphan, he sought a position with the new telegraph company, then in the neighborhood, and, receiving this, became an expert telegrapher in a year and a half. In 1847 his connection began with the Montreal company in an outside office, when there were only 12 offices on the line, but was soon promoted to the head office, where he remained until 1850, when he was removed to the new office opened in Toronto. The free hand he obtained allowed him to display his great ability, and promotions followed rapidly. As general assistant, general superintendent and superintendent he witnessed the failures of The International Telegraph Co. and of The Grand Trunk Co. At the time of the Fenian Raid Mr. Dwight distinguished himself for his rapidity and accuracy in handling reports, and, in the Reil Rebellion kept his operators in close touch with the Government. In 1881 he was appointed general manager of the amalgamated Dominion and Montreal Telegraph Companies, and shortly after became vice-president and, in 1893, president.

* * *

The doubly difficult position of leader of the Opposition in British Columbia has been conferred upon Mr. J. A. Macdonald, a Rossland barrister, and the son of Mr. James Macdonald, the head of The Macdonald Mfg. Co., Stratford, manufacturers of threshers and other agricultural machinery. Until the age of 30 Mr. Macdonald was actively engaged in the Stratford firm, but left business to study law, and from his graduation until 1894, was a member in the firm of Fullerton, Cook, Wallace & Macdonald, of Toronto. In that year the firm name was changed to Cook & Macdonald, but in 1898 the prospects of the West attracted Mr. Macdonald and he removed to Rossland.

Repeat Orders

During . .
November

will be filled promptly from our varied assortment of many lines.

Fleece-Lined Underwear
Plain Knit Underwear
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TIGER BRAND

The Galt Knitting Co.
Limited,
GALT, ONTARIO.

"Made to fit—and stay fit."

PERRY'S FASHION UNDERWEAR

keeps people warm toward the store that sold them such good apparel.

Winter weights and styles are with the wholesaler—ask for them.

Try them on your best customer and you'll make him a better one.

The G. B. Perry Knitting Co.
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Hermann H. Wolff & Co.

170 McGill Street, - - MONTREAL.

SOLE DISTRIBUTORS OF THE

HEALTH

Health Brand Underwear

Made in Ladies', Misses', Children's and Men's.

Cartwright & Warners'

Celebrated All-Wool
UNSHRINKABLE UNDERWEAR.

CARTWRIGHT & WARNERS' name on a garment carries with it the value of a hundred years' successful experience in the manufacture of the best Knit Underwear in the world, and stamps it with the character of superiority that places it above and beyond all other in a class by itself.



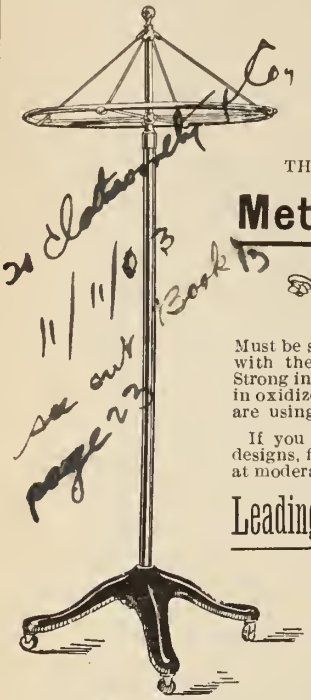
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R. FLAWS & SON, Agents, Melinda St., Toronto

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OF ALL KINDS FOR

Dry Goods, Clothing, Druggists' and General Stores.



THE CUT SHOWS OUR NEW

Metal Revolving Cloak Stand.

Must be seen to be appreciated. Fitted up with the nicety of a high-class machine. Strong in every part, and beautifully finished in oxidized copper. All the first-class stores are using them.

If you want Fixtures of the very latest designs, first-class workmanship, strong, and at moderate cost, go to the

Leading Display Fixture House

for your supply, where they have none but expert help and up-to-date goods, and where you are sure of prompt attention. We have wax figures in great variety, cabinets of all kinds, show cases, glass counters, triplicate mirrors, etc.

Clatworthy & Co.

48 Richmond St. W., TORONTO, ONT.

Durable Artistic and not Expensive

Three urgent reasons why you should use our

Metallic Ceilings and Walls

They appeal to practical people everywhere.

Strictly Sanitary—Beautiful in Design and Finished Effect—and made in a multitude of patterns suited to all kinds of buildings.

Reliable Goods That Never Disappoint.

THE . . .

METALLIC ROOFING Co. Limited

TORONTO MONTREAL WINNIPEG

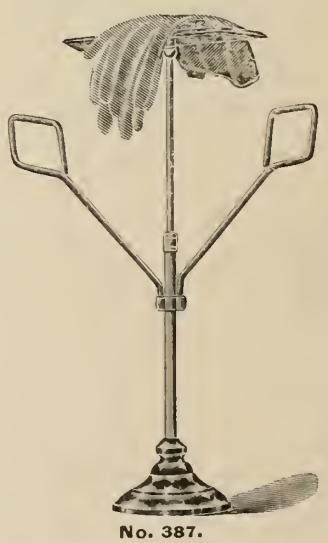
In Selecting Goods



No. 382.

from our catalogue you can be assured that you are getting the best and most up-to-date fixtures on the market. We can supply you with everything practical in

Metal Display Fixtures,
Papier Mache Forms,
Wax Figures,
Triplicate Mirrors,
Show Cases.



No. 387.

Hugh Lyons & Co.,

NEW YORK SALESROOM, 679 BROADWAY.

LANSING, MICH.

CHICAGO SALESROOM, 238 MADISON ST.

THE ART OF DISPLAY

Window and Interior Decoration

November gave a party.
The leaves by hundreds came—
The chestnuts, oaks and maples,
And leaves of every name.

The sunshine spread a carpet,
And everything was grand.
Miss Weather led the dancing,
Professor Wind the band.

The chestnuts came in yellow,
The oaks in crimson drest,
The lovely Misses Maple
In scarlet looked their best

All balanced to their partners
And gaily fluttered by.
The sight was like a rainbow
New fallen from the sky.

Then in the dusky hollows
At hide-and-seek they played;
The party closed at sundown
And everybody stayed.

Professor Wind played louder;
They flew along the ground;
And then the party ended
With hands across all round.

—ANON.

THE falling leaves carpeting the green sward and blending their reds and yellows so harmoniously, the frost upon the pumpkin, and the return of the chick-a-dee-dee, are timely reminders without consulting the almanac that November has made her bow and the months of 1903 have reached their eleventh mile stone.

BE TIMELY.

Nature is always timely and on time. The seasons vary, but never change, and timeliness is of the utmost importance in arranging effective window and interior store displays. An idea that will attract the attention and admiration of thousands if used at an opportune time, will fall flat if used too early or too late.



Illustration No. 1

BE SEASONABLE.

The window decorator can never go astray in having a window symbolical of the season of the year. Such displays have a peculiar fascination for most people, whether it be Spring, Summer, Autumn or Winter. Just now the autumnal is in order; and the draper who is ingenious enough to think out something entirely original in this line should not fail to put his plan in operation without delay. It is early in the Fall that such things are attractive.

Do not hold them over, then, until people are commencing to look forward to Winter and Christmas.

USE THE SEASON'S PRODUCTS.

One of the chief requisites of an Autumn window display is autumnal foliage, and many are the ways in which this may be employed to advantage by the decorator. Fruits, flowers, bright-colored apples, the yellow pumpkins, grasses, and grain in the sheaf, all lend themselves in skilled hands to decorative purposes. We simply drop



Illustration No. 2.

these suggestions to stir up a dormant thought that each can work out according to their ability and resources and space available.

ENERGY MAY BE MISDIRECTED.

Don't forget the fact that the object of window dressing is to sell goods. And everything which does not have that end in view is misdirected energy, even though it should attract the attention of crowds of idle men and boys, and keep the sidewalk in front of the store blocked for hours at a time.

SIMPLE TRIMS ARE BEST.

Do not undertake anything too elaborate. Simple decorations are best and safest for an amateur. Moreover, simple trims cost least, and the less money you spend for accessories, the more your relative profits. Consequently, study simplicity, but also expressiveness, and make the central idea so plain that the most casual glance will serve to fasten it upon the memory. Later it will recur to the passers-by, and they will associate it with your store. That is the important consideration.

Let us make it plain just what we mean. If you are showing dress goods or jackets make this plain through their prominence, and the same with any other line. Don't kill the central idea by showing other lines to detract from the lines which you are aiming to specialize or bring into prominence.

NOVELTY VERY ESSENTIAL.

The artistic excellence doesn't so much matter so long as ordinary laws of window decoration are not violated. Of all the elements that go to make up a good window display, perhaps the most important of all is novelty; and it is the man with unique ideas of his own who will be most successful in drawing attention to his store. There are few dry goods men, however, who are blessed with a sufficient number of original ideas to furnish them with striking displays the whole year round without at least a few ideas that have been originated by others.

BORROW OTHERS WITS.

For this reason the retailer should be continually on the look-out for skeleton plans or models which he can chisel out and elaborate to meet his requirements. A hint may oftentimes be found in some other line of business which can be advantageously adopted or slightly altered to suit your purpose. No matter how clever you may be at dressing your windows, you cannot afford to ignore a single suggestion that meets your eye.

YOU ARE BEING JUDGED.

Above all, be neat and tidy about your trims. Passers by are quick to note slovenliness in a store window or in any visible portion of a store interior; therefore, a man's goods are very apt to be judged by the care he takes of them.

Ever think of it in that way?

OUR ILLUSTRATIONS.

No. 1.—Stuff trim with silk drapery: Make an ordinary T stand with a rounded top pole, at each end of which attach a brass curtain ring. Drape with stuff goods as

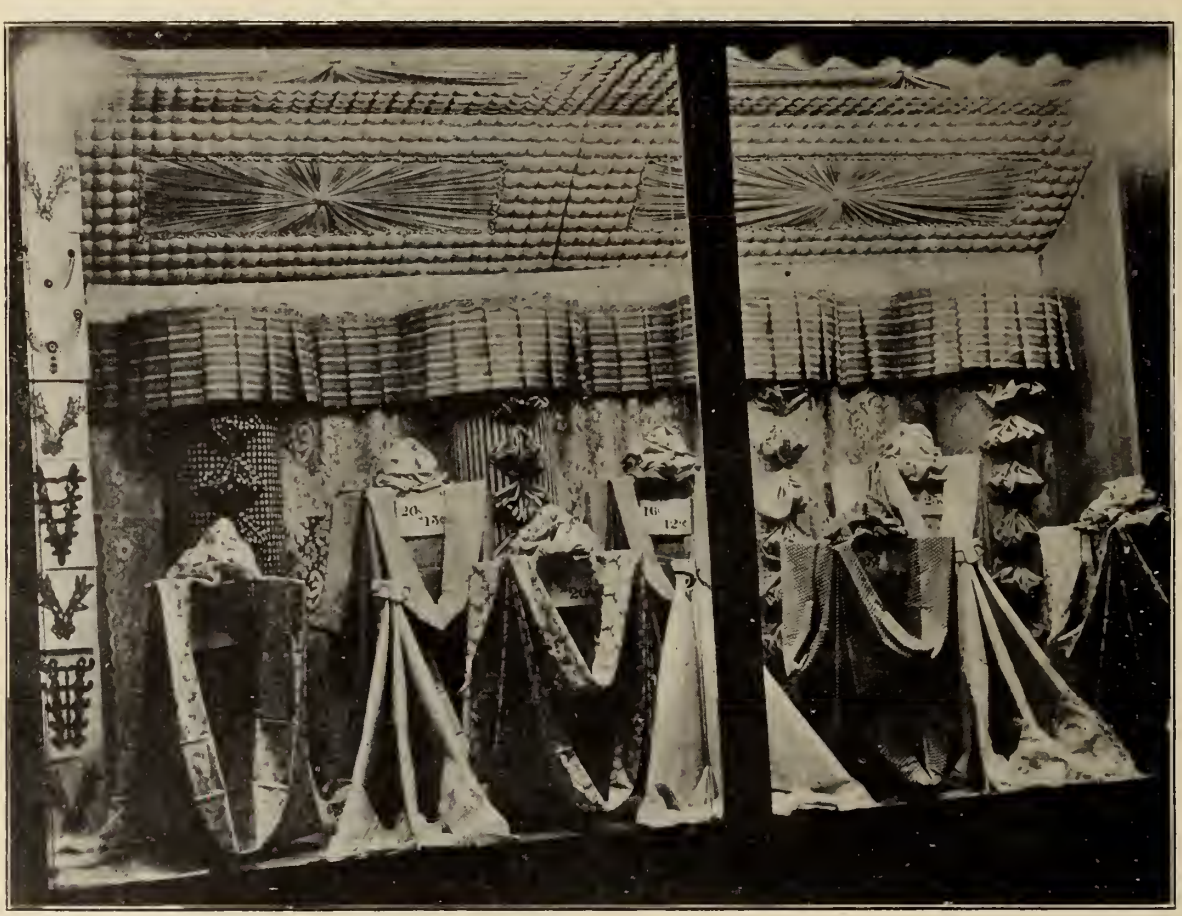
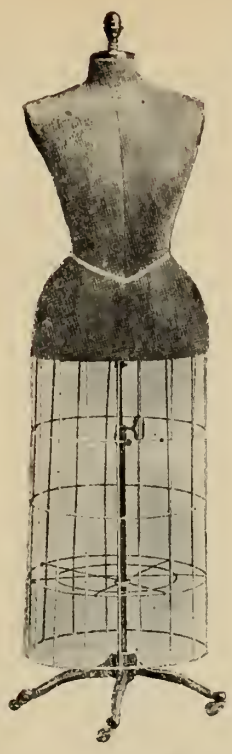


Illustration No. 3.

here shown, pulling tightly with all the folds perfectly tapered. Double a piece of silk in the hand; pass the double end through one ring and let it droop, say, 18 inches; carry the material across the other ring, and pass the double end of silk through it, leaving sufficient material to make a depending festoon. Carry the balance of goods up and arrange as shown on top of round rod.

No. 2.—Around the window fasten a frame of 2-in. round wood, and twine around it No. 9 cardinal ribbon, papered. The pointed saw-tooth design around the window is formed with planed lath tacked to a 1 x 2½-in. frame, and hinged to the round wooden frame encircling the window, leaving a ½-in. open space between the two. Trim the points with French flannel, pull the fulness back through the opening between the two frames and pin behind. Three T stands are trimmed as shown in cut for a front row in window floor. Near the window top erect



Our No. A1

Padded and Finely Covered in Linen Canvas.

CLOAK MAKERS

should not fail to have some of our special Cloak Makers' Forms.

Send for our latest supplement showing these forms with prices.

A. S. Richardson

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PRACTICAL STORE FIXTURES.



NO. 3 RIBBON CABINET.

Practical . . .
Ribbon . . . .
Cabinets . . .

PRICE LIST.

Cabinet. No.		Capacity. Bolts	
0	27½ x 6½ x 26½	50..	$ 6.00
1	28½ x 14½ x 26	100..	10.00
2	28½ x 14½ x 38	150..	13.50
3	28½ x 18½ x 38	250..	18.50
4	28½ x 23½ x 38	325..	23.00
5	28½ x 27½ x 38	400..	26.00
6	28½ x 32½ x 38	475..	30.00
8	28½ x 42½ x 43½	700..	42.00

MADE OF OAK, RUBBED FINISH.

SOLD BY THE LEADING JOBBERS OF DRY GOODS AND NOTIONS.

Practical Piece Goods Fixtures.

The proper display of ginghams, prints and piece goods in general requires a Practical Counter or Floor Fixture. Either holds 40 pieces. Any piece removed without disturbing the others. Strong spring wire shelves, adjustable to any thickness of goods.

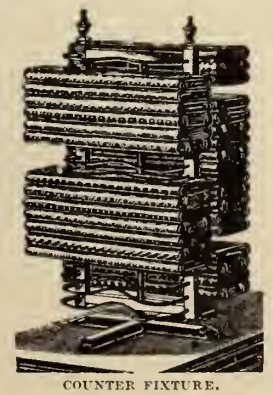
Practical Counter Fixture, height 3 ft. 6 in. 20-in. counter space. Price..... $6.50

Practical Floor Fixture, height 5 ft. Price $7.50

For full description of the Practical Display Fixtures send for a catalogue to the manufacturers,

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ILION, N.Y., U.S.A.



COUNTER FIXTURE.

THE PHILLIPS' ILLUMINATED

Silent Salesman TRADE MARK

CASES



SHOW CASE QUALITY.

Above all else we press the fact that Phillips' Show Cases stand for Quality.

Their phenomenal sale has been the result of Quality.

They satisfy the man who buys a show case to last a lifetime—who looks for the best in materials, finish and expert construction—who wants the assurance of satisfaction back of his purchase.

Not only will our "Silent Salesman Show Cases" satisfy in these respects, they also offer the best in a show case illuminating device, for which we hold the only patents granted in the United States and Canada.

Send for illustrated catalogue of the best show cases built.

JOHN PHILLIPS & CO. Limited

DETROIT, MICH.

Canadian Branch:
Windsor, Ont. **Established 1864.**

L.L.CLINE DETROIT

a segment of a circle on two standards which are tacked to a cross-piece raised a couple of inches from the window floor. Beneath this strip pass French flannels from behind, and carry them up to the top of semi-circle, leaving out plenty of material to form a top puffing. Pull the goods down into rounded flutings and pin to window floor. If the semi-circle is raised high enough the window ceiling will not require dressing.

No. 3.—For silks or dress goods. Front row: Upon 3-ft. wooden millinery stands tack to their top in the form of a cross two round sticks about the size of a large lead pencil. Upon this draping stand drape your material in long soft loops, having the double edge towards the glass and the selvedged edge turned inward; a second tier of folds or drapes can be made as shown in the two central drapes, and a third course can be added if thought necessary. The middle or second tier of stands is similar to the first but is 15 inches higher. The rear row is composed of four cylinders 7 feet high, 18 inches in diameter, surmounted by a half-circular board, which extends outward from the cylinder 4 inches all round, on the edge of which is tacked silks in side pleats, bordered with lace insertion for a top finish. The cylinders are covered with silks tacked on smoothly, a puffing of the same being used as a trimming or finish down the front of each cylinder. Silk collars and neck garniture are disposed about the window and floor spaces to complete the trim.

No. 4.—Ledge trim.—Materials: Madras muslins and art sateens. Ceiling poles are attached to the ceiling in 5-ft. sections, over which are hung two widths of fancy Madras muslin, which are gathered to a point and fastened to a screw-eye on the ledge shelf, over which depend long soft loops of similar material in contrasting colors, the fulness being caught in large soft puffs or knots between each section. The intervening spaces are draped on circular stands 3 and 4 feet high alternately, the material being fine art sateens, the unused portion of the web being laid across the finished drape.

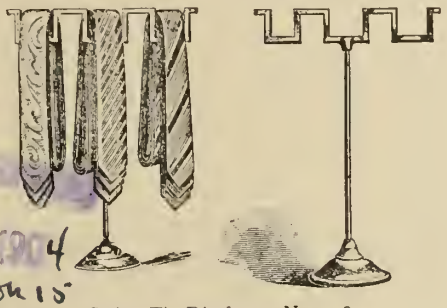


Illustration No. 4.

THE LEADING

Window Dressers

are asking for Fixtures made by The T. B. MFG. CO. **"Why"?** Because we are making the strongest and neatest fixtures. Ask them, they'll tell you.

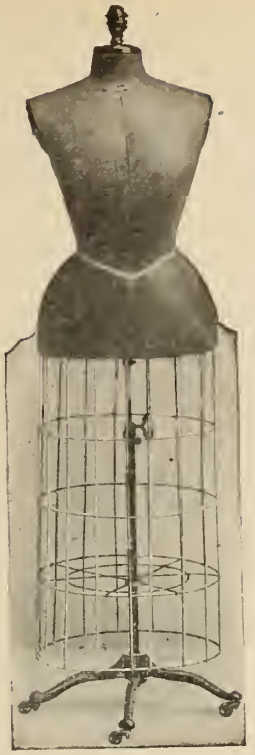


String Tie Displayer No. 258.

Toronto Brass Mfg. Co.

98-100 Lombard St., and 99-101 Richmond St. East.

TORONTO.



The recognized standard of excellence in form building is the

PALMENBERG FORM

Manufacturers of garments are using this form in preparing their Fall lines.

Re'ailers should remember that as the manufacturers fit their models to the Palmenberg Forms, these forms are naturally the best for retail store displays

Write for 304-Page Catalogue, and Supplement F.

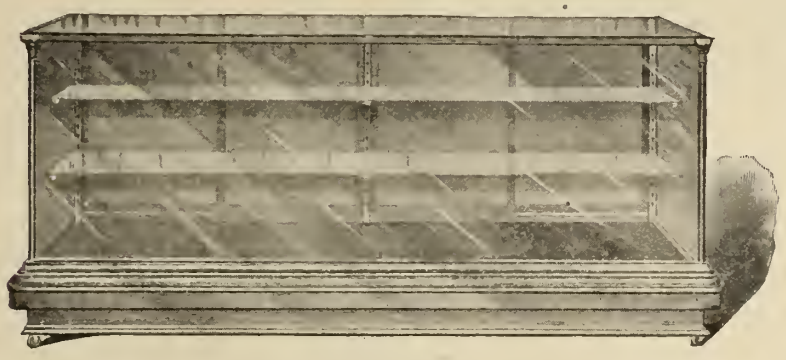
J. R. PALMENBERG'S SONS

ESTABLISHED IN 1852.

Office and Salesroom: 710 BROADWAY.

Factory: 89 and 91 West Third Street, **NEW YORK, U.S.A.**

The "Dominion" Goods



THE "CORONATION."

If we could show you what amount of thought has been expended, the labor and skill required to produce our patent "CORONATION" floor case, we are sure you would not fail to fully appreciate its very high quality and many desirable and superior advantages. EVERY DETAIL in its construction and composition has been most carefully considered and re-considered from the standpoint of ARTISTIC BEAUTY and EXCELLENCE, ATTRACTIVENESS and DURABILITY. REGARDLESS OF ANY PREFERENCE you may have, it will be to your VERY BEST interest to consult us when desiring to purchase FLOOR CASES, WALL or COUNTER CASES, BANK, OFFICE or STORE FITTINGS OF ANY KIND. Our goods are made of the VERY BEST materials, are designed, made and put together, and finished by HIGHLY SKILLED mechanics and artizans, and our prices ARE REASONABLE.

Designs and Estimates, Suggestions or Information cheerfully furnished to prospective buyers on application.

Send for beautifully illustrated catalogue, free for the asking.

The WISE man NEVER HESITATES but pushes right on to the BULLS EYE OF SUCCESS. Why not you, by BEAUTIFYING, IMPROVING and making MORE ATTRACTIVE YOUR store? By so doing you WILL DRAW a LARGER and PROBABLY BETTER class of trade, which WILL prove a grand and PAYING investment.

DOMINION SHOW CASE CO.,

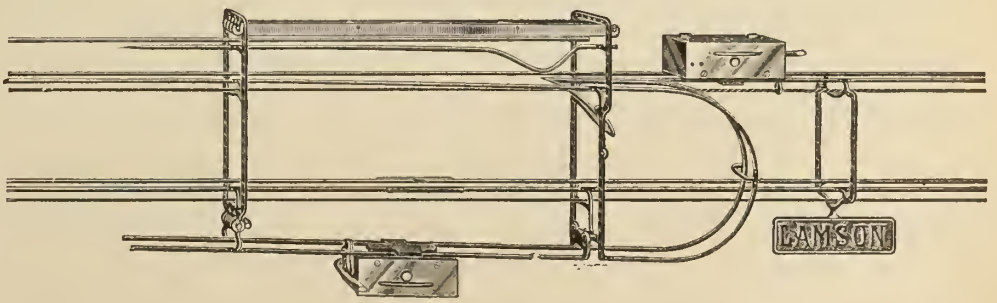
N. R. Lindsay, Manager.

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Lamson Perfection Cable Cash Carrier

Serves any number of floors from one cash desk.

Hundreds of users testify to its excellence.



Write for particulars . . .

FREDERICK C. CUTTING, - No. 73 Adelaide St. West, TORONTO, ONT.

TURNER ARC GAS LAMP



Newest Improved Method for Lighting Stores and Factories.

It is a 4 Mantle Arc Gas Lamp giving 500 candle power, costing only 1½ cents per hour.

Perfect illumination at smallest cost—half the cost of regular gas jets, one-third cost of electricity.

IT PAYS. IT PAYS. IT PAYS.

to have your store well lighted. You can sell more goods.

The leading wholesale and retail stores in Toronto are using **Turner Arc Lamps.**

AMONG WHOM ARE:

Gordon MacKay Co., Limited,	Wholesale Dry Goods.
W. R. Brock Co., Limited,	Wholesale Dry Goods.
J. D. Ivey Co., Limited,	Wholesale Millinery.
F. Robertson & Co.,	Wholesale Fancy Goods.

Every Lamp sent out ready to fit up and guaranteed—Price, $15.00 each, 2 for $25.00.

TURNER BRASS CO., = 8 and 10 King St. E., Toronto.

THE AUER GAS LAMP



"Turns night-time into day-time"

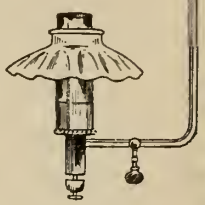
NEW MODELS. LOWER PRICES.

We offer you the best made lamp on the market, built scientifically.

We offer you a lamp that will light your store for half the cost of kerosene.

We offer you a lamp that is safer than a coal oil one.

We offer you a lamp which you can sell at a good profit.



No. 25
100 Candle Power.

Do you want the Agency for it?

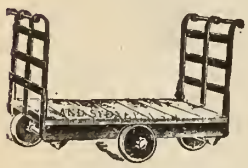
THEN WRITE FOR OUR CATALOGUE AND DISCOUNTS.

EVERY LAMP GUARANTEED.

AUER LIGHT CO., 1682 NOTRE DAME ST., MONTREAL.

TRUCKS

FOR WAREHOUSE AND FACTORY.



Save You Money.
Do Men's Work
Draw No Salary.

Our Trucks are guaranteed satisfactory. Turn in their own length.

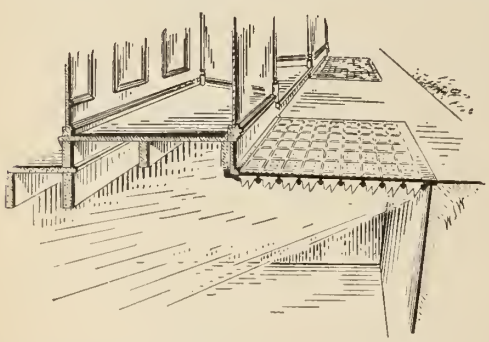
MADE IN CANADA.

H. C. SLINGSBY FOR CANADA.

Factory, Ontario Street. Temple Building, **MONTREAL.**

LUXFER Sidewalk and Window PRISMS.

The Best Improvement for Business Premises



Method of Installing our Standard Sidewalk Prisms.

SEND FOR CATALOGUE.

LUXFER PRISM CO., LIMITED

100 King Street West, TORONTO

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GLASS...

FOR

STORE FRONTS

We make a specialty of all glass materials for the latest, most up-to-date

STORE FRONTS AND INTERIOR DECORATION

WILL SEND DESIGNS.

LUXFER PRISM CO. LIMITED

100 King St. West, - TORONTO.

Montreal Agency: F. T. Blennerhassett, 783 Craig St.

BUSINESS MEN AND THEIR STORES

James Paton & Co., Charlottetown, P.E.I.

IN Charlottetown, P.E.I., has recently been held an exhition opening by the firm of James Paton & Co., who have just made an addition to their already large store. Heretofore this firm has handled almost everything such a store can handle, save furniture, and Mr. Paton, feeling there was a good opportunity in this line for a further display of his mercantile abilities, has added a a building of three storeys, containing almost 5,000 square feet, devoted entirely to housefurnishings. A couple of corners in this new building are shown in the two accompanying illustrations.

The opening was carried off with great success, as befitted the time and money spent in the preparation for the event. Special decorations were made in all the departments; furnished sample rooms were a feature, and a brass band added to the enjoyment of the many who attended.



Mr. James Paton, Head of the Firm.

The store as it now stands has well-conducted departments in dress goods, staples, smallwares, millinery and trimmings, underwear, men's furnishings, ribbons, mantles, ready-to-wear hats, clothing and carpets and housefurnishings, each in charge of an experienced manager. There is about 20,000 square feet of floor space, and over 50 employes are constantly employed.

This is one of the firms that, from small beginnings and by close attention to business, has become one of the large enterprises of which Canadians are justly proud. Commencing on the same site in 1884 with a stock of dry goods, ladies' furnishings and carpets, with a total floor space of 3,000 feet, Mr. James Paton, year by year, built up a trade of great local importance, and every few years found it necessary to increase his space to enable him to cope with the growing business. In 1887 a men's and boys' clothing department was opened in the basement, but its success soon moved it up a storey. Five years later, 3,600 square feet of floor space was added, and in rapid succession the dressmaking, millinery and ladies' ready-to-wear departments necessitated four further additions, amounting to 7,500 square feet. When the store had reached these proportions, it was considered that nothing more would be needed for many a year, but Mr. Paton's latest ambition for first-class furniture warerooms could not be satisfied in the available space, and accordingly more land was bought and a new building erected.



James Paton & Co.—A Corner in the Housefurnishing Department.

Mr. Paton finds time, apart from his business, to attend to the duties of his position as a Councillor of Charlottetown, and his interest in municipal affairs has been illustrated on more than one occasion. In front of the Post Office stands a beautiful drinking fountain donated by Councillor Paton as an ornament to the city and a convenience to his fellow-citizens. As a traveller, the head of the firm has considerable experience, his buying trips to the Old Country having necessitated no less than 87 passages.

The Post Office Department at Ottawa has authorized the issue of a new denomination of postal notes for the sum of $10 each under the postal regulations now in force, the commission on which is 5c.

AFTER THE SHUTTERS ARE UP.

C. E. JOHNSTONE, in Travel, says that experienced wanderers in out-of-the-way places are thankful for what they can get, and he instances a traveller who was proposing to pass the night at Njegus, a tiny village in Montenegro.

"Have you succeeded in finding a room?" asked Mr. Johnstone.

"Y—yes."

"Is it a good room?"

"N—not bad. There are three other people going to sleep in it."

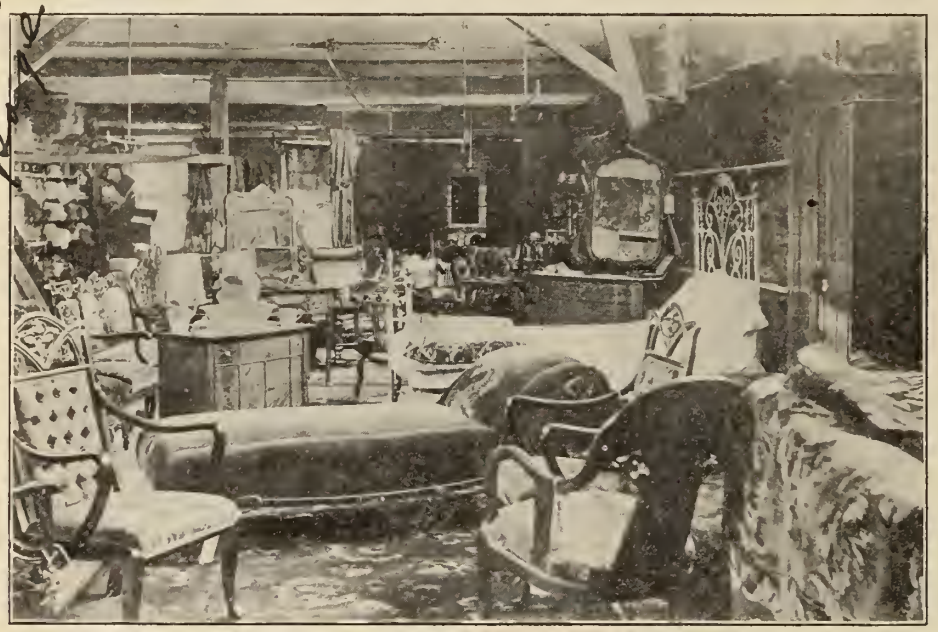
"Oh, well, that's all right. Is the bed clean?"

"N—no, I don't know that the bed is clean. But then one can get clean beds at home."

In one Continental hotel a German lady summoned the waiter in the dining-room and said:

"Close the window or I shall die."

"Garcon," exclaimed an English lady, sharply; "leave it open or I shall expire."



James Paton & Co.—Another Corner in their Housefurnishing Department.

At this point a Frenchman interposed politely: "Leave it open till the German lady has died, and then close it till the English lady has expired. Then we shall be able to do as we like."

* * *

The screaming idiot buttonholed his serious friend. "Did you hear about the Bigger family?" he began. "There were three of them, Mr. Bigger, Mrs. Bigger and Baby Bigger. Now which of the three would you say was the biggest?"

"I don't know, I'm sure," returned the friend. "I haven't seen a vaudeville show since I was a boy. I must be going."

"Hold on! The baby was the biggest because he was a little Bigger. Ha, ha! Ain't it a peach? But Mr. Bigger died, leaving Baby Bigger and Mrs. Bigger. Which of them was the biggest after that?"

"Well, good-bye."

"Hold on. He was still the biggest, Mr. Bigger was. You see he was 'still' Bigger. See it? Still Bigger! Ha, ha! But after Mrs. Bigger married the deceased husband's brother she was the biggest. Ha, ha! Why?

"Well, g——"

"Hold on. She was more Bigger, being twice married to a man named Bigger. More Bigger! Ha, ha! Ain't it a corker? Don't go. Mrs. Bigger got a divorce—and then which was the biggest? Hold on!"

But the victim had dexterously released his buttonhole from captivity and was running for his life.

* * *

HIS BESETTING SIN.

Ephraim was a man of importance, being an elder in the Baptist Church and much given to exhortation, prayer and song. His cabin was the scene of many a "revival," and the powerful prayers offered by Ephraim on these occasions were the wonder and admiration of the colored population.

With all his religious ardor, however, there were times when the pleasures of the world appealed strongly to him. Seeing him approach one morning with downcast eyes and an air of general dejection, Colonel Snead accosted him thus:

"Hello, Eph.! you look as if you were going to your own funeral. What's the matter?"

"Well, Kunnel, I feels bad, suh," replied Eph.; "de 'casion am a ser'ous one, suh. You know de young folks done hab a party at Nick Finney's de udder night, an' as I's been a-wraslin' in pray'r fer de salvation ob Nick's soul fer a pow'ful long time, I done thought I'd 'cept de invertation an' go, an' maybe I mout drap a word or two dat would tech his heart. But dey was mighty leetle chance ter talk ter Nick 'bout 'ligion, fer dat nigger will dance wheneber he hcah a fiddle. Well, suh, I went, an' now dey claims as how I was a-dancin', an' I's ter be tried ter-day an' put outen de chu'ch."

"Well, Eph., that's pretty hard luck, but they ought to know that an elder of your standing would not indulge in anything so worldly as dancing," replied the Colonel with a twinkle in his eye, well knowing that Eph.'s besetting sin was not tripping the light fantastic.

"I hopes so, Kunnel, I hopes so," replied Eph. in a tone of utter despair as he trudged on towards the town.

Late the same afternoon Colonel Snead heard a voice singing lustily, "I's gwine ter jine de band," and recognizing Eph. he asked:

"How did the trial go, Eph.?"

"Dey cl'ar'd me, Kunnel, bress de Lawd! dey cl'ar'd me."

"Cleared you, did they? That's good. Then you proved you'd not been dancing?" said the Colonel.

"No, suh, Kunnel, dey proved it on me all right, but dey 'lowed I was drunk an' didn' know what I was doin', so dey cl'ar'd me, Kunnel—bress de Lawd!"—Prudence Baxter, in Lippincott's.

* * *

"Sir," said the shipping clerk, "I should like to attend my mother-in-law's funeral to-morrow."

"You have my sympathy, young man," replied the manager with a sigh long drawn out. "I have been wanting to do likewise for thirteen years."

The W. R. Brock Company, (Limited)

MONTREAL.

COLD WEATHER SNAPS

Irish Frieze, 62 in. wide, can be retailed at **75c.** yd.

Extra Value in Irish Friezes, suitable for **Costumes** and **Skirts,** can be retailed at **50c., 60c., 80c., $1.00** yd.

Ladies' "Ready-to-Wear" Skirts, in frieze. Styles up to date.

Four Lines Imported Wrapperettes, choice patterns.

Heavy Winter Flannelettes, dark colors.

All the above are offered THIS MONTH at STOCK-TAKING PRICES.

Write us for samples.

GEO. H. HEES, SON & CO.
LIMITED

HAVE IN STOCK NEW ARRIVALS OF

Cushion Tops. **Lace Panels for Doors.**

Bobbinet and **Muslin Curtains, our own make,** New Designs.

Lace Curtain Materials, all kinds.

New Patterns of Tapestry Curtains and **Table Covers.**

New Patterns of Chenille Curtains and **Table Covers, our own make,** at Special Prices.

Silk and **Cotton Velours,** plain and new fancy designs.

Couch and **Furniture Covers,** new designs from **our own looms,** and also latest attractions in Imported Lines of these goods.

Lace Curtains.

We make a specialty of Lace Curtains, and carry in **stock ready to deliver** an immense quantity of these goods, from **20 cents** to **$30.00** a pair. Having bought many of these saleable goods before the advance in price, we are giving the benefit to our customers. Please compare our Lace Curtains and prices and you will find it to your advantage to buy from us.

Window Shades, Curtain Poles and Fixtures, Brass and Metal Goods, and a Full Stock of Upholsterers' Supplies.

N.B.—We sell these goods at a price that affords the RETAILER LARGE PROFITS.

MONTREAL WAREHOUSE,
No. 20 St. Helen St.

GEO. H. HEES, SON & CO., LIMITED.
TORONTO, ONT.



CARPETS

THE SIZE OF THE PATTERN.

IN carpets, as in any line, the buyer is apt to neglect all else in his admiration of the pattern shown by the traveller. A certain combination of colors or a certain feature of the pattern takes his fancy, and, without looking well into the other characteristics of that pattern, it is bought and then dismissed from the mind in looking at the other samples.

But there is a point in all patterns which tells greatly not only in the appearance in the roll, but also in the waste when matching. In ingrains the length of pattern varies from six or eight inches to thirty-six and some times more. The very small patterns are usually church, or hall designs, and the average length may be taken to be about twenty-seven or twenty-eight inches. In the three-quarter goods there is usually not so great a variation in the length of pattern, and the average is longer than in the ingrain. In ingrains the length of pattern varies according to the quality of the carpet, that is, the same pattern in a twenty-cent line will be much longer than in a sixty-cent line, but in the three-quarter goods this does not make so much difference as the patterns are usually shown in the same qualities in which they are delivered. Ingrain patterns, on the other hand, are often shown in one quality, but upon request will be put in three or four qualities.

It is in this change of quality that the buyer must keep his eyes open. For example, take a wool sample of thirteen pair (that is the number of weft threads to the inch) and put the same pattern in a cheaper line of ten pair, and if the pattern in the first case is thirty inches long, in the second it will be thirty-nine inches long, and so on.

For this reason a pattern that appears in the first quality of an ingrain would be of ridiculous length if put into a cheap eight-pair weave. And yet when a traveller shows his samples, it is a very common thing for a buyer to demand one of the better class patterns in a cheaper grade of carpet. Outside of the other objections to this, a first-grade pattern will not prove satisfactory to the retailer or manufacturer in a low-grade weave.

The writer has often found it practically impossible to convince a buyer that patterns he is showing in the better grades are entirely unsatisfactory in the cheaper grades, and arguments, in some cases, only confirm the suspicions of the merchant that it is only a disinclination on the part of the manufacturer to accommodate the buyer. In some cases consent was given, and the carpet that was produced was not salable. A difference of a pair or a pair and a half will not perhaps spoil the pattern, but more than that can be depended upon to change the appearance and to render the pattern unduly long. It is this difference in weave that often makes the pattern in the cheap carpet longer than that in the better grades.

The size of the pattern should be governed as much as possible by the grade of carpet. That is, a high-grade carpet will stand a large pattern far better than a cheap carpet. In the higher grades the profit is greater, and the waste incurred in matching a large pattern does not become so serious, but in a low grade where the profit is less, and the quantity sold at a time also less, a waste of a couple of feet for every strip cut will make a large hole in the total profit. Small patterns are best in the cheaper grades, and, for the expensive goods, any size can be handled. In tapestries it is often very difficult to pick out the length of pattern on account of the mottled appearance it presents, and on this account consideration of it is sometimes overlooked; but no matter what the kind or grade may be, length of pattern is always worthy of attention, and, in the cheaper grades it is just as important as color or style of pattern.

AN ADVERTISING SCHEME.

A MICHIGAN house furnishing company recently conducted a gift scheme which brought them a great amount of trade. Some 6,000 numbered cards were distributed through the city by mail, and six prominent citizens were chosen to write 23 numbers on cards and retain them until the important day. These numbers were then placed on the different gifts and holders of certificates with the corresponding numbers, upon presentation of their cards, got the prizes. In addition, over 5,000 packages of needles were given away to those who won no larger prize. As the gifts were distributed in various parts of

the store, those who presented their cards were forced to walk through most of the stock.

Each day a half-page advertisement in the local paper kept up a lively interest by being changed every day in wording and appearance. The following is one of the advertisements :

5023 PRESENTS

will be given away absolutely free during the week beginning September 14. They consist of 1 sideboard, 1 couch, 1 Morris chair, 1 wardrobe, 5 fancy rockers, 1 kitchen cabinet, 1 dressing table, 2 parlor lamps, 1 mantel clock, 1 dinner set of 100 pieces, 2 rugs, 2 pairs lace curtains, 1 parlor table, 1 ladies' desk, 1 reception chair, 1 pair draperies and 5,000 souvenirs--not baubles, but articles useful in every home.

A committee of five prominent citizens will write 23 numbers on as many cards and seal each separately, so that we, nor others, will not know what they are. But on Sept. 14 the seals will be broken and the chosen numbers placed on the 23 gifts. Meanwhile we shall mail a certificate to every householder ; each certificate will have a number on the upper right hand corner. All that you need to do is call at the store any day from Sept. 14 to 19, bring your card, and if any of the articles bears a number agreeing with the one on your certificate, that article is yours. In the event that the exact number is not presented, then the gift goes to the person holding the next lower number.

All who fail to draw one of the bigger presents will be given a souvenir of value as above noted.

The certificates will be mailed the latter part of this week ; should you fail to get yours, call, phone or write and we will send one. We want every grown person to receive one, and accordingly to call at the store during the contest.

This is an expensive undertaking, but it is done for the two-fold reason of inducing those who have never been in to make us a call, and for those who do know the store to see the improvements, additions and enlargements that this house has undergone.

We make this announcement so extensive that when you get your card by mail this week you will lay it aside properly, take good care of it, using it for the purpose intended.

Unlike marriage, here is a lottery in which no one draws a blank.

PEOPLE'S OUTFITTING CO.,
The Store That Made Home Furnishing Easy.

NEW BUILDING FINISHED.

The addition which the Guelph Carpet Company has been building is now complete, and work will commence in a few days. From fifty to sixty extra hands will be engaged. Eight new Russell carpet looms and a large amount of other machinery is to be installed, together with an improved electric lighting plant. In connection with the addition is being built a new stone boiler-house with two 115 horse-power boilers and a 115 horse-power engine. It is expected that over two hundred thousand yards of carpet will be manufactured, meaning an increase of income of over $100,000.

WALL PAPER.

TAPESTRY EFFECTS.

AMONG the papers that have been shown for the past few seasons no style has attained more popularity than what is called tapestry. The name is derived from its resemblance to a fabric and from the peculiar blocking of design that assumes the appearance of the roughness of outline seen in the fabric tapestry. Its introduction in Canada does not date back many years, but, in the short time since, its oddness and its good qualities have placed it in a high position in popular favor.

As in every kind of paper, there are cheap and dear tapestries, and the merit varies, but in all the same principal is followed as closely as possible and no matter how cheap or how expensive, everyone is perfectly familiar with it, and can always detect it. The pattern is made up of small blocks which run in straight lines and give it the effect of having been woven into the paper, as it would be in the cloth. Of late seasons the coloring and designs have taken on the most intricate form, narrow threads and white bands, curves and straight lines, flowers and figures, have all become part of the tapestry paper, and the colors in one design may be great in number, but withal there is a taste and consideration of blending that makes it a thing of beauty to the most educated or least artistic eye.

The great advantage to be obtained by the use of this paper is the opportunities it offers of providing a blend between adjacent rooms. A drawing-room may be an olive green, and the hall a red, and these colors do not clash even when an open arch connects, but if another room were also open to these, there has usually been a great deal of thought expended in the paper for it, or a great deal of clash if papered carelessly. It is here where the tapestry paper finds its most useful sphere. Combining as it may both green and red, of the proper shades, it matches both rooms and yet provides a variety. It is suitable when all three rooms are opened, or it is a distinctive pretty paper by itself and well adapted for use in a dining-room, sitting-room, or den, and in many cases the hall.

The friezes that go with these papers are a work of art, coming usually in good widths and making a good shading-off from the walls to the lighter ceiling. In the dark deep shades in which the paper comes, it imparts a feeling of cosiness to the room.

IMPORTANT TO BUYERS.

THE method usually followed in purchasing the stock of wall paper is to simply look at the samples, pick out those that suit, perhaps work out what it will amount to, and give the order. When the stock arrives the merchant will find a line of attractive papers, but when the trade begins he very often finds that his variety is small, and certain styles and uses of rooms have not been provided for. The fault may be recognized, but few have worked out a plan to avoid it.

It is not sufficient to have a good assortment of 5, 7, 10 and 20c. lines and so on ; there must also be 5c. lines for bedrooms, 5c. lines for kitchens, 10c. lines for dining-room or bedroom or hall, 20c. lines for any room in the house, and the same variety must prevail throughout. Before buying the merchant should set a limit to the amount to be expended ; then, in buying, must see that every room in the house is considered—kitchen, hall, dining-room, parlor, bath-room, den, bedroom, sitting-room, etc.—and that a selection in each is included. It is not an unusual event for a housekeeper to find no provision made for a hall paper or a den, while a very large stock in bedroom and parlor papers may be shown.

After that, variety of pattern and color must be supplied, and this can be done satisfactorily by noting on a slip of paper the prevailing tint and style of pattern, making reference easy and rapid. Selection of price is nearly always given in sufficient quantity by the average mer-

WALL PAPER MANUFACTURERS

Our Wall Papers are the popular, quick selling kind, with just that touch of novelty necessary to remove them from the common-place. A look through our samples will convince you that we can supply the goods you want.

STAUNTON'S LIMITED
FORMERLY M. STAUNTON & CO.
TORONTO
944 YONGE ST. CANADA

DOWN COMFORTERS,
WOOL COMFORTERS,
COTTON COMFORTERS,
BED PILLOWS,
WHITE CUSHIONS,
COSIES, MUFF BEDS, Etc.

FANCY CUSHIONS.



FANCY COSIES.

Price lists on application.
Feathers Bought

THE TORONTO FEATHER & DOWN CO.
74 KING ST. WEST, TORONTO. Limited.

A Hint to the Wise.

Place your orders NOW



FOR

Sofa Cushions and Bed Pillows

FOR FALL DELIVERY

PRICES WILL NOT BE LOWER THIS YEAR. IF YOU HAVE NOT A PRICE LIST WRITE FOR ONE.

The Alaska Feather & Down Co.
of Montreal, Limited.

Feathers! We Buy Them

chant. Of course, papers for high and low, large and small, light and dark, rooms, must be stocked, and the salesman should be thoroughly conversant with the requirements of such. The papers for the different rooms should be kept in such a way as to enable the salesman to save valuable time by not having to show the entire stock to allow a selection.

"FLAT PRICES" ON BORDERS.

THE retail wall paper dealers of Canada, in their own interests, should avoid the suicidal policy forced upon the retail wall paper dealers in the United States, of selling their borders at the same prices as side walls, a system now known as "Flat Prices." The retail dealers are frequently importuned to sell borders on a flat price basis by American book houses and a few Canadian book houses selling wall papers on such a plan.

This is a matter that has been thoroughly put before the retail trade of Canada in the last few years, and it is probably only necessary to draw their attention to it again for them to avoid doing that which will injure their business for the future. Some book houses tell buyers through circulars that they may figure the borders in the books they now have at the same price as the side wall they match. This is very much in the interests of these particular book houses, as last year's goods are jobs and should be bought at a large discount on the dollar, consequently, putting borders in at the same price as side walls in the old line is giving the book houses a large price for their old goods. The new lines, when they are issued, will be priced to let the book houses out, but it will play havoc with the retailer if he follows this method.

The Canadian wall paper manufacturers took a most commendable stand in declining to adopt the flat-price system, for their refusal to depart from the old and well established custom has made it possible for the retailer to continue the sale of borders by the yard, and in doing so they have had the interests of the retailer more particularly in view, for it would be quite possible for the manufacturers to sell at flat prices and be none the worse off; in fact, this course would probably result to their personal advantage; but flat prices are without doubt to the disadvantage of the retailer. Any retailer adopting the practice of selling at flat prices would require a very big advance on his side walls and ceilings to make up for the loss of profit on his borders, as may be seen by the two examples given below.

Example No. 1 shows that a paper retailing at 3c. per roll and a border at 1½c. per yard means an average selling price to the dealer of almost 4½c. per roll. Example No. 2 is a paper retailing at 4c. per roll and border at 2c. per yard; the dealer's average selling price on this is nearly 6c. per roll. Now, to make the same profit as he is now making, selling his border at a higher price than side wall and ceiling, he would require to sell the 3c. paper at 4½c. per roll, and 4c. paper for 6c. per roll; rather a difficult undertaking, and in what way would he profit by it?

Example No. 1—

10 rolls side wall, at 3c. per roll	30c.
5 rolls ceiling, at 3c. per roll	15c.
1 roll 2 band border, 16 yards, at 1½c. per yd.	24c.
16 rolls.	69c.

Almost 4½c. per roll.

Example No. 2—

10 rolls side wall, at 4c. per roll	40c.
5 rolls ceiling, at 4c per roll	20c.
1 roll 2 band border, 16 yards, at 2c. per yd.	32c.
16 rolls.	92c.

Almost 6c. per roll.

What has been stated above to the retail dealer applies with equal force to the paper hanger and decorator who sells from sample books. Is it not clear to him that if he sells border by the roll at the same price as side wall and ceiling, he will have to hang the border by the roll at the same price he gets for the paper instead of by the yard? As the paper hanger receives from 3c. per yard and up, according to the width, he can easily figure for himself which basis is the more profitable. If he is to make the same ratio of profit on his work, in order to hang the border by the roll, he will have to advance his charge for the side wall and ceiling. Will his customers stand this? It is not probable.

The retail dealers, paper hangers and decorators cannot too strongly discourage the practice of buying and selling on the flat-price basis. They do not buy any cheaper, for nobody can get a gold dollar for 90c.; indeed, they may even pay higher prices, and when selling have to be satisfied with smaller profits. This should be worked out by everybody engaged in the wall paper business.

CROCKERY AND GLASSWARE

"LIGHT READING."

THE Winter months are coming, the dark cold evenings, when the lamp means so much to the brightening of the interior and the enjoyment of the family. Electric lights are steadily coming into more general use in towns, but the smaller towns, the country villages and the rural districts generally, have to depend solely upon the lamp for their light. Even in towns where electricity is obtainable, there is no house which does not rely upon the lamp for lighting certain portions of the house, and for decorative purposes, for which the electric light is unadapted.

The parlor lamp, the piano lamp, the library and study lamp, will never be supplanted from popular favor, and the merchant in city, town or village will find a demand that is gratifying, because it deals with the high-grade lamp, which is more satisfactory to handle, and yields larger profits.

So many lines of business seem suitable to the stocking of lamps, that no town or village should be without a good variety. Furniture, grocery, hardware, dry goods and general stores all find a profitable business and express themselves as satisfied with the results. The reason for this is found partially in the fact that lamps call for no subsidiary lines, rendering it difficult to set boundaries to the stock that must be carried. A store can carry lamps and nothing else of the same class of goods, so that it is not necessary to make a hardware store of itself by laying in a large range of other things which appear closely connected.

The average dry goods or general store finds it perfectly within its sphere to sell lamps, and seldom appears inimical to hardware or grocery stores in the same town. As a rule its stock consists of a high class of goods, which the hardware store usually neglects in its endeavors to cater to the cheaper as well as to the dearer. In the more expensive lamps there is an opening in almost every town, no matter how many retailers there may be in the vicinity. In cheap lamps there is always a good selection provided, but in the class that includes parlor and library lamps, the

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WE SHOW SELECT AND UP-TO-DATE PATTERNS in

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Enamelled Muslins, Drills and Ducks.
Decorative Burlaps.

Our goods are handled by all the Wholesale Dry Goods Houses. The attention of dealers is called to the advantage of handling Canadian-made goods. *It is worth money to get your orders and repeats filled promptly.*

WE HAVE LARGE PRODUCING FACILITIES AND GIVE SATISFACTORY DELIVERIES.

The Dominion Oil Cloth Co., Limited, Montreal

price prevents the laying in of a large stock in most stores, and thus the customers who buy that class of goods find a smaller variety from which to choose than they would wish. The store, then, like the dry goods store, that can confine itself to the high-priced goods, is enabled by the elimination of cheap lamps, to put more money in the special lines, and can provide a variety not possible in another store.

The decorative lamps, whether cold or fire decorated, or of the solid color variety, are in great demand. There has lately been put on the market a lamp, which, for beauty of color and chaste appearance, cannot be excelled. It has adopted the solid color decorative scheme of Kopp, the German expert in lamp colors, and comes usually in carped to the buyer exactly as they come from the foreign houses, thus saving expense of handling and repacking at the wholesale house; and lessened risk of breakage.

In buying lamps there are some points which every retailer should observe: For some seasons dark, deep shades have prevailed in lamps, as, in the majority of cases, the fancy lamp is not used to read or work by, but for decorative purposes combined with light. Everyone knows how little really valuable light a red lamp casts, and yet it is the most sold. In the buying, retailers are apt to pay too much attention to the light colors, on account of the amount of light they dispense.

A very important consideration in the value of a lamp is the depth of the fount. When lamps refuse to burn



No. 2.—An Inexpensive Decorative Lamp.
A good example of the shallow fount. This lamp can be retailed at $2.



No. 1.—A "Kopp" Lamp.



No. 3—An Older Shaped Fount.
This lamp shows a fount of too great depth for good burning. Many are even deeper than this.

dinal and beautiful shades of red, green or blue. The pattern is distinct from the remainder of the lamp only by its being done in relief, the same color prevailing throughout. The outside is of that soft silk finish that in the pattern gives off a great number of depths of the prevailing color.

The variety shown for this Winter is on a par with the progress made in almost every line. Better and larger selections are shown in shape, color and pattern, and more taste is displayed in blending and matching.

The wholesale houses have found that the plan of buying by assortments has been generally accepted by the retailers. The advantages are, a good choice without the bother of selecting each lamp, cheaper prices, as the goods are shipproperly look at the length of wick which has to be used to reach the oil, and it is likely an explanation will be obtained. In the newer lamps the founts will be found very shallow; they may be very wide, but they are always shallow. Lamps with removable founts are more expensive, but due attention is paid to the depth, and their light is more satisfactory on this account. Buy the shallow founts, as oil will run in sufficient quantity only so high, and beyond that there is imperfect light.

The Christmas trade particularly demands a good assortment of high-class lamps, as they have become a staple as a holiday present. If desired a very attractive lamp can be obtained for a very few dollars, and a decorative one forms a very acceptable present.

DECORATION.

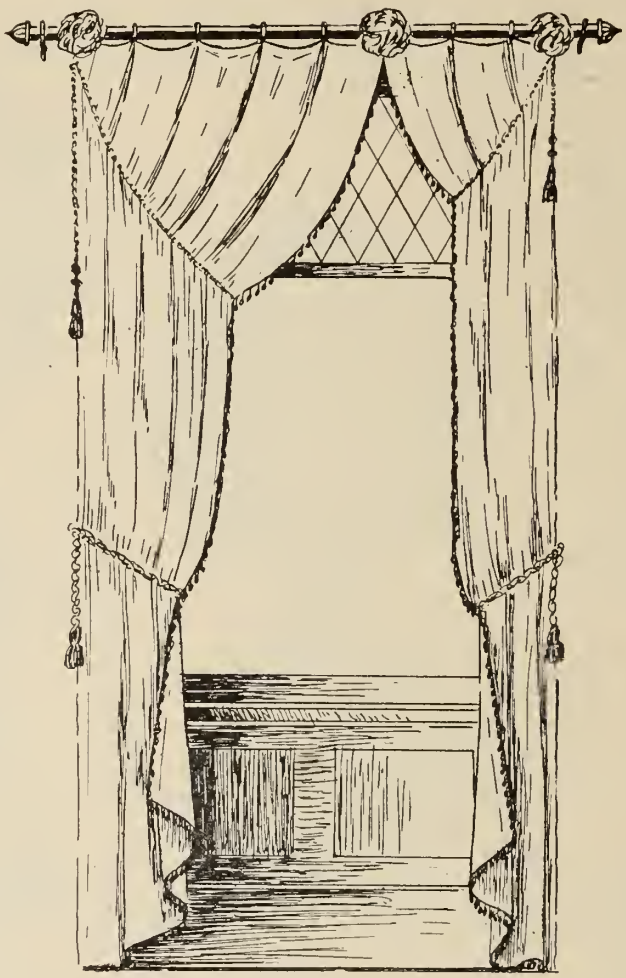
THE TENDENCY TO OVERCROWD.

IMMEDIATELY upon entering a room one invariably receives some impression, some pleasurable or disagreeable feeling, no matter how preoccupied with other thoughts ; no matter how unaccustomed to notice art or its lack ; a feeling, definite in quality, though, probably, indefinite as to cause, is received. An uncomfortable, or a cosy, or a cool, or an airy feeling, is a common thing, and yet very few arrive at a distinct understanding of the cause of it, or even attempt to do so.

Every house has its room which the family enjoys using, and others, which are never occupied, save when necessary. As a rule the pleasant room is the sitting-room, and this is accounted for by the greater freedom observed in the decoration and class of furniture, and the anxiety to make it really comfortable. But this is not always the case, as in not a few houses the dining-room, or the drawing-room, or a certain bedroom, or the den, is always sought for the hour of leisure.

There are very many possible reasons for the feeling of discomfort in any room, but none is more common than overcrowding, and in no room does it more often appear than in the drawing-room. Very many housekeepers, whether with command of thousands, or of restricted means, possess the single idea that decoration consists in the crowding into one room of all the articles possible. Each is quite apt to notice it in her neighbor's house, but few realize that not one in a dozen avoids this fault. The associations connected with the various articles in a room dissociate them with over-abundance in the owner's eye, but as no such thoughts influence the neighbor, he is sure to judge from general ideas. And yet hundreds of women feel the defect in their own rooms, but, not perfectly grasping the cause, rearrange the articles again and again, thinking it is arrangement alone that is at fault.

An article may be ever so beautiful of itself, but its use in a room may be the over supply that ruins the whole effect. Is there anything more uncomfortable than to be forced to watch one's every move, to avoid upsetting a flower stand, a table, a vase, an easel, or a chair, and when one has been safely seated to talk over an array of bric-a-brac, tables, pedestals, etc., and yet keep one's mind on the subject sufficiently well to appear moderately intelligent ?



A Window Decoration.
A simple but pleasing drape, preferably of soft materials.

Seats of some kind are, of course, necessary ; but if the room is small, cosy corners or sofas will hold three or four and leave space to turn in. Chairs must be limited in number to the size of the room. Centre tables are neither artistic in effect, nor convenient as a decoration ; while bric-a-brac, tabourettes, etc., have their place and number, and are restricted in both.

If a room has that disagreeable feeling, it is well to look to the number of articles used in the decoration. With this point definitely in mind, such a cause should be easily recognized, and immediate steps taken to remedy it. Remove all seats but will stand near the wall with good spaces ; one pedestal is enough for any room. An easel is an abomination, both for appearance and the space it occupies. Tables are seldom needed in a drawing-room, and should be merely pedestals when used. Bric-a-brac, except in a curio room, should appear in very limited numbers, and there must always be a clear space in the centre of the room that is open for passage and standing, without constant fear of colliding with a piece of furniture. That helpless confussion and unsettled feeling of an overcrowded room are dampers on the enjoyment of any gathering, whether of the family, or of strangers.

In the room of few choice pieces of furniture and ornaments there is a restfulness, a quietness and an airiness that conduces much to the pleasure of the occupants. Conversation is more free, the mind works more easily, and the owner of the room obtains a reputation for taste that, while, perhaps, it cannot be accounted for, is none the less appreciated.

A BACKGROUND FOR POTTERY.

An excellent background for pieces of brass and light-colored pottery is an arrangement like a close picket fence of dark wood, the pickets cube shaped with the corners outward, the fence extending from the ceiling to the depth of a wide frieze. At the bottom is built a shelf on which are placed the ornaments. At the top of the pickets is a small rail. This placed close against the wall brings out perfectly the outline and colors of any brass or china-ware.

IMPRESSIONS OF THE GREAT WEST

Gathered During a Transcontinental Tour with the Canadian Manufacturers' Association.

By W. L. E.

CANADA is termed a country of magnificent distances. No one can realize what this means until he has made the journey over that part of the country lying west of the Great Lakes, and even then he cannot comprehend all that is included within these magnificent distances. That, at any rate, is the confession I have to make after a journey of 6,500 miles across prairies, mountains, lakes, bays and gulfs, with the members of the Canadian Manufacturers' Association in their recent trans-continental tour.



Our Train on the Prairie.

Great indeed as the distance was that we travelled during the 23½ days of our itinerary, that part of the country which we saw was relatively smaller than the thin black line on the map which denotes the course of the transcontinental railway. But even the relatively small part of the Great West through which we passed is at least beyond my ability to comprehend, and hence to adequately describe. What the eye sees for the first time in making the journey from the head of the Great Lakes to the shores of the Pacific simply staggers one. To merely record impressions is the best one can do. To gain anything like a conception, one must go over the ground himself, and then, like a hungry man whose appetite has not been satisfied at a feast, he yearns for more. In other words, he desires to repeat the journey. This is my experience, and I know that I am not alone in this respect. The accompanying table shows our itinerary.

Itinerary of the Manufacturers.

Going Trip—	Miles.
Toronto to North Bay	227
North Bay to Winnipeg	1,060
Winnipeg to Portage la Prairie	56
Portage la Prairie to Brandon	77
Brandon to Calgary	707
Calgary to Edmonton	192
Edmonton to Calgary	192
Calgary to Banff	82
Banff to Field	51
Field to Glacier	86
Glacier to Revelstoke	44
Revelstoke to North Bend	250
North Bend to Vancouver	129
Vancouver to Victoria	84
Total	3,237

Returning Trip—	Miles.
Victoria to Vancouver	84
Vancouver to North Bend	129
North Bend to Revelstoke	250
Revelstoke to Arrowhead	28
Arrowhead to Naknsp	35
Nakusp to West Robson	89
West Robson to Rossland	32
Rossland to Castlegar Jct	30
Castlegar Jct. to Nelson	27
Nelson to Kootenay Landing	55
Kootenay Landing to Fernie	147
Fernie to Dunmore Jct	247
Dunmore Jct. to Regina	298
Regina to Brandon	224
Brandon to Souris	24
Souris to Deloraine	54
Deloraine to Morris	160
Morris to Winnipeg	42
Winnipeg to Fort Francis	207
Fort Francis to Port Arthur	232
Port Arthur to Toronto	856
Total	3,245

Two things very much impresseed me. The one was the work of nature; the other was the work of man. The former was exemplified in the vastness and agricultural possibilities of the rolling prairies, the majesty and glory of the mountains, the beauty of the valleys, and the greatness of the latent industrial power of the lakes and rivers and streams in Manitoba and British Columbia. The work of man was exemplified in the Canadian Pacific Railway, and in this connection I have a confession to make. Like many others I have drifted into the ranks of those who were of the opinion that the Canadian Pacific Railway had been too generously treated by the Government of the country when it undertook the construction and operation of the transcontinental road. But the Canada of to-day is not the Canada of twenty years ago. Then our faith in the possibilities of the country was but as a grain of mustard seed with that which, based upon the material development of the last few years, exists to-day. It needed, therefore, a great deal more bravery, and consequently a great deal more material encouragement, to undertake the construction of a railway through to the Pacific coast, than it does to-day. Bearing this in mind, one must necessarily modify his opinions and acknowledge that the task of the builders of the Canadian Pacific Railway was so great and demanding such faith in the possibilities of the country that the freight and passenger rates become less immoderate and the delays in the transportation more excusable. This may not be the popular view; but it is the right view. There are hundreds of miles through which the railway runs from which practically not a cent of revenue can be earned. This will not always be so; but at present we cannot get away from the fact that it is so. And then there are the mountains that the trains climb and the intricate valleys that have to be traversed. No pen can ever describe them or brush paint them. The best of efforts are but poor attempts. Looking from the car windows down into swift-flowing rivers and gaping canyons, awful in their beauty, or craning the neck to feast the eye on the



The Caretaker's Cottage at Stanley Park, Vancouver, and two admiring excursionists.



At Laggan Preparing to Start for Lake Louise.



Messrs. Young, H. Cockshutt, D. Waterous, Lloyd Harris on cayuses at Lake Louise.

glory of the snow-capped mountains, as we curve in and out through intricate valleys which appear to be without possible exit, one is awe-struck and bewildered at the magnificence and majesty of all he sees, and wonders what manner of men those were who had the faith and courage to build a railway where physical difficulties so abounded.



Crow's Nest Mountain.

* * *

I can scarcely conceive of anything that would be more conducive to national self-reliance and national sentiment that such a trip across the continent as that enjoyed by the members of The Canadian Manufacturers' Association. The avowed object of the excursion was educational. In other words the paramount object was to learn more about the Great West. As fully 80 per cent. of the excursionists had never made the journey before, it is quite evident that they had a great deal to learn. And they have learned a great deal. But like the man who has acquired knowledge, they have discovered that, as far as the Canadian Great West is concerned, they have a great deal more to learn. Although they travelled nearly 7,000 miles, and under the most favorable circumstances, being accommodated with a special train and accorded exceptional privileges for visiting different points of interest, they now realize that the great extent of the territory which they saw is but a very small part of the whole. It is this that tends to develop our national sentiment.



The main source of the Old Man River, a subterranean outlet in the side of a mountain.

Burke says that "education is the chief defence of nations." A journey across the Dominion from ocean to ocean is certainly an education that will strengthen the national sentiment of whoever makes it. For years my faith in the future of the Dominion of Canada has been strong. But the faith I had before my recent transcontinental journey and that which I now possess are of two different types. The one was born of what I had heard, the other of what I have seen as well as heard. One sometimes hears citizens of the United States refer to their own country as "God's Country." After travelling across our own Great West one concludes that "God's Country" is to be found within the borders of the Dominion. In the eastern part of the Dominion nature has set apart a land rich in agriculture and vast in manufacturing possibilities. From Winnipeg to the Rockies, a distance of about a thousand miles, and from the boundary line to the south for a thousand or more miles to the north, is an area whose possibilities for the production of cereals and the raising of cattle are equalled by no country in the world. Stretching through the Rockies for 500 miles is a land whose richness is by no means confined to the unsurpassed beauty of the mountains or the minerals buried within them. Between the mountain ranges are fertile valleys, in many of which apples, pears, plums and other small fruit of excellent quality are produced, and roots, oats and corn of giant proportions grown, to say nothing of the excellent cattle that browse in the valleys and on the hillsides. The rivers that rush pell-mell between the mountains and flow swiftly along valleys and at the bottom of deep canyons, contain in themselves resources for the development of industrial power not equalled by any other province in the Dominion. This may be scarcely credited by some, but it is a fact that impressed itself upon me as we sped alongside or crossed and recrossed such magnificent and swiftly-flowing rivers as the Columbia, the Beaver, the Fraser, the Thompson, the Kootenay and the Bow.



On a Siding in the Crow's Nest Pass, Mr. S. Jacobs, of the New York Silk Waist Co., Montreal, in the foreground.

Nothing in the Great West surprised me more than the appearance of many of the towns and cities. We stopped at 28 different places, if my memory serves me right, and while our view was, in most instances, necessarily somewhat cursory, I saw enough to convince me that the cities, towns and villages in the Great West are such as the inhabitants thereof may well be proud of. Taking them all round, city for city, town for town, and village for village, they in more than one respect gained by comparison with similar places in the older parts of Canada. The buildings in the business portions are, as a rule, larger,



Arrow Head—From our Steamer.



On the Lower Deck of the Kootenay Lake Steamer. Mr. P. McMichael doffing his hat.

more substantial and more modern in appearance, and the streets are broader and better paved. In a word, there is a more prosperous air about the western than about the eastern towns. Of all the cities of the West, Winnipeg and Vancouver impressed me most favorably. I had heard and read a great deal about both and was possessed with great expectations, but the realization exceeded my anticipations. If Winnipeg is not before a great many years the greatest distributing centre in the Dominion, I shall be very much surprised. Winnipeg can only be a failure if the Great West is a failure. It has a population now of about 45,000 and relatively it is to-day the greatest business wholesale centre in Canada. When the present warehouses in the course of construction are completed, the "Prairie City" can, without exaggeration, boast that it has the largest and most imposing warehouses in the Dominion, not even excepting Montreal and Toronto, while cities of similar size in the East are not at all to be compared with Winnipeg in this respect. It is this that warrants me in saying that Winnipeg is to-day relatively the greatest wholesale centre in the Dominion. When, of course, it comes to the manufacturing industries, there are several cities in Eastern Canada of much smaller population which put Winnipeg completely in the shade, but the Province of Manitoba is by no means wanting in those natural resources which are the basis of manufacturing industries, while Winnipeg itself possesses magnificent water power. One natural product which Manitoba does not possess is hardwood, but of pulp-wood there is an unlimited supply and paper-making therefore is one of the possible industries of the "Prairie Province." One thing that should not be forgotten in considering the future of Winnipeg is the fact that the construction of a short canal would complete water communication with the Saskatchewan. A glance at the map will convey some idea of what this means. Edmonton, for example, which is a thousand or more miles away, would be placed in direct water communication with Winnipeg.



Excursionists Buying Out Hamelin Bros.' Store at Napinka, Man.



Landing Our Party at Kootenay Landing.

Vancouver is a marvel among the cities of the Great West. Seventeen years ago the little town was fire swept, only one building remaining. Fifteen years ago, on the spot on which now stands the handsome and modern Vancouver Hotel was a timber limit from which the extraordinary quantity of 320,000 feet to the acre was being cut. I have this on the word of Mr. Scott, one of the large mill owners at Vancouver. To-day Vancouver is as modern a looking city as one could desire. The streets are wide and are nearly all paved with asphalt, while the sidewalks on the principal streets are made of wide stone slabs. The buildings, as a rule, are of brick or stone. The wholesale houses are fine, spacious and well lighted, and would do credit to any business centre on this continent. One thing that impressed me particularly about the wholesale houses in Vancouver was that every precaution had been taken to ensure good light, consequently the interiors are unusually bright. The retail stores are fully in keeping with the wholesale houses. One thing which struck me in Vancouver, in fact in every other city and town in the West, was the exceedingly good class of articles carried in the stores. A lady who was a member of our party assured me that the quality was much superior to what was found in the average retail stores in the East. Everywhere in the West I heard that the people demanded a better class of goods than those in the East and were prepared to pay for them. This applies to both articles of food and wearing apparel. I can imagine I hear eastern merchants praying that the same condition of affairs might prevail with them. Perhaps if they work for that end as well as pray for it they may obtain the desideratum.



Our Kazoo Band, with Drum-Major Noel Marshall in Charge.



Cascade Mountain, Banff.

While at Vancouver I ran against a friend of mine, a commercial traveller, who was on his way east. "I am always glad when I get home," he said, "I have been over the road so many times



Excursionists Viewing the Ruins at Frank.

and know the dangerous spots so well that I always feel nervous until I have passed them." I looked at my nervous, pessimistic friend with something akin to pity. There are certainly dangers on the road and one perhaps shudders a little when looking back upon the spider-like bridges and trestles, crossing yawning canyons and rapid-flowing rivers, which stand open ready to receive him should his train leave its narrow pathway. But fortune is kind to those who travel the 500 miles or more of railway that runs through the Rockies; not during the 18 years that the Canadian Pacific Railway has been in existence has the life of a single passenger been lost on the Rocky Mountain division of the system. This fact ought to drive out fear from the breasts of the most nervous individuals even should there not be enough of the poetic in them to create adoration and dissipate fear in all around they see. But the timorous need not have any fear. Every precaution is taken by the Canadian Pacific Railway to prevent accidents. Guards patrol every mile of the railway through the Rockies before a passenger train passes over it, and in the descent from Hector there are safety switches at intervals so that should anything go wrong with the brakes the train would run into a place of safety. Besides this, men are taken on at Hector whose special duty is to jump from the front of the train and watch that the brakes and couplings are working properly. Each of the men thus employed gets on at the last coach, runs through the train and again jumps off at the front, repeating the operation till the descent is made. While making this particular descent the train does not travel faster than three or four miles an hour, and there is ample opportunity for passengers as well as railway men to jump from the train and run alongside, if they so desire. Some of our passengers did take this opportunity of stretching their limbs. To cross the Rockies on the C.P.R. one is as free from accident as those who travel by electric street car in any of our cities; in fact, judging from records, it is safer.



A Snap Shot at McLeod—Seven Jolly Excursionists.

* * *

Among the towns in the West there are none more ambitious than Edmonton. And this is not without good cause. It is situated amidst one of the finest farming districts in the Great West. As we approached Edmonton the appearance of the country reminded me more of Ontario than anything else I had seen since we started on our journey. When we retired the night before we were bounding along over the treeless prairie; in the morning when we awoke we were leisurely travelling over the Calgary and Edmonton branch of the Canadian Pacific Railway. Many of the fields along the C. & E. were fenced; but what reminded me more of Ontario than anything else was the evidence of mixed farming and the clusters of trees which we saw growing here and there. Local authorities informed me that there was no part of the Great West so well adapted for mixed farming as that adjacent to the Calgary and Edmonton branch of the C.P.R. We saw it somewhat under unfavorable conditions on account of a heavy rain which was falling, but from what I saw I am quite prepared to believe the statement. The best of the land for mixed farming I was informed lay from the line of the railway to about 30 or 40 miles eastward. On our way up the C. & E. we had our first sight of a bucking broncho. It was highly entertaining for those who had never seen such an animal before. Several of our party, who professed to be good riders, were requested to try their hand and mount the broncho, but one and all declined. In fact there was only one out of a number of cowboys who were standing round the station who would undertake the task, and the one who did so was unfortunate enough to get his hand slightly injured. We took up a collection for him and went on our way rejoicing and free from any qualms of conscience. But it



At Field—Excursionists Crowding on the Cow-catcher.



Secretary Bell and his Baby, supported by Mr. D. Waterous.



At North Bend—Three of our Party.



A Snap Shot from Garland's Store at Portage la Prairie.

is not alone upon the excellent farming country which surrounds it that Edmonton depends for its future prosperity. The town is favorably situated on the Saskatchewan. On the map the river is described as the North Saskatchewan; but it is not safe to call the river by that name in the hearing of the good people of Edmonton. It is "The" Saskatchewan, and should one insert the word "North," he is quickly reminded of his error. The river at Edmonton is broad and deep, and a couple of steamboats make the town their headquarters, and the river is navigable for a long distance and no doubt eventually steamers will leave Edmonton and tie up at the wharf in Winnipeg when the possible canal connection is made.



A Snap Shot at President Drummond and Party on the Breezy Prairie

* * *

Coal in abundance is all around Edmonton, and the town itself is partly undermined by mining operations; in fact the mayor informed us that they had been compelled to stop mining under the town in order to prevent the danger of a cave-in. As a distributing point Edmonton is already of great importance. At present it is the starting point for the Great North, and merchants in Winnipeg do a large business fitting out traders who go into the "Great Lone Land" for the purpose of gathering furs. These traders, in some instances, travel over 2,000 miles to the north and take three or four months making the journey. The new trans-continental line being built by Mackenzie & Mann will make Edmonton the divisional point. As at present Edmonton is only connected with the Calgary and Edmonton at Strathcona, on the south side of the Saskatchewan, by a short railway four miles long, with one engine and one passenger car. This is a great disadvantage, but when the new railway comes in on the north bank of the river, Edmonton will be much more favorably situated. That this is expected is evident from the boom which is at present on in Edmonton, and land on the main street is held as high as $700 a foot. Between Strathcona and Edmonton a keen rivalry exists, and both graciously vied with each other in entertaining our party.



Wild Geese, not caught by Messrs. Lloyd Harris and Henry Wright.

* * *

It seems impossible that one could visit Calgary without carrying away a favorable impression of it. Surrounded by the rolling prairie and the rushing Bow and Elbow rivers, with the snow-capped rockies seemingly only a few hours walk to the west, Calgary, while not like a city upon a hill, is indeed prettily situated. The day before we had spent amid rain and mud, and Calgary looked doubly pleasing in the bright sunshine which was beaming upon her on the morning that our train steamed in from the north. "Calgary looks like a smiling maiden one would like to embrace," I remarked to a bachelor friend of mine. "That's so," he replied, "but I would rather embrace a smiling maiden." Calgary has excellent stone quarries in her vicinity and these have been well utilized in the erection of the business blocks which adorn the main streets. The interiors of the stores, as well as the exteriors, are attractive, and would not suffer by comparison with those in any city in Ontario or Quebec. Like all western towns, Calgary is ambitious and the members of our party were well supplied with literature to assure us of the great possibilities that are in store for the busy little place. The people of Calgary are people who act. At present they are possessed with the idea that their town is favorably situated as a wholesale point for distributing merchandise, and ways and means are being devised for making it so. One thing that interested us dur- our brief stay in Calgary was the number of Indians mounted on ponies that we saw on the streets of the town. We never saw as many Indians in one place during the whole of our journey. They were small in stature and lacking in intelligence, but they were always active in getting out of the way of the kodak fiend, "one of whom I am which."



An Elevator at Fort William, capacity 3,400,000 bushels. The largest in the world.



A Group from Car 3.



An Indian family at Chapleau Station with Major J. S. Hamilton and Mr. Packard on the left.

(To be continued).

WHITE GOODS

MANUFACTURERS of ladies' and children's white cotton underwear are having a big run of trade for the Spring season, and are likely to have trouble with the delivery end of their business, owing to the scarcity of suitable help. In the face of these conditions it hardly seems good retailing on the part of the merchants in the Northwest, Ontario and the east to hold the usual January whitewear sales. These sales were started, under very different trade conditions by a few large stores, just for something to make a noise about at a dull season of the year, and were genuine bargain sales, with inducements so great that it was an advantage to purchase the garments and store them until wanted in the Summer season.

Under present trade conditions it seems difficult to see where the average store is going to obtain its bargains. Many big stores manufacture their own and can set aside a certain amount for slaughter, but the retailer who has to buy of the manufacturer in the ordinary way will see few job lines of Canadian-made garments for Spring trade.

Last January, even in the big stores, the sale of underwear had to be supplemented by sales in other lines to hold the interest of customers, and, in one instance, after the first week the name was changed to that of the "Great January Sale."

It is safe to say that bargain lines in underwear will be pretty hard to come across; and as the sale is held with the idea of giving bargains so good that they tempt a woman into laying in her Summer supply of white underwear nearly six months before it is needed, if these bargains cannot be given there is little sense in holding a January sale.

July seems rather the month for a successful whitewear sale than January; and in proof of this witness the heavy buying that even a small concession in price brought about last Summer. On the Pacific Coast conditions are different. The seasons are such that a January sale is not so far in advance of the time when the garments will come into use. The Canadian woman is pretty sensible, and will not buy goods to put by unless she has some good inducement to do so.

STYLE TENDENCIES.

SOME high-class imported hand-made and hand-embroidered underwear, trimmed with fine cluny lace is being shown at the present time. Flat yoke effects across the bust and shoulders is one feature of these garments, both in gowns and chemises.

A gown that was particularly noticed had a motif in the shape of a St. Andrew's cross on the breast in the lace, which was of fine hand-made cluny. A galloon of the same lace started from each arm of the cross. The bottom one formed the edge of the yoke and the other ran up into the shoulder. Between these two galloons and above the top one, was filled in by hand embroidered lawn in small sprigs of forget-me-nots, the flowers made up of small eyelet holes. Round the neck was finished by a wavy pattened edge of the lace to match. The skirt of the gown was cut, as are most of the new imported garments, in the circular shape, which only requires the fulness to be disposed of in minute tucks, both back and front, and falls full about the feet. These tucks were hand run, as to do them by machine might be quite a problem, but machines do very perfect work now-a-days and it is possible to do almost anything on them. This gown had sleeves that were something of a novelty. They reached to about the elbow and had no seams whatever, being open up their full length. They were trimmed along the bottom and up the sides with two rows of the galloon inserted, and an edge of the wavy lace.

This circular cut seems to be the novel point in imported underwear at present, as both gowns, skirts, and drawers are cut in this manner. The flounces, too, are mostly circular, and with hand-embroidered patterns, the edges cut into deep scallop and bnttonholed round, with a large spray worked in each scallop.

One flounce showed a bunch of grapes and leaves as the pattern. The leaves were buttonholed round and the material cut away and a background of valenciemes lace inserted. The grapes in the bunches were buttonholed across the top and the lower half of the fruit cut out half-moon shape. The effect was surprisingly good. The drawers were very short and cut on the circular plan, tucks taking the place of gathers to control the fulness.

The trimming tendencies on all these garments were to neat flat effects, and there was a noticeable absence of the frilly, fluffy class of trimming that fares so badly at the hands of the laundress. But while there was not yards upon yards of trimming, what there was, was of the finest, and the linen lawn which was used in the make up of these garments was of beautiful texture; in short the expense, if copied in machine made goods, would come in materials and not in labor, truly a consideration in these days. When these garments are laundered they will be good as new.

Makers of underwear have given considerable attention in their new samples to the cut of the skirt lines, bringing them more in accordance with the cut of the overskirts. Habit-back skirts, and those that are well gored, as well as yoke tops, are now shown.

SOLD THE ASSETS.

The assets of The Strathcona Rubber Co., of Montreal, which were sold by Benning & Barsalou, by order of John McD. Hains, liquidator, consisted of real estate to the amount of 23,178 feet of land with buildings at 204 Papineau avenue.

Mr. Harris Weiner, of The Montreal Waterproof Clothing Co., purchased the property for $15,000. The plant, machinery, etc., were taken at 68½c. on the dollar by Mr. Gustave Gravel, of The Canadian Rubber Co.

MERCERIZED COTTON EXPERIMENTS.

By Oliver J. D. Hughes, Consul-General at Coburg, Germany.

MERCERIZED cotton is now employed in Germany in the manufacture of stuffs and tapestries as a substitute for silk or mohair. A drawback is that the light and brilliant shades necessary for these goods fade, as a rule, rather quickly, particularly in the sun. Believing that the destruction of the coloring matter by light is due either to an oxidizing action or to a reducing action, a writer in The Zeitschrift fur Farben und Textilchemie steeped a series of dyed patterns in a large variety of solutions and examined the fastness of the samples thus prepared. The following are some of the conclusions that were arrived at:

The resistance to light is the same whether the shade is produced on mercerized or on unmercerized cotton. There is no difference from this point of view between two samples dyed to an equal depth of shade, one on ordinary and the other on mercerized cotton. This conclusion absolutely contradicts everything that has been said on the subject.

Steeping in saline solutions has absolutely no effect on the basic colors which are not particularly fast to light.

In the case of the direct colors, treatment in hyposulphite of soda or the sulphates of copper, nickel or cobalt considerably increases the fastness or resistance to light. Whereas the sulphate of copper, nickel or cobalt slightly modifies the shade, especially when it is not very deep, hyposulphite of soda has no influence on the lightest shades, even when it is used in molecular proportions with nickel and cobalt. The mixture, of course, must be colorless.

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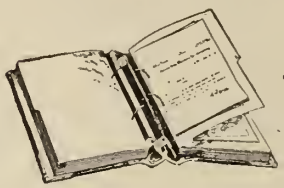
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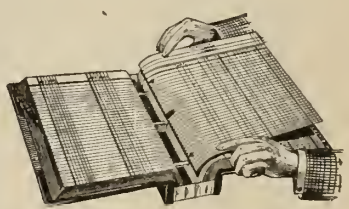
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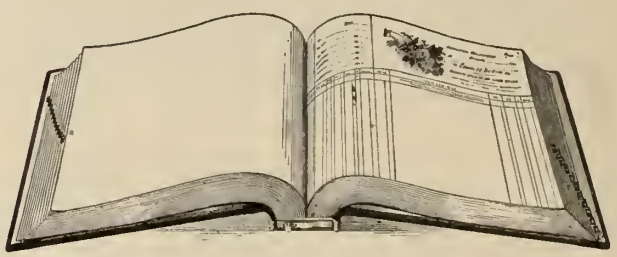
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THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

MODERN BUSINESS METHODS.

By Will Payne.

I ONCE called on the comptroller of a very important corporation to find out the amounts of certain payments, which had been made to the corporation quarterly during several years by one of its licensees. The comptroller summoned a clerk and directed that the information be given me. The clerk and I retired to the outer office and a season of trouble ensued. There was a more or less vague theory that the payments should appear on the cash book, but the cash book, upon examination, failed miserably to support this theory. Some payments were there and some were not. My friend scratched his head, and finally brightened up with the idea that a fellow-clerk, who knew all about that particular business, would return to the office next day. I called again the next day and was so fortunate as to get the ear of the expert, but the expert himself went to sea over the lapses of the cash book. The payments had surely been made and there was surely somewhere or other something or other which would disclose them. In the general distress I was invited to try my luck the next day. I did so. It was remembered that a statement from the licensee accompanied the payment, and that theoretically these statements were filed away. A vault, which from my view outside the railing seemed to be mostly dust and waste paper heaps, was valiantly explored, and, in the course of time, some rumpled sheets were produced which contained the desired data. So at the cost of much time and soiled linen the information was forthcoming. The same corporation, in one of its many departments, acts as the trustee of funds contributed by hundreds of thousands of persons. Not long after my experience it was discovered that the trust funds were hopelessly confused. Receipts had been credited and payments charged with a haphazard disregard for accuracy which perhaps could not have been matched elsewhere outside of comic opera. The corporation was actually compelled to suspend all payments, to the vast disadvantage of its clients, and to pay a firm of expert accountants $65,000 to write a new set of books.

You wish to know the name of this important corporation which did business with so wonderful a lack of system? It is the City of Chicago.

As a matter of course, any private enterprise that attempted to get on with such a lack of system would have found itself in a receiver's hands long ago.

First and last, system is the machinery by which the business moves, and the business simply cannot move beyond its machinery.

A CRITERION.

No doubt the best test of any particular business undertaking is a test of its system. If you go into an office, as in the melancholy case I have cited, and find that nobody knows just where anything is to be found, you are very safe in guessing that the concern is in a poor way. Take the most prosperous concern you know, and you may be quite sure that any item of any importance will be forthcoming at the touch of a button. I have had considerable opportunity of applying this test and have never known it to fail. The difference between a successful management and an unsuccessful one may be pretty accurately gauged by the ability, through a proper system, to at once command any special information of whatever sort that is of real importance. You are pretty safe in forming final conclusions according to whether the furnishing of any particular information is a matter of scratching the head and guessing that somebody else possibly knows something about it and of laboriously searching records and files that fail to "pan out," or whether it is a matter of touching a button and having the item laid on the desk. So in a general way the measure of a manager's capacity lies in his ability to develop the right system.

Many men are able enough within the narrow limits of their own personal, bodily powers—that is, they can do well whatever comes within the touch of their own fingers or directly under their own eyes, and they may be very successful in the small way which this limitation implies. But they lack the higher ability to devise a machine for other hands to operate. In short, they cannot make a system, and so they cannot be successful on a large scale. Broadly speaking, the man who is most successful is he who has the greatest capacity for making a machine or developing a system.

ELIMINATION OF PERSONAL SUPERVISION.

One may venture upon a personal illustration. There were several men in the meat-packing trade in the earlier days than whom there was none abler so far as concerns what they could do with their own hands—that is, through their own immediate, personal supervision. Nobody could get more out of a hog or a steer; nobody knew the provision trade any better. But as the meat-packing industry developed possibilities of enormous expansion these men and their concerns were left far to the rear, because they had a few great competitors who, in addition to the purely personal capacity, had the higher capacity to create a system that would employ the energy of scores of subordinates. These great competitors could operate a dozen plants as well as one, do a business of $200,000,000 a year as well as the personally conducted business of a tenth of that. And the really big business man appreciates this power of creating a system as highly as it deserves.

Not long ago I happened to hear A boasting to B of the ability of his general manager; his tremendous industry—he spent 12 hours a day at the plant and always came down of a Sunday; his indefatigable loyalty—why, three of their special cars were missing and the manager tramped around the freight yards two days until he found them. The cruel B advised his friend to get a new manager. "If he has to spend 12 hours a day and Sundays at the office and tramp around looking for his cars he isn't up to his job," said B. He recognized that the manager was unable to create a proper system, and if there be no proper system any one man's energy amounts to little. Mere human energy is cheaper than steam horsepower. If it is a matter of energy only you might as well praise a man for running upstairs instead of taking the elevator.

A young man runs from the bank, dodges a cab, sprints across the bows of an automobile, flings himself on a street car and catches his breath. He is a praiseworthy young man, but in fact he is a messenger, receiving $25 a month and worth no more at present. In a corner of the bank, in a very comfortable room, a man sits at a desk, doing nothing much except to talk at ease with his callers and, in the intervals, glance over a balance sheet, ring for a subordinate, give a few directions—all in a leisurely, unrumpled sort of way. He receives $30,000 a year, and is very likely worth double that. He has a system and knows how to control the energy of a hundred or five hundred other men thereby.

It is a commonplace that this is not the day of the small concern. Business is coalescing in larger and larger units, bigger and bigger machines, which means steadily increasing need of perfection in the system and greater and greater prizes for the man who has the ability to develop the right system.—System.

HOW A BUSINESS WAS SAVED.

A CERTAIN manufacturing concern in the West found itself doing a large business. It was very busy and apparently was making great strides in securing for its product a large place in public favor. Among those holding a subordinate executive position was a keen young man who was not easily satisfied by exterior appearances, but had the digging habit.

"You are doing lots of business," he told his superior. "Almost every week you are adding more help to the office force; your correspondence is steadily increasing, and apparently the business is right on the crest of the prosperity wave. But if you will overhaul everything and find out just where you stand, I'll miss my guess if you are really making substantial headway or satisfactory profits."

This rather startled the managers of the business, but the young man was so much in earnest that a careful and thorough examination into the affairs of the enterprise was made.

It verified every prophecy that the young "kicker" had made.

"Now," he continued, "I'm convinced that the leakage of profits is in the very department which is the pet and pride of the house—the one that brings the most correspondence, that calls for the most of the new help, that 'keeps things doing' and gives the place the busiest appearance."

"Nonsense!" replied the manager. "You were right on the general situation. But this time you are wrong."

"But," insisted the digger, "I'll tell you right now that of the seven methods you are using to put your goods on the market the one which you think the best is the very one that is cutting down your profits. Call in an expert who is able to sift this matter right down to a finish and you'll find I'm right."

This was done, with the result which verified to the letter the prediction of the young man.

TENGWALL LOOSE LEAF BINDERS.

THE "Tengwall" is one of the most practical binders on the market for all kinds of loose leaf sheets. It consists of covers in various bindings, with a hinged or divided back, which opens on pressing a thumb-spring. This is a most ingenious device. By a simple pressing of the thumb a leaf can be inserted or taken out at any opening. Curved metal prongs are securely fastened to the back, one pair on each side. On closing the covers, the back locks automatically. The advantage of the Tengwall idea is easily seen: loose sheets and business papers of all kinds can be filed securely, yet a single sheet can be removed from or inserted in any part of the file instantly, without disturbing the remaining sheets. Hart & Riddell, Toronto, are the Canadian manufacturers. They have issued handsome illustrated catalogues, which will be sent on request.

DEAD LETTERS.

"THE letter that never came" isn't giving half so much trouble to the world as the letter which did come, but contained no address to enable the recipient to reply to it.

Every large mail-order house receives these letters by the score, and nearly always they contain money. Some firms maintain a regular staff of handwriting experts to discover from whence the letters come, and though they are largely successful, yet there remains an average of 25 per cent. of the number unidentified.

Recently several of the large concerns in Chicago distributed a total of $25,000 to local charities as a disposition of the funds accumulated from letters which had become "dead" through the carelessness or ignorance of writers all over the country.

Often a first letter of this character, necessarily left unanswered, will be followed by several others from the same source, all indignantly complaining, but never giving a hint of identity or location which would insure the answer. Here is one specimen, marked by extreme moderation:

"Gents,—What are you going to do about my order for which I sent you 90c. last month aint you got any flat iron if so what do you say so fer in the catalog. Dont send anything to the postmaster, cause he steals everything he always says they aint no mail fer me."

Oftener the writers employ phraseology that is more picturesque than courteous.

All of which serves to remind us to be very careful indeed in our corresponding moments to give some plain signs as to our habitation and family cognomen.

DO YOU WORK FOR ANOTHER?

What is your object in working?

What is your employer's object in hiring you?

A frank answer and conclusion in regard to these two questions will put you square with yourself, and lead to a change of attitude, perhaps.

First, do you work for the pleasure of it, from a sense of duty, or "because you need the money?"

It should be obvious to all (but it isn't!) that real happiness lies in work well done. We should then, equally of course, work from a love of work, and to accomplish unselfish purposes. Incidentally "the servant is worthy of his hire"—and will get it. All the surer will he get it, and the more, if this be his attitude rather than that other which looks to the salary and the week's end as the primary objects.

Your employer gladly hires you when your work yields him a profit; and when it doesn't—and he finds it out—your name is among the missing of that business household, and properly. He must handle his workers as he does other materials; and on each must realize a profitable difference between cost and selling price. The great laws of commerce are back of this simple truth, and we should accept the consequences, and adopt the means to properly meet the case: a decision to give value, to try to accomplish the most for our employers irrespective of salary, and to hold fast to faith in the happiness produced by "the sweat of the brow."

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LEGAL CARDS.

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We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

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First Cabin, $50 and upwards. Round trip tickets at reduced rates.

Second Cabin, to Liverpool, single $37.50, round trip, $71.25; London, $73.75.

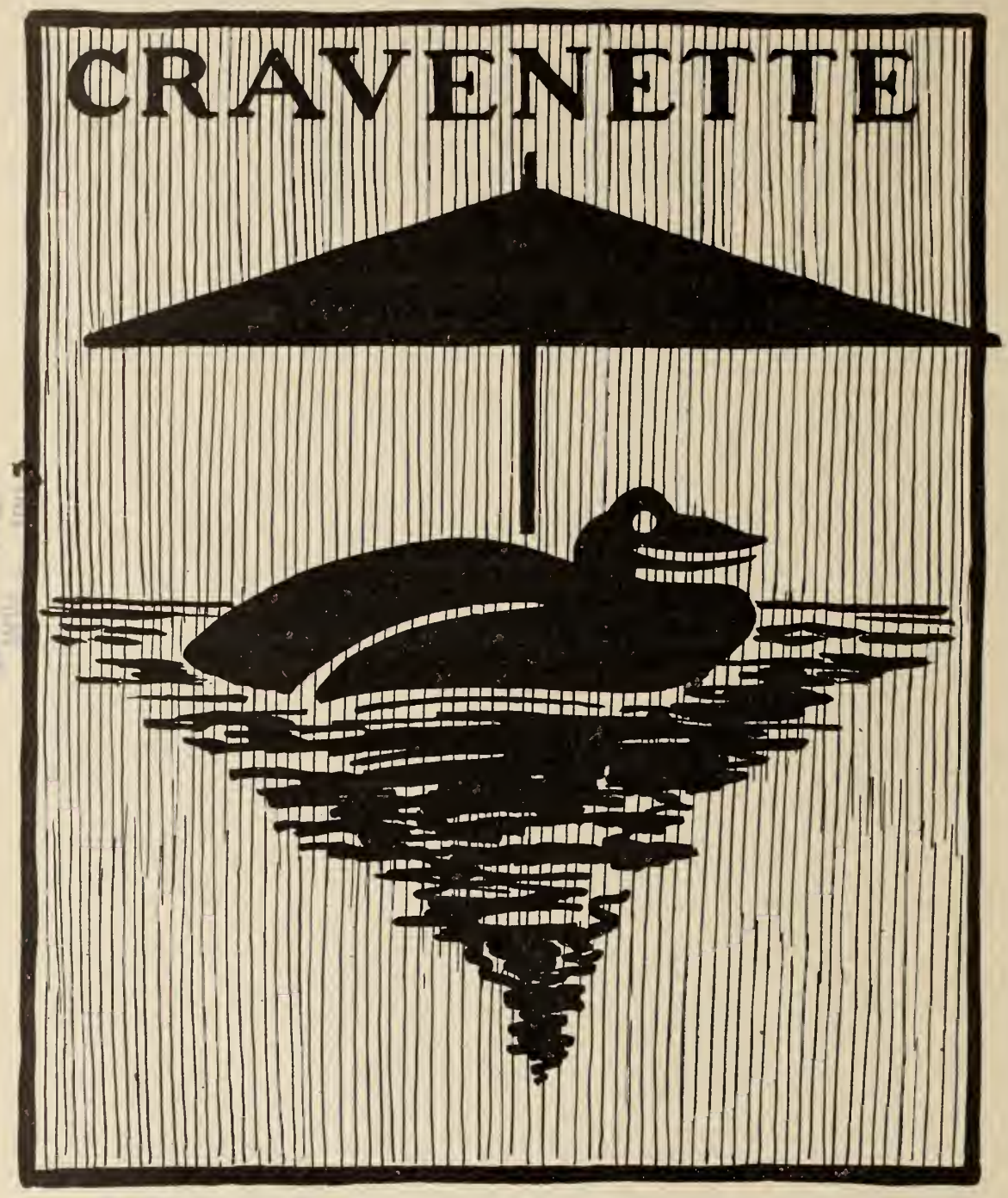
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MONTREAL AND TORONTO, NOVEMBER, 1903.

NEW FIELDS FOR GROWING COTTON.

THE situation in the cotton industry during the past six months has drawn such universal attention to existing conditions in the growth of the raw material that European countries have decided that, for their own protection, they must not remain dependent upon the United States for their supplies.

With wonderful astuteness, misdirected as we may consider it, a few already wealthy Americans have succeeded in effecting one of the greatest "corners" in financial history. The effects on the trade have been disastrous, and millions have rolled into the pockets of the manipulators; but to offset the dire results, a development has followed that promises some recompense for the suffering caused by present conditions.

English manufacturers, realizing their absolute helplessness, considering the fact that five-sixths of the cotton used in Lancashire, the greatest cotton manufacturing centre in the world, comes from the United States, have awakened to the necessity of possessing other sources of supply, with the result that experiments in the British possessions are being eagerly carried on. So far these experiments have been encouragingly successful; so much so, that lands with little natural qualifications heretofore considered essential to good cotton growing are receiving attention.

Egypt has long been a cotton country, producing a cotton second to none save that grown on the sea islands; and the past year has seen such a revived interest, that Egyptian cotton is vieing with United States cotton in many foreign markets. The British Cotton-Growing Association has been formed with a capital of $250,000 and experiments are being carried on in Egypt, the Egyptian Soudan, Ceylon, East Africa, Uganda, the Oceanic Islands, West Africa at Sierra Leone, Lagos and the Lower Niger, India, and even in Ireland

Germany has not been behind in her endeavors to insure a steady supply, both government and corporations offering great inducements to growers. German East Africa is giving a bounty of considerable value, steamboat lines are carrying cotton and cotton machinery free of charge, and associations are sending men to study cotton growing in the United States. All her African colonies are interested and Asia Minor is contemplated.

France has followed the example of Germany and England, and, although more limited in her foreign colonies, is arousing a lively interest in them all. Excellent conditions in soil and climate are said to be offered in Madagascar, Indo-China, the French Soudan and the French colonies on the west coast of Africa.

Experimenting is not followed in all cases by immediate success, but it has been found that, in four out of five of the fields tried, considerable success has eventually been met with after various seeds have been tried. It will not be many years, in the opinion of prominent English cotton manufacturers, before American "corners" will be entirely impossible, or at least only temporarily profitable, and the fear of a cotton famine which assails the mind of every mill owner year after year will be very much lessened.

* * *

When the business is good, no one can be too good for it.

* * *

THE KERNEL OF SUCCESS.

ENDEAVOR at all times to please your customers. The faculty of doing so is the kernel of successful business methods. The customer may be a small purchaser, but he may become a large one. But at any rate he is probably able to influence other buyers. It is therefore all-important that misunderstandings should be removed. It is only by removing them that high reputation can be attained.

When a customer is dissatisfied, make it a rule of the store, warehouse or factory that he must be satisfied even if a small loss is entailed thereby.

As a rule it is more profitable in many ways to lose a few dollars than one customer. This is the principle upon which the largest and one of the most successful retail stores in Canada works. Not long since a mail order for six cents worth of sewing silk was received. The particular color was not in stock, and another was sent, accompanied by a letter to the effect that if it would not do the customer was to return it at the expense of the firm. It did not suit, but although such an insignificant amount of money was involved in the order, the firm persisted until it had satisfied the customer.

It frequently costs a good many dollars to get a customer, but it usually costs a good many more to lose him. In order to hold an offended customer it is not necessary to "eat humble pie." All that is necessary is a little fact and a touch of magnanimity.

TAKING THINGS FOR GRANTED.

IT is not good policy to take everything for granted. Be sure you are right, then go ahead. To go ahead without being sure that you are right is surrounded with more or less danger. To fathom the situation and weigh the circumstances may take time, but it pays in the long run; and it is certainly accompanied with a great deal more safety. Many a merchant, as well as many a mariner, has been wrecked because of the habit of taking everything for granted, instead of carefully investigating before taking action.

One cannot always be sure; and to refrain from doing certain things because the results were not sure would be business cowardice. One must take a venture in business as well as in matrimony. What is to be discountenanced is taking a venture when by making an investigation certainty might be acquired.

To take everything for granted is after all a type of laziness, and for that reason alone should be ignored in the practice.

* * *

Although the public is not o'er dignified it will not recognize a good article until it has been properly introduced.

* * *

HIGHER EDUCATION AND BUSINESS.

IN these days of enlightenment, when one hears so much about higher education, the value of a practical business training is a topic almost forbidden. The opinion of one of the most prominent clergymen in Canada—and for a time himself a university professor—on this subject is worthy of consideration. In speaking of University vs Business—and unfortunately one seems to be more or less antagonistic to the other—he remarked incidentally that he would like to see some of our university professors in a down-town office for one week; it would be worth more to them in immediate, practical results than all the logic of the schools. He had a large number of business men in his parish who, as far as general information, practical sagacity, and general ability were concerned, could walk all round the average university lecturer.

Strange to say, the man of the market-place is to-day the power most influential in shaping the future of this new country—not the man pursuing an academic career pure and simple: the man of strenuous life, not the recluse. Yet a senior at the university is sure to have become tainted with the notion—and his professor is largely to blame—that a business career is no career at all. If, perchance, he should ever descend into the midst of the vulgar throng, he would go there, not to pursue his vocation, but only a vocation. Business was a sort of necessary evil. Between it and the life he intended to lead there was a "great gulf fixed." The summum bonum would be reached when matters of business had been relegated to a secondary place—if not to the closet—and in their place, the "activity of pure thought" supreme The man down town carried an imaginary stigma with him, and because of it he was unworthy of common consideration from his high and mighty brother up at the college. This was a sin of which certain associates of our universities were guilty every day. On the other hand, of the two highest callings in this world he considered the christian ministry as first and foremost; next in the van came that of the business man. There is no better training school in practical theology than business.

Notwithstanding the fact that some people will persist in pointing the finger of scorn at the strenuous life of the business man, thousands are finding their way into the practical business world. Canada, with its grand possibilities, offers a splendid future to her young men. Without doubt, the field of business is going to be the most attractive for many years to come. Is it not significant that the university graduate is gravitating thither, notwithstanding counter influences which are being exerted? Business is a great vocation—just the thing for a newly-fledged graduate who has completed a thorough drill in mental gymnastics and ought to be in a position to use what brains he has to the best advantage. It is the duty of every university man going into business to do all he can to dissipate false notions that have come to be associated with business because of certain misguided academicians.

* * *

Dry goods as well as lumber can die of dry rot.

* * *

ELEVATOR ETIQUETTE.

A UNITED STATES tourist, talking to a Montreal newspaperman the other day, expressed surprise that men in Canada do not remove their hats in an elevator where there are women. He could not have been aware of the custom prevailing among the leading business men in his own country—the men who set the pace in fashion and finance. There, considerable discrimination is exercised: in shops and similar public buildings a man does not remove his hat; first, because he considers a woman as being upon an equal footing with himself as a business man; second, because of the draughtiness of high office buildings. On the other hand, in a hotel elevator a man always doffs his hat. This is sound commonsense and shows due respect to the fair sex.

In certain quarters of Canada, nevertheless, the subject of elevator etiquette is still the occasion of considerable solicitude. One goes into a business office or hotel in Toronto. He is sure to encounter at one time or another three different types of men. Number one removes his hat; number two is the man in the unfortunate predicament of not knowing "where he is at"; number three, with hat on, assumes the "firm as adamant" expression.

Not long since, in the course of a discussion in his lecture-room, a professor of philosophy, and a very apostle of culture, remarked upon the unfortunate conditions of to-day when men are largely, if not entirely, creatures of environment; for instance, that stupid custom of doffing one's hat in an elevator in the presence of women—so common in the United States, and threatening to become a feature of Canadian etiquette. He would have none of it: he would fight the matter to the death.

There might be fewer freaks in the world were men to consider seriously their environment, whether or no they are its creatures. The environment is there, and when a man steps into the environment of an elevator there is but one thing for him to do—due regard being paid to the particular circumstance. In countries where men have long since passed the stage where they are taught how to do and say things, such

a subject as elevator etiquette would be looked upon as suitable only to prehistoric times. Would even Thales have thought it a subject for argument, no matter if college professors of to-day see fit to introduce it in their lectures ?

In Canada there is, as yet, considerable laxity about the observance of such things, trifles to be sure, which count, nevertheless. In any event, a certain element should be held in subjection—that which persists in ignoring ordinary rules of etiquette. It is unfortunate that any have to go through the tutorial stage; it is inevitable, however, and let such not rest until they have succeeded in mastering the fundamentals to a man. It will then be quite time enough for them to welcome the age of calm indifference. If, perchance, any is in doubt, let him take his cue from George Washington, who scorned to think the meanest peasant more polite than himself. It is surely better to err on the side of commission than on that of omission.

* * *

It is sometimes easier to get into business than to get business into the pathway of success.

* * *

CUSTOMS-SEIZED DRY GOODS.

ONE of the subscribers of The Dry Goods Review writes enclosing a circular letter which is being distributed among consumers in different parts of the country by a Toronto firm alleging to be importers and manufacturers of different kinds of dress goods. The circular is rather pretentious looking, and in the corner is a large, eight-storey building, across which is a sign intimating that this is the firm's building. The circular is marked strictly confidential, and informs the recipient that a representative of the firm will call in the course of a few days with samples of various kinds of dry goods, including silks, woollens, etc., which had been seized by the Customs authorities for under-valuation and had been bought by the firm in question. Besides assuring that the goods will be sold at bargain prices, the circular contains the further gratifying information that if all the goods purchased are not exactly as represented money will be refunded.

When the representative of the alleged wholesale house visits the town, he is accompanied by several imposing-looking trunks. He calls on consumers in the vicinity with a pack under his arm and of course emphasizes the points contained in the circular of his firm, which has preceded him.

We have carefully investigated the matter and find that the firm instead of occupying the whole of the building in question, as would be gathered from the circular, merely rents a small room there, and this room is about as frequently closed as open. The firm is, therefore, not a wholesale one.

We have also made investigation in regard to the goods alleged to have been seized by the Customs authorities for under-valuation. An official of the Customs Department, who is in a position to know when goods are seized, emphatically says that there has been no such seizure of dry goods by the Customs authorities and that the circular was stating a positive untruth when it said it had purchased goods seized by the Customs Department for under-valuation.

Municipalities have it largely in their power to prevent pedlars of the class represented by this particular wholesale house from plying their trade in their respective localities, and merchants will be not only aiding in preventing consumers in their neighborhood from being imposed upon, but they will be also protecting their own interests by insisting that their local council shall pass by-laws imposing such taxes on pedlars, that firms such as that complained of in this particular instance shall be prevented from plying their trade.

In Germany, a circular of the kind to which our attention has been called, would have been considered illegal and those sending it out would have been compelled to pay the penalty. It is time that we in Canada had a similar law, and retail merchants throughout the country should impress the fact upon their representatives in Parliament.

* * *

Business men must earn publicity before they can get prosperity.

* * *

THE CONSCIENCE OF EMPLOYES.

MANY times in life a man is confronted with a situation where two influences pull in contrary directions, each one at times presenting the appearance of right. To the man at the head of a business, it presents itself in a hundred forms, but the employe is not without his temptations.

In the kaleidoscope of the industrial and commercial life of a country in the flow of prosperity, no changes occur more rapidly at times than those where the employe, tempted by richer offers or replaced by a more efficient man, accepts a position with a rival firm. Then his zeal for his new employer and his anxiety to please often-times make him forget that the apparent interests of his position do not overtop all else. However humble his former position, he has carried away with him secrets—insights into private business—that might be of untold value to a rival company. These secrets he is often willing to divulge, and is sometimes encouraged to do so by his employer. He finds it so easy to silence conscience, by holding up his duty as he tries to see it, and the prospects of improved standing.

The sensible and honest employer, however, discourages all inclination on the part of his employe to impart secret information concerning his last position, knowing that a yielding man will act in the same manner in his next position. Quite recently in Montreal a trusted and confidential employe accepted a position with a competing firm in the same city and displayed some willingness to divulge the secrets of his previous employer. The head of the firm, however, calling him to his office, said: "Mr.———, in your position of trust with our rivals in business, no doubt you acquired a fund of information which you may think of use to us. I wish you not to tell to me or any of my partners or staff, the smallest detail that would prove detrimental to the interests of your former employer. And I expect you to observe the same reticence with regard to our affairs."

Upon his resignation or dismissal from any position, the employe whose conscience is more than a name will realize that with the severance of connection, goes all right to discuss the business. The memory of many things cannot be dismissed, and may influence him in his new position, but no advantage should be taken of it to injure his former employers. Where they conflict, moral obligations should outweigh all thought of personal emolument.

THE ADVANTAGES

of our Savings Department are not confined to residents of Toronto. We have every facility for taking charge of either large or small accounts of persons residing anywhere.

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Will receive every consideration if kept at

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Head Office: - TORONTO.

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$2,850,000.00

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CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

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HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE.

Paid-up Capital, - - $8,700,000
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NEW YORK, N.Y., 16 Exchange Place, Wm. Gray and H. B. Walker, Agents.

99 Branches throughout Canada, including the following:

MONTREAL, F. H. Mathewson, Manager.
HALIFAX, H. N. Wallace, Manager.
WINNIPEG, John Aird, Manager.
ST. JOHN, N.B., J. G. Taylor, Manager.
DAWSON, D. A. Cameron, Manager.
TORONTO, John C. Kemp, Manager.
VANCOUVER, Wm. Murray, Manager.
OTTAWA, Robert Gill, Manager.
VICTORIA, Geo. Gillespie, Manager.
HAMILTON, D. B. Dewar, Manager.

5 Branches in the United States, including the principal cities of the Pacific Coast:

SAN FRANCISCO, CAL., Arch. Kains, Manager.
SKAGWAY, ALASKA, H. M. Lay, Manager.
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PORTLAND, OREGON, E. A. Wyld, Manager.

A General Banking Business Transacted.
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The distribution of its Canadian branches covering all the principal cities and towns throughout the Dominion, its own offices in England and the United States, and its correspondents in all parts of the world, enable The Canadian Bank of Commerce to offer unexcelled facilities to merchants, manufacturers and exporters for the transaction of their business.

ADVANTAGES

of using a Corporate Trust in preference to an individual:

1. Continuity of Service.
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THE TORONTO GENERAL TRUSTS CORPORATION

was established expressly to furnish the public with a thoroughly equipped organization to undertake Trusts of every description.

J. M. LANGMUIR, Managing Director.

Booklet on Application.

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CAPITAL PAID UP, - - $1,000,000.
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W. D. ROSS, -:- GENERAL MANAGER.

SAVINGS BANK DEPARTMENT

at all Branches.

Interest allowed on all deposits of $1.00 and upwards at highest current rates.

FINANCE AND INSURANCE

THE dispute over fire insurance rates in Ottawa is likely to reach a satisfactory settlement as a result of the decision of the Canadian Fire Underwriters' Association, in Montreal, October 9 and 10, when it was decided to remove the surcharge of 25c. under certain conditions. The underwriters placed this surcharge on account of the extra hazard in Ottawa from lumber yards and the defective water-works system. In consideration of certain improvements the surcharge will be reduced 10c. after December 1, the remainder to be taken off when the big conflagration hazard is entirely removed.

* * *

THE branch at Ottawa of the Toronto General Trusts Corporation is now fairly in the field, and with a strong and representative advisory board and Mr. H. W. Chamberlin as manager, a successful career is predicted for the new venture in that section. The Toronto General Trusts Corporation has now a capital and reserve of over one million and a quarter, and with upwards of $25,000,000 under its care, will be an important factor in the money loaning business in its new field of operations.

* * *

"COTTON companies are doing well. Of course they would do better if they had protection. Canadian Colored Cotton at 40, pays 10 per cent. on the investment. Surely there should be a big chance in buying it with hardly any risk. One buying Dominion Cotton at 32 should double his money in a year or two. This may seem a long time, but it may be sooner." The above is an extract from a recent interview with Mr. Rudolph Forget, of L. J. Forget & Co., Montreal, one of the most influential brokers and best-known financiers in Canada. Mr. Forget also speaks enthusiastically of the opportunities for investment in Canadian industrial and railway stocks. While it is gratifying to hear Mr. Forget speak so encouragingly, the fact nevertheless remains that the present indications on the stock market do not point to a boom, and the squeezing to which Canadian investors have been subjected in the last few months has bred more or less distrust in "good things."

* * *

ONE of the most interesting developments of the month was the proposal for the re-organization of The Canada Cycle & Motor Co. by cancelling $3,000,000 common stock and reducing 30,000 preference shares from $100 to $20 each, par value. The preference shares were then to become shares without preference or priority and 5,000 of them were to be retained in the treasury. The discussion of this proposal, which was to have taken place at the annual meeting of the company on the afternoon of October 29, was prevented by the issuance of an injunction at the instance of the executors of the estate of Henry Cargill to prevent a vote being taken on the matter of reducing the capital until Thursday, November 5, and until a motion then to be made to continue the injunction be disposed of. At the meeting the situation was explained and an ajournment made for six weeks. The annual statement would have shown a net profit for the year of $29,344.90.

CANADA PERMANENT MORTGAGE CORPORATION.

THE Canada Permanent Mortgage Corporation, one of the leading Canadian financial institutions, has a paid up capital of $6,000,000, which is equalled only by that of three of the largest Canadian banks. It has a reserve fund of $1,600,000, and its invested funds amount to $23,600,000. That the management are justified in taking credit for the virtue of stability is evident from the last statement. Less than $2,000,000 (not quite eight per cent. of its total investments) represents the corporation's entire interest in bonds and stocks, all of which are assured dividend payers. Of this $1,505,345 represents advances on stocks and bonds. The company does not itself own any stocks or bonds, with the exception of municipal debentures to the extent of $148,120. The remainder of its assets, amounting to more than $21,000,000, are made up of mortgages on real estate, cash on hand, and the corporation's office premises. It also issues four per cent. debentures which are a legal investment for trust funds, authorized by act of the Legislature, (a favorite investment of both fire and life assurance companies, for deposit with the Canadian Government). The depositors and debenture holders have an equal first claim on the entire assets of the corporation, including $7,600,000 of actual paid up capital and surplus. By the terms of its act the Canada Permanent's investments in bonds and stocks cannot at any time exceed 75 per cent of its paid up capital. It must, therefore, have the entire amount of its borrowed capital (deposits and debentures) as well as 25 per cent. of its shareholders' capital, invested in mortgages upon real estate. In the selection of the latter there is brought to bear the very best experience available in Canada.

SHRINKAGE OF INVESTMENT SECURITIES.

THE shrinkage of securities which has wrought such havoc in financial circles these recent months has been the subject of innumerable editorials, articles and explanations. Everyone is now ready to explain how it happened, although there is not the same unanimity in deciding on what is to be the outcome.

The explanation which is most popularly received and which has a large groundwork of fact, is over-capitalization.

Confined to some of the new industrials little fault can be found with this explanation. At the height of the boom, enterprises were launched with a recklessness engendered of the gambling spirit. Capital stock was limited only by the receptivity of the investing or rather speculating public. Naturally the reaction came with the shrinkage which has been so much deplored, but which, under the circumstances, could not but have come.

Some other explanation, however, must be sought for the shrinkage during the Summer months of railroad securities of established credit, which have suffered, if not altogether so severely, yet almost as generally. It has been suggested that large blocks of these "gilt-edged" securities were held in reserve by bankers and syndicates who were loaded up with industrials. When the slump came in the market and the investing public withdrew, the

embarrassed bankers and syndicates found themselves called upon to discharge the loans contracted to underwrite and hold the industrial shares. They were compelled, therefore, to realize either on their industrials, which were depreciated and practically unsalable, or on their investment shares, which were at least salable at a price.

That this explanation has more or less force cannot be denied, but it is not all. Quite aside from the necessities of borrowers there was a further reason for a decline in the fact pointed out in these columns a short time ago, that the returns from investments in these stocks were extremely low, 4 per cent. indeed, while, at the same time, time loans to corporations in the highest credit placed for a year or more commanded 6 per cent., while merchants and manufacturers in perfectly good standing were borrowing on their notes at an even higher rate.

Capital under these conditions was certain to flow to the quarters where the most profitable investments could be secured. To emphasize this tendency there was a further inducement in the knowledge that other large security issues were about to be offered. For instance, when the Pennsylvania Railroad offered its own shareholders a large block of new shares at 120, their old shares, which had been listed at 157, were rapidly thrown on the market, and sold down to 120 to secure the funds to buy in the new. The fate of the Pennsylvania led to the postponement of other issues that had been contemplated, but the knowledge that their issuance was impending was certainly a factor in increasing the shrinkage.

A further factor that has been given much prominence is the bear element. Bear raids, bear manipulation, pressure by the bears, are phrases constantly in use in the papers. But what is the actual position of the bear in the market? He sells stocks he thinks are going to decline that he may buy them in later at the bottom price, just as the bull buys in stocks he thinks are going to rise in hopes of selling out at a higher figure. Both are incidents rather than causes of market fluctuations, and serve more to intensify and prolong fluctuations which are primarily due to other causes. In times of panic the bear certainly has a disproportionate influence, but as he must subsequently buy in the stock he has sold short the ultimate tendency of his completed campaign is to restore the equilibrium he has helped to disturb.

CURRENT BANK NOTES.

The Sovereign Bank has opened a branch at Frelighsburg, Que.

A branch of the Bank of Hamilton has been opened at Ripley, Ont.

The Royal Bank of Canada has established a new branch at Edmundston, N.B.

The Sovereign Bank has opened another branch in Ottawa, on Clarence street.

A branch has been opened at Preston, Man., by the Bank of British North America.

The Bank of Nova Scotia will shortly open branches at Calgary, Fort Saskatchewan, Vancouver and Wetaskiwin.

On November 2 the Bank of Hamilton will open its second branch in Toronto, on the corner of Queen and Spadina.

The Bank of Montreal has opened branches at Brandon under the charge of Mr. W. Watson, and at Indian Head under Mr. R. M. Napier.

The Bank of Ottawa has opened a branch at Buckingham. J. K. Lough, of Ottawa, has been placed in charge for the present.

It is said that the Eastern Townships Bank, Bank of Toronto, and the Union Bank of Canada are to start branches at the coast. All three will start either in Vancouver or Victoria, or both, and Eastern Townships will also probably locate another branch at Nanaimo. The Dominion Bank officials have decided not to open any branches at the coast at present.

HON. GEO. A. COX, President

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CASH CAPITAL, $1,000,000.00.
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When visiting Toronto it will pay you to arrange to spend a short time looking over our stock of Business-Booming Specials for quick retailing. You will be received most courteously and the freedom of our large five-storey warehouse is yours. You are welcome to make this your headquarters while in Toronto. If you are not coming to the city just now, drop us a card, for we would like to write you about some of our specials for your bargain counter.

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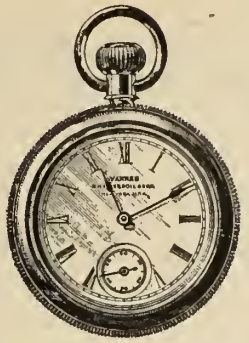
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Second—It stands rough usage and does not get out of order easily, **making it the only watch for dealers outside of the jewelery trade to handle,** and also making it a practical one for sportsmen, boys and all men who give a watch hard usage.

Third—Its low price and high quality insure a tremendous sale, which we further augment by furnishing many handsome advertising devices for your store.

Fourth—Last but not least, these watches offer a **handsome profit.** Price cutters are not supplied.

Sold by several leading Dry Goods Jobbers of Canada. We will tell you who they are upon request.

Trial Offer—To any Dry Goods Dealer who will write to us upon his **business letter head** and inclose 75c. we will send a sample watch (duty not paid) and our catalogue, so that he can test its accuracy and durability.

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BETWEEN now and Xmas our stock of notions and counter novelties will be kept in prime condition for your rush wants, so don't forget us if you run short of anything.

We will gladly send goods on approval, and pay all costs in the event of goods being returned. Prices, of course, we guarantee ; they are right anyway ; they have to be.

Some of the good things in stock at present are :

Red Leather and *Enamel Belts.*
Red Leather Purses, Wrist and *Automobile Bags.*
Wrist Bags, great variety.
Pearl Buttons, all sizes.
Beaded Chains and *Girdles,* good assortment.
Hose Supporters, popular lines, great value.
Brooches and *Stick Pins,* attractively packed.
Ladies' Fancy Garters.
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DRESS ACCESSORIES

LACES.

JUDGING from the large and varied stocks of laces shown there is no doubt felt about the position of lace for the Fall trade. From reports made by our leading lace houses the season is opening up in a most satisfactory manner.

The possibilities of lace as a garniture are too great to be lost sight of, and all gowns of a dressy character are freely trimmed with lace. Though there are few all-lace waists shown, a great deal of lace is used in the make-up of fancy waists.

Wool yak is certainly the favorite of the season, and besides the creamy whites and the black laces, it comes in mixtures that harmonize with or match the cloth of the costumes it is used to trim. These yak laces are really wool Clunys and the silk and also the cotton Clunys are extremely fashionable.

The newest lace of this kind is the Craponne lace, which is a mixture of silk and cotton, and takes its name from the town of Craponne in France, where the peasantry have for generations made this kind of lace.

Not only are these wool laces dyed to match the colors they trim, but the cotton laces are dyed also. A very handsome blouse in soft satin-de-lyons of a soft willow green was trimmed with cotton lace dyed the exact shade, and the effect was splendid.

Fibre laces rank perhaps next to the woollen ones. The latest shown, however, are embroidered with wool in heavy rings and discs. The majority are white, but white with colored embroidery are also shown. Two-toned effects in fibres are also shown. Teneriffe effects in both black, white, cream and ecru are well in evidence.

In all these laces, galloons, particularly in the medium widths, are good sellers. Bands are strong. Separable medallions must also not be overlooked, as they are well used. Of lace and guipure galloons in black there are any number of beautiful patterns, and the detachable and drop ornament effects are among the newest and best liked. Scrolls and slender floral and wheel drops are good, and so are detachable ornaments with a drop fringe.

Plauens are again well to the fore in Venise, Irish crochet, and other patterns in galloons, bands and all-overs, as well as separable motifs. Medallions with a net ground are also shown and some good things are seen in this style.

Cluny effects combined with a heavy silk braid in a variety of shadings, are to the fore. Renaissance braid effects in black, white, cream, ecru, and black and white mixtures, some of which have insets of embroidered net or chiffon, are much in evidence; in fact, there is a wide variety of these motifs with fancy centres.

Single motifs in renaissance, guipure, cluny, etc., are having a good demand. They are also selling by the yard.

LACES FOR EVENING WEAR.

There has been more interest taken this past season in the real laces than for some years past, and there are many who hope that this is an indication that they are again to occupy a prominent place in the trade.

Few articles are more beautiful than a handsome piece of hand-made lace, and though so delicate and fragile in appearance, if only proper care is taken its wear and endurance are astonishing.

Though of course the price of the finer hand-made laces, such as Brussels, rose point, duchesse, Honiton, point de Gaze, Alencon, etc., takes it out of the reach of the many, there are many kinds of real lace that can be bought at a reasonable price.

Now that the season for the wearing of elaborate evening dress is coming, there is a good deal of interest shown in the more expensive laces. Collars, berthas, bands and flounces are all used on handsome evening and reception gowns.

Point d'Alencon and Chantilly laces, both in the real and the imitation, come in bands, galloons, medallions and flounces. Some of these are in color or two-toned effects, the handsomest of which is in gold and black. The all-over lace dresses have a skirt of chiffon veiling the silk mount; indeed, two of these chiffon skirts are often used and not infrequently they are of different colors. The effect is beautifully soft and pretty, but it comes expensive. Evening wraps are also lavishly trimmed with lace. Bands of Plauen, Venise, Irish crochet, Cluny and the fibre laces are used here, but in Paris the latest is the new macrame lace. The last named is a knotted lace in fine twine, and is generally deep brownish ecru in tone. Often the twine is left as a fringe.

Laces in black, white and Paris shades promise well for evening wear; not alone, however, but in combination with trails of raised chiffon flowers on both skirt and bodice. There are also incrustations of lace with sequin, jet and mother-of-pearl embroidery.

VEILINGS.

THE veiling trade is in splendid shape at the present time. The season right up to now has been eminently satisfactory, and from fashion indications veils are growing in popular favor. The chiffon drapery veil is holding its place in spite of the lateness of the season, and many who are in a position to judge are of the opinion that it is here to stay, as it is more worn than ever by the high-class trade. The increasing vogue of "auto" driving is in a great measure responsible for this, but the becomingness of a chiffon veil has also a good deal to do with it; in fact it is too becoming to be easily relinquished, and so is made part of the walking costume as well. Another significant fact is that the Parisian woman is taking to the chiffon veil. Hitherto she would have none of it, but at last she has adopted it.

The newest form of this veil is fully four yards long, and is draped with one long end, which is brought round and fastened with a rosette on the left shoulder. Some of these long veils are tied on the left side with long loops and ends. The latter have a deep hem and cluster of tucks above. These veils are used for carriage wear, as well as for "auto" driving, and are particularly becoming with the high-crowned poke hats.

Many fancy colorings are showing in chiffon veils, such as pale blue, pink, mauve, etc., but the Autumn demand is principally in the darker shades. Brown in all shadings, from biscuit up, through all the modes and tans to seal, is fashionable. Burnt orange shades are also extremely popular. Black velvet discs and chenille spots are all shown. Veils,

with a deep fold of contrasting color, briar-stitched on above the hem, are among the novelties. But the newest of all is the embroidered veil. This embroidery is done on a Bonaz machine, and some of the prettiest shown are the work of a Canadian firm. Face veils and drapery veils are increasingly worn together, but the vogue of the nose veil is dying out.

Tuxedos and the Dubarry veilings are the favorites of the season. These are being freely taken in all the novelty patterns. Teneriffe effects are showing in veils and have been stocked by the leading retail houses, but there have been no repeats. This is not a matter of wonder, as the effect of the ring patterns was rather startling and decidedly unbecoming. It is in the numberless fancy check and diamond patterns, both with and without small groups of tiny chenille spots, that the trade is being done. A pretty novelty is a floral border in chenille in small sprays. There is a decided call for all-black effects.

While the popular retail price of veiling is about 25c., the higher priced novelties should not be neglected, as they too often are. The better veil is often the cheapest, as it does not become stringy after a few times wearing like those of the cheaper lines do, and then the novelties all come first in the better lines.

This is a department in which the extreme conservatism of many buyers—conservatism that is injudicious, because extreme—is shown. Buyers in the Northwest and in Montreal and eastern sections generally are more alive to the money-making possibilities of the up-to-date veiling department than those in Toronto and Ontario points.

Veilings are wholly a novelty line, and a few stickers that are never sweetened up by anything in the way of a novelty are not going to make an attractive and paying department. Rightly handled, veilings are profitable, but to sell the quantity the novelties and the better grades must be kept, and your customers must have confidence in the fact that your stock is up-to-date. If your department is behind, now is the time to build it up. Times are good and veils are increasing in favor. Of course it will take time and the expenditure of a little money to build up your trade, but the results will be worth the expenditure.

When your customers know that yours is a good place for the latest in veils, you will find that the counter devoted to veilings is a busy place.

The vogue for small toques and turbans in millinery is proving a good thing for the veiling department.

The latest in veils is the hair net. In England hair nets are worn, but they do not find favor either in Paris or on this side of the Atlantic. This hair-net veil is worn over the hair and under the hat, and the ordinary face veil is worn over that again.

BUTTONS.

BUTTONS are occupying a strong position this season, and there is a large showing along all lines. Almost all garments, even the most severely tailored, show a trimming of buttons in some form or other, and sometimes in more sizes than one on the same garment, and as for the many accessories to dress, such as neckwear, etc., buttons form one of their most popular garnitures.

Pearl buttons are perhaps first in importance and of almost all possible styles. Nearly all sizes, from the very tiny ones up to the very large ones, and in white, smoked and tinted pearl, are selling.

Some particularly handsome lines of carved pearl buttons are showing. Besides the round buttons, ovals, octagons and square buttons are among Fall lines. Barrel buttons in pearl are also showing in all sizes.

Another class of buttons that are putting forward claims to recognition are the crochet buttons. The oval-shaped buttons are decidedly prominent.

In fancy metal buttons there is a wide choice, not only in style, but in price. Some lovely buttons are showing in cut steel; and in pressed steel, at, of course, a much smaller price, there are some attractive lines.

Large size enamel buttons come in all shades to match all fabrics, and in sizes from 18 to 50 lines.

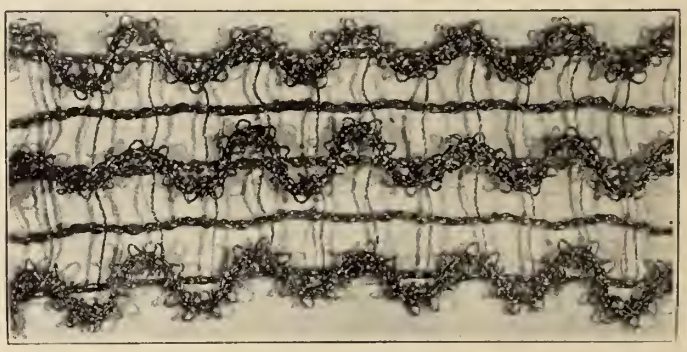
Seeing that jet and jet trimmings are so very popular in Fall lines it would be strange indeed if jet buttons did not come to the front. They are showing in many styles and in all sizes.

Just a touch of gold is the latest note on the tailored costume, and is also necessary to complete the many military and semi-military styles that are the vogue now. One way of giving this is by the use of gilt buttons. Tiny gilt buttons are used to give this touch, and the use of these bids fair to become a fad.

TRIMMINGS.

NOTWITHSTANDING the vogue of the untrimmed tailored gown, the volume of trade in dress trimmings has shown no sign of falling behind this season. Nor is it likely to do so, as the time for the wearing of elaborately trimmed gowns is only just commencing.

In all the varied assortments of trimmings shown this Fall, braids are the most to the fore, and no wonder, for they possess so many attractive features. The term braid now



A New Pattern in Gold Trimming.

includes a very wide range, as besides what is ordinarily known as a braid, there is a long list of fancy effects that come best under this classification, and yet are not exactly braids.

Beside the braids proper applique trimmings made of braid and fancy stitches are shown. These in themselves have been shown before, but new ideas and patterns are now showing. The pendant and festoon motifs are newest in these trimmings, though leaf and flower motifs are by no means absent. The brilliant fibre silk braids are popular as ever, and many beautiful designs and colorings are shown in them.

The beading idea is strong in all trimmings this season, and braids are now made that can be threaded with cords, ribbons or chenille.

There are now on the market some pretty effects in what is termed stuffed applique; in fact raised and padded designs are among the newest this Fall. What, however, promises to be the novelty feature of the season just developing now in Canada and the States, though they have been used for some little time in Paris, is the use of gold effects in trimming. This liking for gold undoubtedly had its rise in the wonderful gold embroidered gown that Queen Alexandra wore at the coronation; and the vogue has been slowly growing ever since.

WARNING TO THE TRADE.

KLEINERT'S
HOOKON HOSE SUPPORTER.

In the High Court of Justice:

Decision by the Honorable Mr. Justice Ferguson.

THIS COURT DOTH DECLARE that the defendants and each of them have infringed the plaintiff's Patent, being number 64121, Dominion of Canada, and DOTH ORDER AND ADJUDGE the same accordingly.

AND THIS COURT DOTH FURTHER ORDER AND ADJUDGE that the defendants and each of them, their servants, workmen and agents be restrained from MAKING, USING, SELLING, EXPOSING FOR SALE, OR PERMITTING TO BE MADE, USED OR SOLD, articles manufactured in accordance with the invention described in Letters Patent number 64121, Dominion of Canada, or differing therefrom only colorably, or by the substitution of a mechanical equivalent for the hanger device therein described which infringes the said patent.

AND THIS COURT DOTH FURTHER ORDER AND ADJUDGE that the defendants do pay to the plaintiffs the costs of this action forthwith after taxation.

GEO. S. HOMESTEAD.

Registrar.

Judgment signed the 23rd day of October, 1903. M. B. Jackson, Clerk of C. and P.

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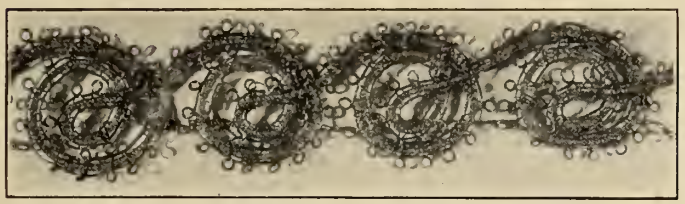
ORDERS WILL HAVE QUICK DESPATCH.

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Eastern embroideries, gorgeous with gold and color, have been and are now increasing in favor with the fortunate few, but for the many their place is being taken by the many forms of tinsel braid, which is combined with Persian effects in some form or other. Sometimes these braids are used with the Persian trimmings, and many of them are made so that ribbons, velvets, silk braids or cords, in dull reds, blues, pinks, fawns and greens can be run through them to imitate the colorings of the expensive embroideries. Some beautiful effects are gained in this manner by the smart dressmakers, and gold braid guipures in a large range of both simple and elaborate patterns are showing. In fact the touch of gold is to be the leading feature in trimmings this season.

The three illustrations show some handsome patterns in this gold trimming. The wide one is intended for belts



A New Pattern in Gold Trimming.

and collars, and has to have different colored ribbons run through it.

All tinsel effects are to be good this Fall. Instead of the usual chiffon or soft silk lining that has been used for yokes, etc., cloth of gold is to be used, and the all-over lace is often also embroidered with colored silks.

Cloth of gold or gold colored silk veiled with chiffon is the smartest mount for the sequin and net, lace and net, and the printed and embroidered chiffons that are the vogue now for evening wear. Narrow trimmings of chenille and gold are also shown.

Fringes and silk tassels are another fashionable form of dress garniture. This has always been considered an expensive kind of trimming, but dressmakers use it in such a manner that the cost does not amount up very fast.



A New Pattern in Gold Trimming.

The ends of stoles and panel trimmings or the bottoms of medallions are edged with fringe or tassels, or fringe is used around the yoke of a gown or waist bertha fashion. In this manner quite an elaborate result is gained at little espense. Only in the case of Tom Thumb fringe is any quantity used, and this is not very expensive.

A great deal of the fringe used is set on with a narrow gold braid. Chenille fringes with a small curl or twist and with the drops set at rather wide intervals promise well. Many drop ornaments in chenille are shown as well. Mottled effects to go with zibelines and mixtures are good. Drop ornaments of all descriptions are shown.

In jetted and spangled trimmings and all-overs some lovely effects are being brought out. New indeed is the circular flouncing with a fringed edge of drops, both in black and in white with gilt, silver-colored spangles.

Some beautiful robes in nets are now showing.

RIBBONS.

WHILE it is true that ribbons are in good demand, it is the millinery end that is taking care of the majority of ribbons used. The vogue of the fancy stock collar has made quite a difference to the ribbon sales. For trimming misses' and children's hats there is a good demand for fancy ribbons. There are many novelties suitable for this purpose. Three shades of the same color in separate ribbons are better liked than the ombre ribbon, but a few ombres are showing.

Chene ribbons, ribbons with coin spots, and beautiful ribbons that show large fruit and flower designs, are to be used for the sashes that will be largely worn with the gowns for dancing. In the general ribbon lines it is the staple colors that sell best.

Mauves and purples are much talked of, but most ribbon buyers will not need the caution to go slow with this class of colors. While they are fairly strong in the exclusive trade, they are never good sellers with the popular end of it, at least in Canada. A large number of the Canadian women look upon them as old women's colors, and as such refuse to wear them.

Now that it is getting on to the gift season, fancy ribbons and ribbon flowers are coming to the front. The latest is the "sunflower," made of shaded ribbon. Ribbon roses mixed with loops of narrow velvet are also new. The bunches of violets that were introduced last Fall are again seen, also the chiffon roses with loops of velvet or ribbon accompanying them.

Though the neck ribbons that were so extensively worn are no longer fashionable, there is a form of ribbon neckwear that is coming into vogue, and that is the large flat bow and ends, pulled out as long and as wide as possible. Plain taffeta is the ribbon most employed, but a few of the quieter fancies are also in demand.

There is a folded stock of the ribbon for round the neck, and in the large stores customers select their ribbon and the bow is tied free. One of these on a figure and a few tied ready for wear, ought to help to sell a fair quantity of your ribbon stock. But just a warning: The thick satins and the very soft ribbons are totally unsuited to this class of neckwear.

Many of the handsome warp prints no doubt will sell for making handsome cushion tops and for other fancy work purposes.

Ribbons for cushion frills should be in good demand from now on, and the ribbon buyer can profitably pay a little attention at the present time to this class of ribbons. Ribbons that show three decided bands of the same color are the newest, but there are some very attractive ribbons that show bands of contrasting colors. There is always a large outlet for cheap ribbons in all widths for fancy work, and from now on until Christmas, if the department is well catered for, should be the banner time of the year.

The up-to-date manager of a ribbon department will stimulate the demand by showing some of the various ways that ribbons can be used, and he will visit the fancy goods department and bring articles shown there in which ribbon is used to serve as object lessons to his customers. Above all, let his salespeople make themselves familiar with the many fancy articles that ribbon is used on, and then they will be able to give an intelligent opinion, and to push sales in their department.

BROWN HAIRPINS.

WHY hairpins are all black, and why they do not come in shades to match the hair, has doubtless often been a matter of speculation for many. When it is taken into account how exacting the fair sex is in the matter of things matching, many must have wondered how it was that no manufacturer has had the enterprise to introduce shades of hairpins to match the hair. It is said, however, that the impossibility of obtaining an enamel that will retain its color has stood in the way of any change in this direction. However, an Old Country firm has, after a series of experiments, overcome this difficulty, and is now putting on the market a brown or bronze hairpin that they guarantee to maintain its color and which can also be sold at the same price as the ordinary black ones.

NOVELTIES IN BELTS AND GIRDLES.

BELT lines are going to be very interesting this Fall, as manufacturers are making extra efforts to produce novelty lines. In fabric belts taffeta and peau-de-soie with oxidized trimmings are to the fore. Indeed it might be said that the buckles are all that there is to the belt, as it is the metal finishings that first strike the eye.

Girdle effects are the leaders, and many pretty forms of this style of belt are shown. A large buckle and smaller ones connected by chains are also a popular style. A lily-of-the-valley pattern in this style was very good, but this was only one among the many.

What are known as the cluny effects in jewelled buckles are among the novelties that decidedly ought to take.

There are signs of the fact that an attempt is being made to get away from the extremely narrow belt that has been shown lately. A wider belt is really more convenient, as the band of the skirt is apt to slip below the narrow belt. One of the newest effects shows the buckle narrow at the back and wide in front. While this belt may not have such an extensive vogue, yet it is an indication of a change of style.

On the majority of belts the metal trimmings are in oxidized silver, but a few gilt trimmings are shown. A kind of mottled effect, known as fancy oxidized, forms a pretty finish.

Red belts are likely to win popular favor. The buckles and trimmings shown with them are in polished gold, nickel and in fancy oxidized. Gilt and white is also well shown, but white and silver promises to be the better seller.

Elastics are being well shown in belt lines in about 1 or 1½ inches, or, in some lines, 2 inches wide, though in some quarters there is considerable doubt expressed as to the length of time they may continue in popular favor. Bright red is prominent in these elastic belts, and grey figured effects that tone in well with the tweeds and zibelines that are now worn, are also shown. These are mounted with the long back buckles and clasps in front like other fabric lines.

While with the reds there is some little inquiry for gilt trimmings, it is oxidized and silver grey for which the demand really comes.

Buyers can count upon the fact that the metal girdle is going to be a prominent feature in belt fashions, as from present indications it is to be much worn with the long-coated suit.

Varieties in chains, with clasps and ends finished with a tassel, all in metal, are well shown. Bead girdles, made from strands of plaited beats and finished with a tassel at each end, in white, blue and white, black, and a number of other combinations, are also right in line, but the novelty, and a novelty that is likely to develop into a fad, has started well on the other side—this is the Indian bead work.

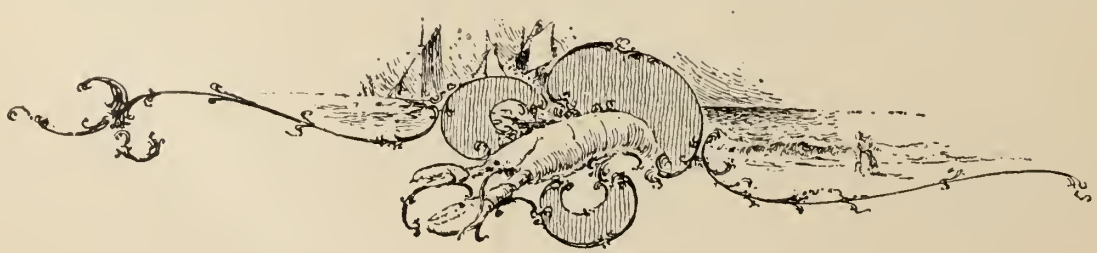
INDIAN BEAD WORK.

ONE reason why Indian bead work belts and girdles are likely to be worn extensively is that they can be made at home without the expenditure of either much time or money.

The beads are what are known as seed beads, and have been used for years by the Indians of New Mexico and Arizona. In fact many people thought that the Indians made them, but this is not the case, as they are imported from Bohemia, North Italy, and Southern Germany, and it was with these beads that the first trading with the Indians was done. They are put up in bunches that retail for 5c., and the chief colors called for are crystal, turquoise, pink, garnet, navy blue, amber, light green, milk white, opal and black, though, in all, there are 40 or 50 different colors made.

There are two or three looms on the market for the manufacturing of these bead-work articles, and they vary in price from 25 to 50c. Quite an attraction was created recently in a departmental store by a girl working one of these looms at one of the counters. The beads were spread around her, and the finished work was also shown. Prices for finished work were not moderate either, as, for a narrow neck chain in simple pattern, $2.50 was asked.

Girdles, belts, neck chains, watch fobs, and many more fancy articles are made from these beads, and patterns used are the Indian designs, but there is nothing to prevent the creation of original designs. The materials required besides the loom and beads are milliners' needles, from 12 to 16, and linen and silk thread.



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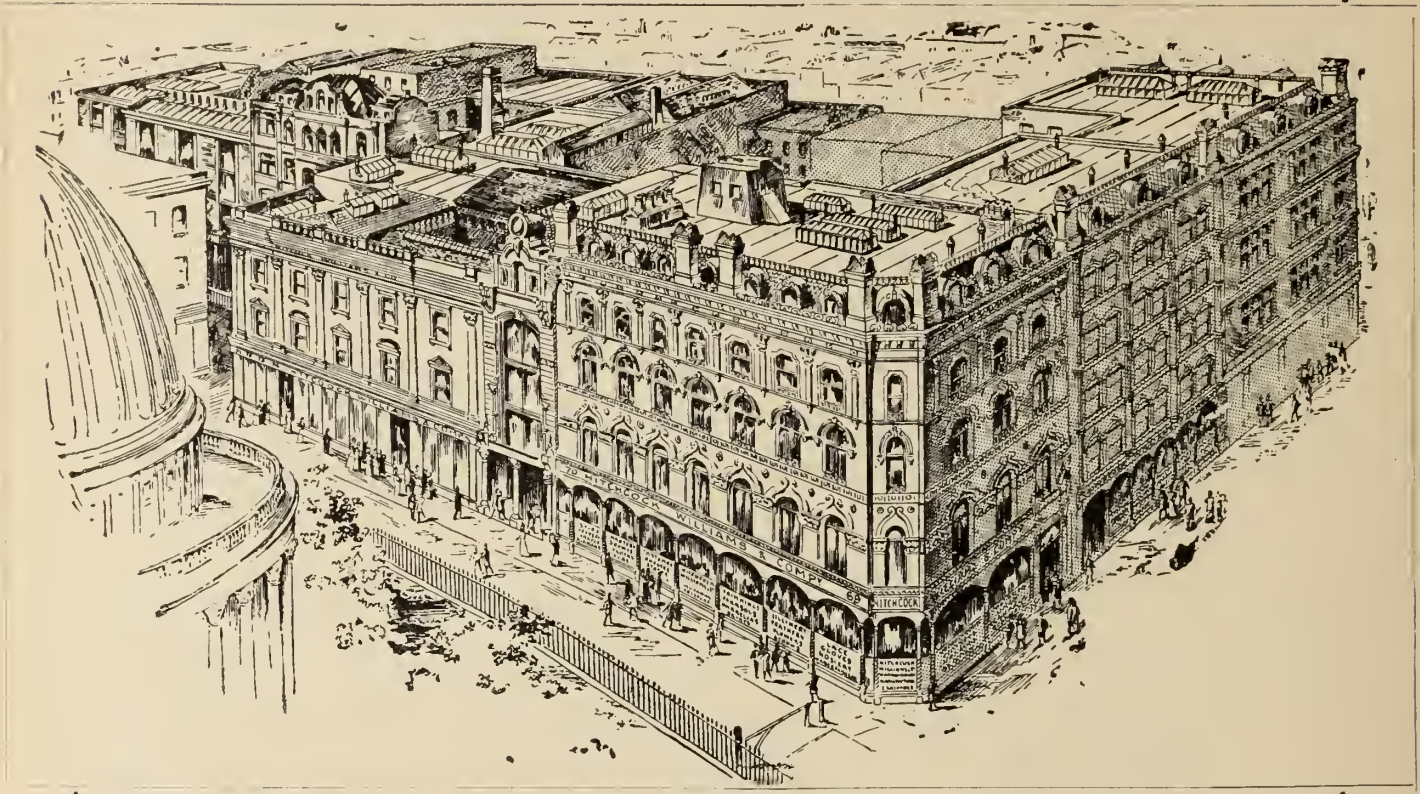
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OUR LONDON FASHION LETTER

Tailor-made Gowns and Costumes are Plainer — The Trattior Skirt — Leather Suede in Homespuns—New Ideas in Ornaments—Fashions in Leather Purses.

London, October 16, 1903.

ACCORDING to the best London authorities, tailor-made gowns and costume suits are, on the whole, rather plainer and certainly more severe in their lines and refined in style than formerly. The majority are built with deep basques on skirts and belts, and a novel feature in connection with these is that the belt is stitched to the basque all the way round, but to the bodice only at the back, the bodice fronts falling quite straight and standing away from the waist without actually pouching. This is a style that is copied in all sorts of seasonable cloth and tweed materials. A model in dark blue cloth, handsomely braided with black silk military braid and touched up with dark blue velvet and caracul, and gold drop buttons, is a smart expression of the new idea. The pointed belt is of velvet, slightly braided, and the cuffs are en suite with caracul at the top, the fronts of the coat, which are faced with braided white



The Newest Short Banded Coat in Moleskin Plush.

With Collar, Fronts and Cuffs of pale green cloth, stitched with dark reddish-green silk, and French knots of dark-green silk. Very effective.

Hat of grey fur, lace and rosettes of blue and white silk (puckered), one under brim, and two large ostrich plumes, shaded grey to white.

satin and can be turned back if desired, resting upon a waistcoat of embroidered caracul in harmony with the collar-band. The basque, at the back, is full and pleated, while over the hips it fits the figure without a fold of any sort.

This, of course, is one of the more elaborate tailor models for the country lady, who is also smartly provided for in a costume tailleur of red zibeline cloth braided in black, a la militaire, the single-breasted fitted coat having a deep basque bound with braid, this being repeated in tabs on the lower part of the skirt-seams. The same thing is made in navy blue.

* * *

Military braid is to be a great feature of decoration for cloth costumes, the fashionable braid being of the silkiest quality and used in mixed widths on the same dress. Be



One of the New Coats in Moleskin Plush.

It can be worn open or closed, and the collar, cuffs and fronts are faced with grey velvet, overwrought with black silk and velvet embroideries.

The hat of grey velvet has an under ruffle of lace, and a long feather shading from dark grey to white.

it understood, although military in character, the braid is only in rare instances arranged in a military way on the coat it decorates.

* * *

The short or trottior skirt is the recognized thing for simple country wear exclusively, and it appears in cloth, zibeline, tweed and homespun, while one of the newest ideas is a trottior kilted skirt of tartan material with a coat of plain, serge-like stuff taking up the predominating color—blue, red, or green—of the tartan. The kilted skirt is, in the hands of the smart London tailor, quite a work of art, for although the kilts are very deep at the start and finish, they are skilfully cut away in depth midway, so that not only does the skirt fit gracefully at the knees by this cunning arrangement, but the weight of it is considerably reduced, while the foot-flow of the skirt is ample. The smart woman will choose her best tailor mades chiefly of face-cloth, while she will rely on tweed and homespun for many of her simpler gowns—especially on the Castlebar homespun, exceedingly soft and smooth, with a texture like

fine hopsack. It is produced in dark and light colors, and is much approved of in cream and pale green.

* * *

Another point to be noted is that leather suede is being pressed into the service of homespuns and is thought of very highly as an addition to field coats, being used not



The Silken Petticoat at its Newest.

The fan-pleated flounce is banded with coarse, woollen lace galon apparently threaded through with black velvet. This effect is, however, made by insets of velvet laid under the pattern.

only in tan, but also in pale shades of blue, apple green, grey, and other colors. For instance, a field coat of cream Castlebar homespun, made somewhat after the Norfolk fashion, is provided with a small turn-down collar, and narrow belt and shoulder straps of pale apple green suede, and is further trimmed with silver plate buttons. But the novelty of the coat does not end there, as the style of it can be varied in three ways. The fronts are box-pleated into a shaped yoke, and the belt can be passed over the pleats or through side-slits beneath them, the fronts, in the latter case, hanging sacque fashion; while another alternative rests in abolishing the belt altogether, when you have a coat of the orthodox sacque type. Nor is this all, for the soft collar of suede, the broad mitred ends of which are buttoned down to the coat, may be turned up at will. Another field coat, of similar design, is of pale green homespun with tan suede trimmings and gold buttons. Field skirts to accompany coats of the kind are in the neatest and best possible style. The newest are seven-gored, springing out nicely at the foot, and finished with a simple hem or many rows of stitching, and they are kept light in weight by being unlined save at the front gore.

All the newest zibelines are very silky looking, and those that are specially novel show tufts of dark hair woven into light mixed grounds. Black will be worn, but relieved in most cases with touches of bright color, either in velvet or braid.

* * *

The military surtout is no new thing, but will be as fashionable as ever during the Winter, the recognized model being absolutely simple, no piping, capes, or other superfluities of any sort, but depending for its smartness on faultless cut and neatness of style. A new surtout cuirass of stout tweed, waterproofed by a novel process, will, for motoring, take the place of the military coat. The cuirass, lined with chamois skin and made with a collar-band that fastens at the right side, is detachable, and the long, double-breasted coat itself, fastened with brown leather buttons, is cut with an adaptable collar, the ends of which can be buttoned back or across one another. When turned up high and worn over the cuirass collar, the most perfect protection from draught and chill is afforded. Moreover, the coat, when worn in its entirety, is treble-breasted, and in it one can venture through the worst weather. The cuffs can be strapped over to fit closely.

* * *

The smart little choker that is deemed correct for the neck of a tailor-made gown or blouse appears in endless variety, and is of lace embroidery, silk and other materials. A French novelty of the kind is smartly made of white silk, spotted with black, and embroidered with white, the lower part being cut out in fancy scallops covered with red Indian silk, and finished with a garland fringe of white silk flowers, embroidered with black. The choker deepens in front and descends to a point. Another is of stiff white batiste, swiss embroidered with green flax and cut with



The newest idea for "Viyella" blouses, with woollen lace trimming.

two pendants en suite. A pretty little choker of unlined Brussels lace, dependent from which is a floral necklace of cut lace to match, is a new but high-priced novelty. Galons and embroideries are largely used in the composition of neckbands, a popular style being the band of tucked silk overlaid with a centre band of blue Oriental embroidery, dependent from this being three tabs of silk

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MONTREAL.

and embroidery, fringed at the ends. Lighter looking chokers are those of Bruges lace bordered with pink bebe velvet, white silk and hem stitching.

* * *

The newest idea in ornaments for the evening coiffure is the tiara of tulle and paillettes, carried out in white, black, or colors. The spikes and bandeau, the former like delicate leaves in shape, are either of full tulle outlined with silver, steel, jet, or colored paillettes, or are thickly encrusted with the glittering spangles, very little tulle being visible. Then, again, the spikes are in some cases shaded, the tips being of mother-o'-pearl, or silver, or crystal, while the roots are pink, blue, or peacock green, gradually shaded into the paler color. Sequin bows, very pretty in mixed pale blue and silver, mounted on bandeaux to match, are fashionable in Paris, and the new tourmaline pink is reflected in a great many of the sequin hair-ornaments just out, while coming in are light gold fillets studded with round pearls or paste. These are very picturesque on the head, but are not likely to be so generally worn as the spangled bows and aigrettes. The new aigrette bow has two high swallow-tails pointing upwards, and is of net freely spangled and bordered with gold dust. Gold spangles on white net, and peacock mixtures or sapphire paillettes on black net, are likely to be the favorite styles. The bow of aigrette of pale green paillettes is more uncommon. A spangled aigrette springing from the centre of a passion flower, or azalea, composed of net and paillettes; and a white lace bow with gold spangled edges and silk applications in the centre of each loop, are among the latest fashions in hair-ornaments. Wreaths of small diamante flowers, and bandeaux of twisted tulle, finished at each end with a single flower of tulle or spangled net, are also among approved modes.

There is quite a fashion attached to leather purses and now dove grey claims to be the color of the season. Cerise and strawberry pink leather are also in the front rank of fashion, and purses of touquoise blue shiny leather are in vogue. One of the leading novelties is a crocodile purse of dull, unpolished leather, of shaded coloring, pale tan prevailing, sprinkled over, as it were, with rose-color and green. The handsomest purses are oblong, with the upper part of the front covered with chased silver. White pockets are absent. The gold chain purse promises to lose none of its popularity. In the newest character, it is composed of platinum and gold with a twisted jewelled clasp, and a row of jewels embedded in the mount. A purse of solid chased silver is also among the novelties of the season.

* * *

Green polished wood and porcelain are used a good deal as sticks and tops to umbrellas of "the latest," and tortoiseshell is, as usual, very popular for similar purposes. An umbrella stick of dark tortoiseshell, with a light tortoiseshell top and ring of gold at the neck, is richly studded on the top with rubies and gold drops; and several of the new designs are produced in aluminum. Especially novel is the mushroom top of aluminum, the same metal forming the upper part of the stick; while one of the most convenient umbrella tops is of German silver, modelled after the figure of a dancing girl skipping with a gauze scarf, the space between the scarf and the dancer forming a convenient place for the hand or wrist. The clear crystal ball top is fashionable, and gunmetal is much used for umbrella handles, and appears as a ball encrusted with turquoise or paste, or as a flat lid, in the latter case the umbrella top sometimes forms a puff box, bonbonniere, or sovereign purse. The crook handle and the ball handle prevail; but there are also many of the new umbrellas with handles in the shape of fruits. Crook handles of smoked or burnt ivory are also used in changes with those of tortoiseshell, wood, or aluminum.

KNITTED GOODS.

PLACING orders for Spring knitted underwear are nearly all in the hands of the manufacturer now. As far as can be learned, prices have not advanced much, at least on the surface. It is the quality in most cases that has been shaved. Retailers are most to blame for this, as they require lines that sell at a standard price, 25, 35, 45, 65c., etc., and these prices have been met, but the article is not as good for the money.

* * *

There is never much that is novel in knitted underwear, but a combination with the wide umbrella drawers, lace edged, is taking well with the trade. This is a much more suitable and comfortable garment than the ordinary tight knitted affair.

* * *

Cotton hosiery is likely to be a good deal dearer next Spring, as it will not only have to bear the advances in price, but the surtax as well. In spite of the surtax it is held that we shall still have to import most of our Spring hosiery from Germany. It is the Hermsdorff dye that holds the trade for that country. Reports from Chemnitz say that most of the Spring orders are now ready for shipment, and should soon be in the hands of the wholesale trade.

FABRIC GLOVES FOR SPRING.

Fabric gloves for Spring is another line of goods that will feel the effects of the German surtax, as the bulk of these goods is imported from Germany.

Silk gloves are again to be extremely well worn. The fact that another white season is predicted will have its influence when glove orders are given.

Black, white, cream, ecru or champagne, and grey will be the colors wanted in gloves next Spring.

Lisles developed great strength toward the latter part of the Summer of 1903, and we may expect lisles to sell well next Summer. The colors will be the same as in the silk gloves. Nearly all these gloves are ordered in the two clasp variety, and it is only in expensive lines that buttons are used.

SHORTAGE IN FALL KNITTED UNDERWEAR.

IN Fall knitted underwear the usual shortage is making itself felt. Canadian mills appear to be unable to meet the requirements of the trade, and a very much larger trade could be done if only the goods could be manufactured. Inability to obtain suitable help is the cause given. As one agent for a large knitting mill said to "The Review:" "No use putting your money into bricks, mortar and machinery if you cannot get the hands to run the mills when built."

When asked about the position of the popular golf jerseys the answer was, "Not one to be had with us and I believe that is the position with all the other firms that make them in Canada."

When questioned as to how it was that some retail firms were holding cut rate sales in ladies' and children's knit underwear, the answer was to the effect that the large retail firms protect themselves by placing immense orders very early in the season; in fact their goods are often made before the other orders come in. They then sell a certain portion at a handsome profit, and job the residue off as an advertisement. Of course the advertisement tells best at the early end of the season.



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Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new features in Trimmings, Qualities and Designs.

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WAISTS

BUSINESS at present with manufacturers is rather slack, as most of them have completed their shipments for Fall and are awaiting the results of the Spring range, which is now being shown. The ladies' garment trade for Fall has been entirely satisfactory and larger than previous Fall seasons.

* * *

It is pleasant to note, year by year, that there are fewer ladies' garments being imported from the United States. This, manufacturers believe to be due to our protective tariff. The garment manufacturing industry is one which can be given the greatest protection ; the higher the better. Canadian-made ladies' garments have been improved to such an extent that there is no reason whatever for importing costumes.

* * *

In the Spring samples now on view are shown a great many China silk waists, a material which unquestionably will be a leader in silk garments for the coming season. One manufacturer gives it as his opinion that these goods will sell in Canada better than ever before. White China silk waists will be of particularly good value, and will be sure to sell well for the hot months. The trade will be well advised to stock up on these goods, as, if there is much delay, the manufacturers will be unable to make shipments on time.

* * *

That white will sell much the best is the general opinion. The proportion, it is estimated, will be about eight whites to two blacks. Those waists having insertions will be most salable.

* * *

Peau-de-soie waists are confidently expected to sell in increased quantities in blacks, and they will also be in good demand in white, sky blue, pink and heliotrope, in about the order named. Taffetas, according to one authority, will be sold in fewer quantities than last season, owing to the high favor in which several other silks are held. But this view is not general ; the opinion among most manufacturers being that taffetas will hold their own in spite of all comers, until some fabric is found which can take its place, or rival it, in both price and quality, if that is possible. It is admitted that the lustre finish of taffeta cannot be had on a low-grade peau-de-soie, so that this will still sell for the "popular" trade.

* * *

Crepes-de-chine are perhaps better liked than ever for Spring. At any rate they will be very popular, and many beautifully designed waists in this silk are shown.

* * *

The most popular-priced waists for next Spring season will be those that can be retailed for $5 to $8. It is a fact, however, that a gradual advance to the higher-priced goods is becoming general, particularly in the West. In the finer goods price is no object, as long as the waist suits.

* * *

Manufacturers of cotton waists are now working on the Spring range. The goods will be shown to the trade about the middle of the month. We are informed that in these goods there are some radical changes, both as to style and materials, and some changes in the arrangement of the trimmings.

Among the new materials in white cotton goods are hopsacking and what is called spider cloth. The latter is a new material, woven to imitate the appearance of a spider's web, and makes up into a very attractive waist. Very little mercerized goods are being made up in most factories, but Swiss muslins are being given quite a lot of attention.

* * *

The sleeve on the new waist has altogether eliminated the big puff. The favorite trimmings include Cluny, Plauen and Nottingham laces. These are in the heaviest demand. Swiss laces will sell fairly well, but it is reported that the demand is not up to that of last season.

* * *

Manufacturers of cotton waists state that the coming Spring season should be one of the most satisfactory from the retailers' point of view. That is, they will have the best value for the least money they have ever experienced, as the materials used this year can be so manipulated that a very effective waist can be produced at but a small cost.

* * *

The demand for Winter trade has been quite satisfactory on all silks ; particularly, though, in the soft-finished goods like louisines, crepe-de-chine, etc. A good many chiffon and lace waists have been sold, and among these some very elaborate designs were taken.

* * *

Flannel waists went as well as were expected, and a number of flannelette dressing jackets were taken by the trade in plain and fancy styles. French flannels were particularly good. Vestings, both American and Scotch, have also been favored. In heavy cotton waists there has been a greater volume of business than in former years. There is no doubt but that cotton waists are growing in favor among Canadian women.

FALL STYLES.

WAISTS are to be more fitted than they have been for some time past, and the pouch effect is not to be so pronounced. Some are predicting that the blouse effect is to altogether disappear, but if that is so there is nothing yet in sight to take its place.

Among the newest offerings in mercerized materials are the basket weaves in white with small squares or blocks marked off by colored threads ; the checker-board patterns of alternating squares of white and solid color in pink, blue, green, lavender or yellow, the shepherd plaids, polka dot effects, and, lastly, the Tartan plaids. Also mention must be made of a moire weave in two colors, which is very well thought of in the shirt waist realm. These materials are all heavy, as befits their character as Winter stuffs, and this in turn has influenced the general cut and style of the shirt waist.

Those manufacturers who aim at the production of waists distinguished from the general run are advocating the use of the sleeve that closely resembles that of the masculine garment ; a slight fulness at the wrist and a straight band fastened by pearl buttons or link devices. The front is less "blousy" than the popular make, though cut on trim and accurate lines that adapt themselves to the figure of the wearer. This rather severe style is thought a good Winter model, where excessive fulness is not only inconsistent with the weight of fashionable materials, but because it does away with bulky properties that might make the fit of an outermost garment.

So much for what is in the matter of wash shirt waists, and owing to the large space held in the field of view by these waists the subject of the woollen waist has been somewhat relegated to the background. But their manufacture has gone steadily on, despite the fact that they can no longer claim the Winter season as exclusively their own. Nothing better seems to have been found by way of materials than the old favorite French flannel, though very many models are being shown in Scotch flannel, albatross, nunnery cloth and some voiles.

CORSETS

MANUFACTURERS of corsets report that the season now drawing to a close with them has been one of the most satisfactory in the history of the Canadian trade. The volume of trade has been considerably in advance of any previous year, and stocks with manufacturers are so well cleaned up that there will be very few job lines on the market. Stocks, too, in the hands of the retail trade are by no means large, as is proved by the unusual number of letter orders of which manufacturers are daily in receipt.

This all points favorably towards a good selling season when the Spring samples that the manufacturers are now working on are put on the market. This is usually the quiet time between seasons, which has generally been utilized in making repairs, alterations, and in cleaning up, etc., but as orders are still coming in, the manufacturers are otherwise employed.

SPRING TENDENCIES.

THE modification of the pouch at the waist and, in smarter circles, the advent of the fitted basque and princess robe, has been watched with interest, not unmixed with anxiety, by both the manufacturing and the selling end of the trade. What did it presage? Was it to end the reign of the straight front? These questions have been happily set at rest now, and the changes in the outline of the Spring corset will not be at all radical.

A number of the Parisian women have never taken kindly to the straight-fronted corset, and the old-style curved fronted corset has never been such a complete back number in Europe as it has become on this continent. The French corset-makers may try to make this corset the fashionable one in Paris or London with a fair amount of success, but they fully recognize that it is likely to meet with little or no favor on this side of the ocean. As the representative of a French corset firm said to one of the large corset buyers here, "We may make whatever modification we like, but if the American woman will not take to them, it is no use trying to push them on this continent."

The straight front has too many good features to be lightly given up. It is too comfortable, and, while allowing the greatest freedom of movement, it supports and moulds the figure. It follows the natural lines of the figure, placing the curves where nature placed them and giving the straight line where it belongs—in front—and the curved line at the back. The old style just reverses all this and gives the opposite contour to the figure, and those who wish to force this style of corset on the trade will have considerable difficulty to encounter, particularly from the younger generation, who have always been accustomed to the comfort of the straight front corset. Then, from an artist's point of view, it is to be hoped that the old "hour glass" figure with the hideous small waist will never again become fashionable. Let us hope that neither it nor the crinoline will ever be tolerated again.

Though the basque waist will not mean a return to the old form corset, yet it will have to be reckoned with when samples for the Spring trade are being made. In designing patterns the laws of anatomy will have to be more closely followed than when the pouch was in vogue. The aim will be to secure the straight front with a slightly higher bust line, and that will not enlarge the waist by drawing into it the flesh of the abdomen. This will have to be otherwise controlled, and to do this the newest imported models, that will serve as guides to our Canadian designers, are made very much longer in the skirt of the corset. Except in front, the boning does not extend any lower than on the corsets as now worn, but below is a skirt of batiste that fits the figure closely and is held in place by the hose supporters—two in front and one on each side. To control the superabundant flesh will be what will be required of the new Spring corset, and designers of new models will have to do something to flatten the abdomen without, as heretofore, drawing it into the waist and making the waist line larger than it really is. The hip outline and the flattened abdomen will have to be obtained without sacrificing the shape of the figure above the waist. For slim figures this will be comparatively easy, but for medium and full figures it will be much more of a problem.

In materials for Spring, batiste is to be undoubtedly the leader, and is expected to almost entirely displace nets. It gave great satisfaction last Summer, and is an ideal fabric for a corset, as it does not stretch, and yet clings tightly to the figure, and moulds itself into shape as few other materials do.

For making higher-grade goods there is a make of silk batiste that will be used, and silk broches are also in evidence.

Corset lines are very varied nowadays, as there is no shape that will suit all figures, and most manufacturers have an amazingly long list of different designs. The difference in many of them may be almost imperceptible to all but the trained eye, but it is just in these little differences that the perfect fit of a corset lies. There are corsets for the long-waisted woman, and those for the woman who is low in the bust. Then there are those for slender figures and those for the very full ones. There are girdle corsets, and also those for wear when active sports are indulged in: and all of these models are on the straight-front plan.

At the beginning of a season there is always a great deal of talk about changes, but it very rarely happens that any very sweeping change is made without some very pointed advance indications of what is going to take place.

THE OLD-FASHIONED CORSET.

ENQUIRY reveals the fact that elderly women are still buying the old-fashioned style of corset, and many manufacturers have a steady sale for this style of goods, and most stores keep them in the larger sizes.

This is the fact, whatever may be the cause, which most probably is that, having worn this style of corset all her life, her figure has become moulded to it, and she cannot wear the straight-front with comfort, or is too conservative in her tastes and opinions to give it a fair trial.

Hose-supporters, too, are not to the liking of the majority of older people, and as the straight-front cannot be properly worn without them, it makes the old style more popular. Some doctors, it is said, are condemning hose-supporters, but properly worn they can hurt no one, and it must be where there already is disease that they are harmful; in short, in the words of an authority on corsets, "If the hose-supporter cannot be worn, neither is the woman in a fit condition to wear corsets. Hose-supporters never yet were harmful to a healthy woman and never will be."

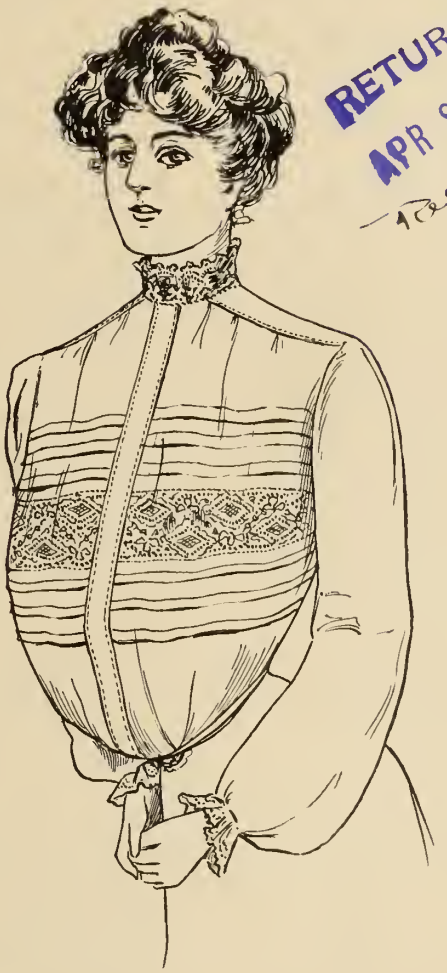
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Messrs. A. McDougall & Co., Montreal, looking to the convenience of their customers, have devoted one floor of their building to samples of the various goods in stock. The goods are taken partly from the roll and draped on slanting stands. They are arranged according to price, quality and character throughout. Customers can inspect the goods in a very short time, and with much less trouble than in the ordinary way. Messrs. McDougall & Co., it is understood, are the first to introduce this idea into Canada.

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WHAT IS THE EFFECT OF THE SURTAX?

Some Opinions on the Matter.

THE efficacy of the surtax on German goods, as a retaliatory measure, are doubted by many, and a few of the daily papers are undertaking to prove that Canadians themselves are the chief sufferers. Recently one of the leading dailies contained an article covering a quarter of the front page, which went to show that Canadians were paying the surtax, since the German goods being "sui generis" were bound to be imported as before, and the extra charge would be to the consumer.

The interviews given included a few of the lines of which we are fairly large importers, and the conclusions drawn were perfectly logical if they had been confined to the class of goods represented by the importers interviewed. To draw a general conclusion, however, from the statements of importers of some three lines only, is scarcely an impartial view of the situation.

It cannot be denied that in many lines the consumer must pay the difference, but in such interchange of international reprisals the victor cannot be the winner at every point. It is the general results that must be considered, not the effects on any particular line. The losses must be set over against the gains, and neither considered solely as the solution of the problem of results.

Among the lines upon which the consumer is likely to pay the surtax, are toys and dolls, some china and glassware, certain kinds of laces, doilies and fancy-worked linen, hosiery in the lisle threads and better grades of cotton, and a few braids and trimmings. But in many of these lines it can be safely assumed that the manufacturer will bear the difference in order to retain the market.

But apart from these there are several lines of goods which have been monopolized by Germany, either by custom or variety, or by such a slight margin of cheapness as to make it unworthy of attention.

After interviewing more than a score of importers, the conditions may be summarized as follows: There have been a few lines of German wrapperettes, table linen, towels, cotton hose in the cheap grades, cashmere hosiery, shawls, cement, cutlery, smallware, etc., handled by our wholesale houses which will revert almost entirely to the home or the English market. The cheaper grades of Axminster squares which have come from Germany will be bought in England; much of the ribbons in Switzerland; cashmere dress goods in France and Great Britain; gloves and mitts in Great Britain and France; heavy iron and steel work in Great Britain and United States, and so on. It is not yet known how the surtax will affect velveteens, as they are woven in Oldham, England, but dyed and finished in Germany, and they may be allowed to enter under the preferential tariff as being 25 per cent. British made. German worsteds are completely driven out of our market. Wool yarns, and the ready-made clothing which has come in boys' sizes, will be considerably affected. Beet sugar, lead pencils, pins, skates, etc. will be received from Germany in much smaller quantities. In some of these, German manufacturers may retain their business, but it will be at the sacrifice of their profits or of quality, and those things cannot last long.

That the surtax is hitting German trade with Canada the memorandum published by the Chemnitz Chamber of Commerce proves. It stated that before long it will be practically impossible for Germany to export to us knitted goods, a trade which has been of large proportions, and the situation will be the same with regard to the weaving industry, toys and fancy goods. It strongly advised mutual concessions in effecting an agreement with Canada whereby the former connections might be retained.

This Chamber of Commerce fully grasped the inevitable results of such a surtax. It realized that the immediate effects are not by any means the only consideration. England has long refused to produce the class of goods of which Germany has retained the monopoly, and in this lay the permanence of Germany's exportation to us. Now, however, with a preference of 10 per cent. England must awaken to the fact that the increased demand upon her manufactures will necessitate the taking up of lines which heretofore she has ignored. She can manufacture them as satisfactorily as Germany, but nothing short of peremptory demand will make her break the present limits she has set to her productions. Germany sees that this demand will come and the market be closed forever to her own goods.

The article mentioned advanced no argument when it said that the United States, with a tariff imposition of 65 per cent. on German importations, is still doing a large business in them, and that therefore we with a tariff of only 40 per cent. would not exclude them from our market. In the United States the tariff is the same to all foreign countries, so why not import German as well as French or British made goods? Our surtax is only against German imports, and thus other countries are favored; across the line all are treated more or less alike, so that Germany is as free to receive the trade of goods unobtainable at home, as any other country.

It is an unfortunate feature of the results of the new tariff that it is the cheaper class of goods that will be most affected. Germany's monopoly of certain lines has been based almost entirely upon the extreme cheapness with which she can manufacture the lower grades, so much of the work being done in the home by the peasant clases. The surtax will exclude much of this from our markets, and our poorer classes will be for some time unable to supply themselves with certain cheap goods, which have heretofore been within reach. It will not be long, however, until the demand for these will be an inducement to other manufacturers to produce the same class of goods.

As a whole there can be no doubt that the surtax has closed our markets to some lines of German manufacture. It is true we pay for it on a few things; it is even true that we may be deprived altogether of others; but it will not be long until the same lines are supplied from other countries. Were the profit accruing only from the impetus it will give to local industries, it would mean much, but next to "Canada for Canadians" should stand "Britain for Canadians," and the lesson to foreign countries who attempt to interfere with our treatment of the Motherland will not be lost. Canada's bold stand as a nation, independent of any country save the aggregation of colonies under the name of Great Britain, has been one of her first steps as a power in the commercial world—a nation which can stand alone.

FURS

CHILDREN'S FURS.

FURS this season will be as much worn by children as their elders, not, of course, in such expensive goods, but in lines at suitable prices, and there is a very attractive showing which merchants will do well to consider when putting in their fur stocks. The price is not high and the garments are both smart and useful.

Caps and gauntlets for children have always had a ready sale at the Christmas season, as they make both pretty and useful presents, and the many fur sets that are put on the market this season are ideal for a useful present for a child.

Grey or krimmer lamb is the fur that is most shown for children's wear, as it stands best of all the hard usage to which they subject it, and its soft pretty grey sets off fair locks and rosy cheeks. Pretty little sets with stole collar and muff, or the more useful caperine that affords more protection for the neck, retail at about $10 or $12. These styles are also copied in imitation lamb and come at much cheaper rates.

Besides the wedge caps that are always shown, this year there are some smart children's tams in grey lamb, and for the little tots there are wedges with ear laps and satin ruched hoods as well. Iceland lamb is another popular children's fur, and some very pretty box-back coats are to be had in it, as well as in the more expensive grey lamb.

White Thibet sets of caperine and muff are also shown, and the boas of the same for children's wear are very pretty and cosy looking. There is some showing of Angora sets in blue grey, white, and white tipped with grey.

This Fall, however, ermine is the leader in children's furs—beautiful little sets of muff and stole with a fringe of dangling tails—and if the real fur is too expensive you can get a very good imitation at a much lower price. The new shaped cravat or scarf that goes round the neck and knots in front, is shown both for misses' and children's wear in this beautiful fur.

While talking about children's furs attention might be drawn to the baby carriage robes in both grey and black goat, in white wool, Iceland wool and Thibet. One style of robe is sure to meet with the approbation of all mothers, as it has a snug pocket in it in which to place the baby.

A "SKIN" GAME.

A LIVELY interest was awakened among fur dealers, manufacturers of fur garments and the public of Montreal by a number of alleged swindles in the sale of fur coats, which have recently been perpetrated among unsuspecting persons in the city.

The "For Sale" columns of the city newspapers included several advertisements of ladies' and gentlemen's fur jackets and coats offered at very low prices, by persons ostensibly intending to "go south," or some other place where they would not be needed. A good sample of these advertisements was the following: For sale, ladies' black Persian lamb coat; latest style; a beauty; never worn; cost $125; lady going south sacrifices; $55 cash. 395 City Hall avenue."

Doubtless these "sacrifices" attracted a lot of purchasers, and the business was carried on for some time through the Summer. Purchasers, to whom the garments appeared quite good from the outside, put them away carefully for Winter with but an indifferent examination. But they were awakened to the facts of the case by the following advertisement, which appeared a short time ago, inserted, probably, by a victim, who had discovered the fraud:

> FOR SALE—A beautiful jacket—a beauty, worth $150, never worn; will guarantee it will last for three days, and made of hundreds of little pieces. Apply City Hall avenue.

Then the trouble began. Other purchasers began to make examinations, and, in some cases, the coat or jacket was found to be made up of small bits of fur, numbering between 800 and 1,000.

Then the detectives went after the "lady going south." But she was wise, and had gone.

Inquiries revealed the fact that most of the jackets and coats were manufactured by Hyman Feuster, 533A, Craig street, whose factory is pushed to its utmost capacity to turn out the garments fast enough for the demand. He, however, sells to the dealers, and, according to his own statement, is not able to supply any new customers.

The revelations disclosed in this matter will doubtless result in good to legitimate fur garment dealers, who have likely lost a certain amount of trade through the tempting offers of ladies and gentlemen "going south."

THE WOMEN'S GARMENT INDUSTRY.

A VERY sensible article has been written by Robert Nicholl, buyer for a large house in Omaha, in response to a request from Cloaks and Furs. Amongst other things he said:

In giving my ideas as to what I think is the best policy for a magazine catering to the women's garment industry, I should say, first, that such a publication should be one in which the manufacturer as well as the buyer could exchange ideas and views as to the development of new styles for the coming season.

A slight misunderstanding of the above statement may lead to the objection that the manufacturer will be loath to give publicity to any idea which he may believe to be especially good, or any style that he believes will make a great hit for the coming season, and also that the buyer will probably object to giving out his plan of campaign to his rival in the same town. But this is not exactly what I mean. I think that a general and broad exchange of views could be made.

The garment industry has now arrived at such a stage that, although all manufacturers may be making in a general way the same class of garment, still there is a decided difference in the garments produced, and the manufacturer may reserve to himself any idea or style on which he may have been lucky enough to make a hit. Such things, however, as general styles and tendencies, the condition of trade, the tendencies of fabrics, and the possibility of certain colors becoming popular, might be discussed at length by the manufacturer and the buyer. It would help both, and would keep both from making blunders in the future that would be very costly and tend to put even the best of us in a ridiculous light now and then.

Now, in buying goods, I think the first thing to be considered should be style, next material, then workmanship, and last the price, and an ideal trade paper would be a real guide to buyers in making a selection in a judicious manner. The reason I suggest this interchange of ideas and the getting closer to the manufacturer is because the buyer must to a great extent rely on the judgment of the manufacturer, as every first-class manufacturer is supposed to have embodied in his line the essence of all other good lines.

HATS, CAPS, FURS, ROBES.

See our splendid line of samples for Spring trade

Fall lines for immediate shipment

EDGAR, CORISTINE & CO., Montreal.

FURS

A. J. ALEXANDOR,

WHOLESALE
MANUFACTURING FURRIER,

504 St. Paul St., MONTREAL.

C. & P. PRINTZ & Co. LIGHTNING NEEDLE
TRADE MARK
SOLE AGENT
SIG. BLUMENTHAL
Sharps No. 5/10

The
LIGHTNING TAPERED NEEDLE
is
Needle Perfection.
Sews
with half the effort of other needles.
A Favorite With all needle workers.
Sold By
Sig. Blumenthal,
591 Broadway, - NEW YORK CITY.

HINE PARKER & CO., LIMITED.

HOSIERY AND UNDERWEAR MANUFACTURERS

SPECIALISTS in all kinds of HOSIERY and SHIRTS

London, England.

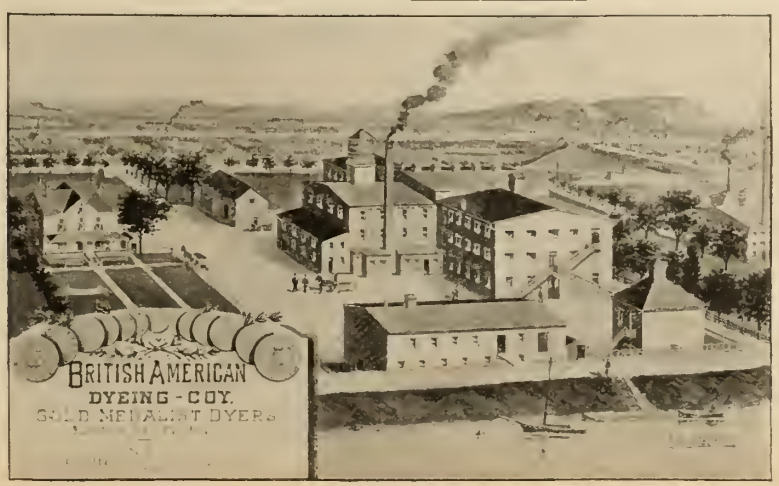
Men's and Boys' Underwear
" Half-Hose
Boys' Knicker Hose
Cardigans, Sweaters and Jerseys
White and Colored Shirts and Tennis Shirts
Collars, Pyjamas, Bath Robes
Dressing Gowns, Smoking Jackets
White and Fancy Waistcoats
Women's and Children's Hosiery, Vests, Drawers and Combinations.

Look for our Spring Line.

SOLE REPRESENTATIVES FOR CANADA AND UNITED STATES

E. A. CUFFE & CO.

67 YONGE ST. TORONTO.



The Largest and Best Equipped

Dye Works

in the Dominion.

Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,

DYED, FINISHED AND PUT UP.

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

NO EXAGGERATION—Our statement, also Cut of Works, isabsolutely true and unexaggerated.

PENMAN'S PEN-ANGLE BRAND OF UNDERWEAR



-GRANT-1903-

ART DEPARTMENT MACLEAN PUBLISHING Co'Y.

RETURNED
JUN 29 19

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK.

THERE is an attempt being made in England to bring alpaca shirts into general use. Those few who have tried them say that they are more durable, more comfortable and more sightly than any other kind, and profess to see a great future for them. Mohair clothing has been heard of—the Duke of Wellington wore it—but shirts with hair in them! Well, some men wear number five shoes on number seven feet. It is a matter of history that some zealous forefathers of ours were accustomed to wearing hair-cloth underwear as a form of penance, and we have all considered peas in the shoes, spiked belts, and such tortures, as trifles in comparison. The average man has a vivid recollection of the three or four hairs the barber allowed to work their own sweet will down his neck; but a whole shirt of hair, and that of another animal, would round off his days of torture by nights of nightmare.

Alpaca Shirts

* * *

A COMMON sight in the Philippines is a flotilla of merchants doing business in men's wear. These merchants ply their business in boats along the river front of Manilla, and sell everything in furnishings—clothing, hats, caps, shoes, shirts, etc.—direct to the frequenters of the front, whether boatmen or on shore. An exchange says these merchants are usually Chinese, and manage to drive a paying bargain. The prices are considerably higher than exist in America, but they seem to do a good business. Much of the manufacturing or work in connection with men's furnishings is done out of doors, dye-vats, hat shapes and polishing tools all being exposed to the weather. Sporting dress is worn by a large part of the people, as cycling, automobiling and athletic games are largely indulged in.

Philippine Furnishers.

* * *

HAMILTON is at last having a taste of the pleasures of a strike, in the Journeymen Tailors' Union. Toronto, Winnipeg, Windsor and other towns and cities have been favored with recognition from the walking delegate, but Hamilton has heretofore escaped. As usual there is a direct contradiction existing between the statement of the union and that of the merchant tailors. The former says it has demanded 10 per cent. increase; while the tailors say 15 per cent. was offered, but the union asks for 25 per cent. However that may be, the union gave the tailors a certain time to come to terms, but long before the limit expired the latter threw down the gauntlet by refusing. The president of the union states that the members will finish all work in hand, but if that statement means no more than it did in Toronto, work in hand will remain there.

Hamilton Tailors Strike

* * *

AMONGST nations that wear more than a loin-cloth, the Russian peasant spends least for his costume. Ten rubles, or, about $7.50, will clothe a Russian man, and his wife can find herself well arrayed with an expenditure of less than $3. The man, as the more modest animal, requires extra equipment, consisting of coarse cotton trousers, tucked into boots of half-dressed leather, a cotton shirt and a sheepskin coat, with a coarse camlet caften, bound around with a sash completing the costume. The woman wears only a sarafan, or long petticoat, held up by shoulder straps, a chemise, a kerchief over the head and a pair of shoes. Occasionally a prude dons stockings, and sometimes the legs are bound in cotton cloth, but this is only a display of uppishness, and not countenanced by the self-respecting female citizen. It has been suggested that such economy in clothing is necessitated by the poor circumstances of the Russian peasant, but does not the Czar himself say, "they are all my children?"

Clothing the Russian.

* * *

THE FIERY CROSS, of Edinburgh, in a fiery article says: "A laudable attempt was made by Canadian Scots to form a kilted corps of militiamen at Hamilton, Ontario, but it was opposed by the authorities on the ground that the Dominion will not support 'mere show regiments,' and that the militia must in future be 'more soldierly.' No wonder that this prohibition of the kilt has given great displeasure among Scotsmen in Canada. We hope the Scots of Canada will take up the matter seriously, and make it a test one at the elections." It would be very difficult to discover just where The Fiery Cross' correspondent acquired his information. At the time of the first attempt to form this Highland regiment, the only obstacle was the support of another company in Hamilton, and kilts were not considered an objection. As a matter of fact the company is now formed, and it is going to be dressed in kilts, too. One has only to know something of the popularity of the 48th Highlanders of Toronto, to realize the respect that is given the kilt as a regimental dress.

Kilts not prohibited.

AS SEEN ON LONDON STREETS.

Office of THE DRY GOODS REVIEW,
109 Fleet St., E. C., London, October 17, 1903.

THE Chesterfield overcoat is holding the foremost position in the favor of most men. Its use as a coat that will conceal any under coat, whether long or short, fits it particularly well for the average man, as it can be worn on all occasions. This Fall it is appearing in single or double-breasted styles and neither seems to receive attention over the other. In the cut is shown the single-breasted style, as issued by Minster & Co., showing, instead of the prevailing vertical pockets, the flap cut, which is being asked for by many of the best-dressed men on account of the length of time the vertical style has been in use. Around the hips and bottom this coat is very full and the back is made without seam. It is made lined or unlined, the goods with a patterned back being frequently used; silk lining is com-



The Chesterfield Overcoat.

monly seen in a dress coat. The cuff is shown on this coat although it is not by any means a necessary feature. A fly front is used and heavy stitching can be plainly seen at all the edges.

The double-breasted Chesterfield, being a warmer, heavier coat, is largely worn. It falls three or four inches below the knee, is made with vertical pockets, black velvet collar, and large lapel. In this coat also a cuff adorns the sleeve, in depth about three-and-a-half inches.

THE SACK COAT

The sack coat is often made with a square corner, buttoning four. At the side the pockets are sometimes vertical, after the style of the overcoat, but it has not, up to the present, come into general use. By the cut of the collar the four buttons can be all kept closed, or by leaving the top one open, the collar rolls down. Sleeves are, perhaps, a little narrower and cuffs are finished with a couple of buttons and two rows of stitching. The vest is made to show above the coat at the neck, and has no collar.

With the sack suit is often seen a shorter cut of Chesterfield than those described before. Its increasing popularity is a matter of comment among tailors, and certain sections of the city are finding it sells particularly well. The back is quite loose and a pair of slits appear at the bottom, and there is a fulness to the whole coat that has perhaps assisted in its popularity. The pockets are vertical, the front fly and the collar fairly deep with sharp corners and a distinct stitching.

THE MORNING COAT.

A favorite material for this suit is the striped vicuna or the soft, dull materials. The coat buttons high in the neck with three buttons, and in very many the waist is higher than has been usual and fits close to the figure. In length it reaches to within five or six inches of the knee, and the edges have a single row of stitching. As in all trousers the legs are not very wide and fit tight at the shoe.

With every suit the vest is made to show a trifle above the top of the coat, and in some two or more inches are plainly visible, even when the coat is tightly buttoned. The single-breasted vest without collar is most frequently worn.

A NEW YACHTING TROUSER.

This Fall yachting has not proved as enjoyable as the average season affords, on account of the unusually low temperature which has prevailed with only a few days interruption. This coolness has assisted in the downfall of popularity of what has shown signs of going out of use. Duck for years was the favorite trousering, but things have changed and white flannel or cashmere has been extensively used. A new material which promises well for future years, on account of the good start it has already made, is white corduroy. Used only in the best grades it is, of course, quite expensive and will therefore be used more especially by the wealthier classes. Corduroy, unlike duck, will not wash, but it will withstand dirt and dust which would make duck unpresentable. The wearer will have to be more careful what he does and where he sits, but as long as it is expensive enough to keep it out of the hands of the cheaper yachtsmen, this material will find favor.

THE CRAVAT.

The ascot tie, although it has not been in such great demand for some time past, looks as if it will regain much of its old-time popularity. Its suitability for certain dress is unquestioned, and the well-dressed man knows it. With his frock coat he is sure to want it, and almost it only. There are very many narrow four-in-hands seen, their place being especially with the jacket, although they often appear too with the morning coat. This four-in-hand has had a great run through the Summer, and every style of sporting dress includes it. It may possibly be accounted for by the ease with which it is tied, but it certainly is neater in appearance on the average man who takes limited trouble with the finished appearance

The wide end tie has also been greatly favored during the year, tied either as an ascot or a four-in-hand, but its time is coming slowly, and even now those that are seen have a somewhat narrower end than formerly. The ascot is largely taking its place, but a few will remain, worn, for the most part, with the morning coat. The narrow four-in-hand cannot be displaced as long as the double-band collar is worn, and in spite of the efforts of fashion-makers its regime has by no means ended. Men find it too comfortable to part with it at the dictates of any other class of men, manufacturers or haberdashers.

THE VERDICT ESTABLISHED

ACTUAL sales in our Neckwear Department compel us to work every night.

Newest material and designs now being sold and made up for the Christmas trade. Manufactured by skilled labour in up to-date shapes.

Your order will be shipped according to promise made.

Dressing Gowns and Smoking Jackets are now arriving for Christmas trade.

TOOKE BROS., Limited
MONTREAL.

THE "FOUR-IN-ONE" TIE

(DESIGN REGISTERED)



"FOUR-IN-ONE," Folded.



"FOUR-IN-ONE," Unfolded.



"FOUR-IN-ONE," Tied as an ASCOT.



"FOUR-IN-ONE," Tied as a ONCE-OVER.



"FOUR-IN-ONE," Tied as a FLOWING-END.



"FOUR-IN-ONE," Tied as a DERBY.

A Common Sense Idea—Nothing Wonderful or Complicated—Simplicity Itself.

THE "FOUR-IN-ONE"

Ties Perfectly and Effectively in Four Different Styles. This Style is Registered and Exclusively the Property of

The Canadian Neckwear Co., Toronto.

CURRENT STYLES IN NEW YORK.

Office of The Dry Goods Review,
New York, October 26, 1903.

DURING the past three years several styles of overcoats have been worn, some good, some bad, some indifferent. However, bad or indifferent, there were still very many enthusiastic followers of each style who considered it very attractive. This year, although there is no set rule to the shape of the overcoat, there is a noticeable shunning of all conspicuous styles, and the Chesterfield has come forward as the coat of nine out of every ten men.

The Raglan, which was so popular a couple of years ago, is entirely out of it, the long sloping shoulder effect not being now considered good form. In the rain coat it is



The Chesterfield Overcoat.

still sometimes seen, but not on the best-dressed men. The Inverness, that comfortable, dressy evening overcoat of English origin, is unfortunately passe now, but in such a meritorious shape, there is almost certain to be a revival; in fact there are, and always have been, men who showed such a preference for it as to brave all the demands of fashion, and they are not considered at all old fashioned. Yoke coats, which the young men favored so extensively, have also dropped out of the race, possibly on account of the extremes to which they were carried, but no doubt hastened out because of their unmasculine appearance.

In place of all these has come the Chesterfield, like the one illustrated. In this will be noticed the long collar, which is rapidly replacing the high-necked cut, although many of the best tailors still prefer the latter. In the details of the shape there is considerable latitude, particularly in the length and shape of pockets. As a general rule, the length will not be as great as last Winter, running about forty-eight inches, but there are still fifty-two-inch lengths being worn, and the shorter cut is only a tendency, not a necessity. The vertical pocket is not meeting with the same favor as formerly, many well-dressed men considering the flap pocket as neater and more convenient.

The frock overcoat is being worn more and more for evening wear, but it is not a necessary part of any man's wardrobe. In shape and cut its shoulders are quite square, the lapels are broad and have rounded corners, and it is cut double breasted, with four buttons on each side which slope in towards the waist. It is made with or without outside pockets, but when used they have no flaps, and start close to the waist seam. The coat fits closely around the hip, flares out quite widely in the skirt, and has cuffs on the sleeve.

The wide, ample cravats have seized the best trade with a vim that allows very small use for the narrow shapes. The Summer through narrow four-in-hands were prime favorites, but with the colder weather, with the increase in sales of the wing collar, has come such a demand for ascots, once-overs and the other broad shapes, that quantity is a necessary feature with all the best ties. This extravagance in size has allowed the most beautiful effects, and as never before, graceful patterns and artistic blendings are prominent in all the best shops and on the street. Folded-in four-in-hands are also much worn, often being tied with a double knot, while the two-and-a-half inch four-in-hand is remarkably popular. With this increase in quantity there of course go higher prices, some of the larger, most magnificent shapes retailing at eight or nine dollars, and finding buyers at that.

The partial cause of all this volume in cravats is the popularity of the wing collar in the cities. All the best shops are making a specialty of it, and all the best-dressed men are wearing it. There is not a set shape as to size or cut of wing, but the round tab is more of a novelty, although some good stores are pushing it vigorously. The sharp corners, however, wear better, look better, and at the present time sell much better.

The wing collar has not driven out the double bander, however, business men clinging to this with a tenacity that speaks well for its comfort and bespeaks a good sale for a long time to come. There are too many advantages in this shape for it to be lightly discarded for every change that presents itself. Pokes, lap-fronts and standers will still be worn for formal wear, the most carefully-dressed men eschewing the use of the wing collar with the evening suit. In stitching there is some indecision as to width. The wide has been in general use on the better grades but with its adoption on the cheaper lines the width of stitching on high-class collars shows a tendency to become narrower. All widths are seen and it is no safe plan to judge the value of a collar by the style of stitching.

The old-shaped muffler of last year and years before is giving place to the folded style, the stiff appearance of the former counting much against it. One muffler on the market has pleats on the neck part which has all the appearance of a hand-folded muffler, but none of its disadvantages.

THE TAILOR AND CLOTHIER.

THE situation in the Canadian woollen mills is such as to furnish no sufficient grounds for the arrival at any definite conclusion. Commencing as the present situation did with the closing down of a few mills in The Canadian Manufacturers' Association, no doubt with a feeling of unjust treatment under the present tariff, it has become so thoroughly impregnated with politics, that it is almost absolutely impossible to obtain unprejudiced opinions. To add to the complications, the majority of the mills are working full time, and some are so filled with orders that night work is being performed, and these cannot understand the closing of the idle factories. One of the first mills to close has again started up and this fact points to an improvement somewhere, whether in orders or estimation of the situation.

* * *

In talk with many of the large concerns handling woollen cloths, foreign and domestic, there is expressed great diversity of opinion, conflicting just as strongly as the statements of the manufacturers. Many term the closings in plain terms as a scheme, but there are some who maintain, and with apparently sound arguments, that higher tariff is necessary. In view of the fact that so many mills find orders good the consensus of opinion is that there was no immediate call for a stoppage of work, but it is claimed that such little profit is being made that it scarcely pays to keep running. Those who contend that there is cause for the action of the idle mills say that with the present tariff of 23 per cent. Canadian productions cannot contend with the English goods that pour into our markets, on account of the immense capital behind the latter, which enables them to keep up in everything new in the way of machinery and patterns, while with our mills there is neither sufficient capital nor a large enough market to repay the expenditure of large sums of money on the newer inventions. As an example of this is quoted the cross-dye fabrics which have become so popular. Up to a couple of years ago this peculiar dyeing, which, in a few words, consists of a single dipping to bring out the dotted effects of tweeds and other lines, could only be accomplished by the use of pure materials. Now, however, new machinery has made it possible with any kind of shoddy. This rapid change of methods is beyond the means of the Canadian mill. It is pointed out that a duty of 30 per cent., while greatly assisting the local mills, would be a matter of little concequence to the consumer. British goods would continue to be imported, as they are still imported into the United States, under a tariff many times greater than ours: the competition on the cheaper lines of cloths would be less severe upon our manufacturers, as they without doubt produce material in the cheaper grades that cannot be beaten. Added to all these difficulties which the Canadian factories have to overcome are higher wages and dearer raw material and freight rates than in England.

* * *

But whether there is or is not ample excuse for closing down the mills every sensible man must deprecate the methods of high tariff newspapers in publishing misleading lists of mills which have been forced by the low tariff to cease operations. Very many of these papers have contained a long list of 26 mills, containing 111 sets of cards, with a long article attached, intended to show she results of the low tariff. As a matter of fact, were it all true, it embraces only about one-quarter of the manufacturing power of the country. But it is true in only a very small part. Some seven of the mills were shut down long before the tariff changes of 1897, and only the bare walls are remaining, a couple of others have been in difficulties for seven or eight years, now working and now closed, and the number of looms in many has been exaggerated. As far as can be learned the only mills recently closed or working short time are situated at Almonte, Peterborough, Montreal, Carleton Place, Hespeler, and of these Peterborough is again running with fair orders.

It is possible that the Canadian manufacturer of woollens is somewhat to blame for his unsatisfactory position. Apart from the contentions of some that they do not endeavor to keep up with new ideas, is the fact that their efforts to procure higher tariff have been attended with ill-timed bickerings and disagreements among themselves. One of their parliamentary committees, while waiting upon Mr. Fielding with regard to the tariff, consumed the time in arguing among themselves whether the duty should be levied upon the raw or the manufactured article, until Mr. Fielding said: "Don't you think, gentlemen, that you should have settled that point before consulting me?" Even now an agreement upon the rate cannot be arrived at. Another fault is that put forward by tailors—that sufficient "push" is not practised in the advertising of the goods. One prominent city tailor said that never, since he has been in business, has his attention been called to Canadian cloths; no representatives have called upon him, and no effort has been made in any way to capture his trade. He was even unaware that any mills had closed down.

* * *

The Reverend Alexander Dowie has some ideas, which are so pronounced, that he has carried them into his stores and pasted them up where customers can digest them while they are waiting for their change. In the clothing department of the general stores in Zion City are these mottoes: "Why are ye troubled after raiment?" and "Consider the lilies of the field, etc." He does not intend by this to drive away trade by convincing people that they do not need clothes, but he just wishes to remind people that raiment is secondary to many other things—paying tithes for instance, or bowing the knee to the Rev. Alexander.

* * *

Canadian clothing manufacturers have now had their Spring samples before the trade for over a month, and trade has been particularly good in the new lines. Though there is but little margin of profit for the clothing maker, this fact does not prevent one manufacturer after another of special lines, from entering into the general clothing business. The newcomers, fortunately (for themselves), recognize that if they are to succeed they must produce garments as near to the custom-made article as possible, if not fully equal to them. It must be admitted that perfection—taking the custom-made clothing for standard—has about been reached, though the wearers pay no more for the goods than they did a few years ago for the atrocious potato-sack patterns that were once all that could be had in the ready-made lines, and the memory of which still prejudices many people against the clothing of the present day. When the public are fully convinced that the clothing turned out by our factories to-day is made to appear and to fit and to wear as much as possible like the custom

JOHN FISHER

SON & CO'Y,

WOOLLENS

— AND —

Tailors' Trimmings

♦♦♦♦♦♦♦♦

WAREHOUSES :

Victoria Square, Montreal,

and

Dalhousie Street, Quebec.

♦♦♦♦

SAMPLE ROOM : 160 Bay St., TORONTO.



"AMERICAN" DRAWERS SUPPORTERS WITH CHAIN "HOLD"

EVERYBODY WEARS DRAWERS.
EVERYBODY SHOULD WEAR DRAWERS SUPPORTERS.
WE OFFER THE "AMERICAN" AS BETTER FILLING THE REQUIREMENTS THAN ANY NOW ON THE MARKET.





Sample Pair 10c Postpaid. EXACT SIZE IN "CUT."

"American" has a watch-chain "Hold" feature which is a big advantage especially in the summer when vests are not worn.

Attractively packed one dozen pairs on easel display card. Price 75 cents per dozen pairs.

Order from your jobber or..... I. V. PILCHER MFG. CO.,
Shipped by express paid upon receipt of price. LOUISVILLE, KY.
For orders $5.00 and over deduct 6 per cent. discount. Makers and Patentees.

GLASSFORD BROS. & POLLOCK, Selling Agents for Canada.

OXFORD
PURE N.S. WOOL

Oxford Tweeds

(Winners of Gold Medals everywhere)

We guarantee our goods to be

Strictly High-class Pure Wool Fabrics

They bring satisfaction to both dealer and wearer.

See our trade mark stamped every three yards on reverse side 6/4 goods.

FRANK W. NELLES

301 St. James St., Montreal, Representative P.Q.,

OXFORD MANUFACTURING CO., Limited

OXFORD, NOVA SCOTIA.

made clothing, the manufacturer will be able to raise his prices.

* * *

The demand for rain coats this Fall has been quite good all round. There has been very little attempt to get away from the olive and grey shades which have been popular for so long. In heavier overcoats there is a good sale for dark tweed effects in black and white and brown and white mixtures. These are made to hang loosely, and are usually strapped at the back. Black velvet collars are much worn in these coats, though they are also taken without them. In the heaviest weight overcoats for Winter, in which, however, trade has not been as brisk as might be desired, there seems to be still a preference for grey shades among the "popular" trade. Importers have brought to us fairly good quantities of blue and black beavers, and this well-liked cloth will doubtless be seen a good deal when the cold weather sets in for the Winter. As yet they appear only seldom.

* * *

The strike is on in Hamilton. At writing the employes had not actually quit work, as they were finishing part of what was on hand, but November 2 will see them all out and receiving their $6 a week from the Journeymen Tailors' Union of America, with headquarters in Bloomington, Ill. The local union, however, contains only a half of the striking tailors, but, it is altogether likely more will join at the meeting after the beginning of the strike. The strikers are talking of opening up a co-operative tailoring establishment, and trying thereby to capture the trade which has been going to their masters. In this they are counting upon the support of the 7,500 unionists in the city, but there are thousands of members of unions who are forced in, but have no sympathy with the practices. It is to be hoped some agreement will be shortly arrived at before Hamiltonians are driven out of the city for their clothes Both men and masters are confident, but a week will materially change the aspect of affairs, as both will begin to be sorry.

* * *

The illustration of a raincoat shown on page 115 of the October "Dry Goods Review," was the new "Zambrene Slip-on" coat, made by B. Birnbaum & Son, Ltd., of Cannon street, London, England, and worn by many of the best dressed men. The special feature of this garment lies in the two textures of which it is composed, and to which the name of Zambrene has been given by the manufacturers. The outside consists of specially woven fine cotton twill in various shades of greens and fawns, and it is lined with a superior quality of woollen check, which is also rendered rain proof by the same process. The sleeves are lined with the same material as the outside, and this coat, while being thoroughly rain proof, will retain its porosity. A great advantage, which sportsmen will appreciate, is that the material is thoroughly proof against spear grass, brambles and thorns. Cut with an extremely full skirt, which hangs in graceful folds, and with specially constructed pockets, this garment is undoubtedly one of the smartest coats which has been produced for years. As will be noticed, its shape is especially English.

* * *

At a recent meeting of the Bradford (Eng.) Drapers' Association an extraordinary state of things was revealed. There are in England, around the cloth manufacturing centres, what are called clothing clubs. The aim of these clubs is to enable working people to pay for goods on the instalment plan, and, in this they, perhaps, perform no bad work; but it has been learned that the clubs are run by employes of the mills, and that they obtain their supplies wholesale from the mills for which they work, thus cutting the tailor out of much of his proper trade. The idea of supplying clothes to customers who were unable to pay more than a small sum each week is being grasped by the drapers themselves, but they rightly object to the mills doing business through other mediums.

* * *

A Yankee tailor in an interview has said that, without doubt, the English have retained a decided superiority to the Yankees in the manufacture of certain woollen cloths. English trouserings particularly are so far ahead of the local make that the best tailors do not hesitate to buy them for the high-class trade, paying as high as $8 a yard in some cases. The difference consists in the strength and softness, and is explained by the ageing process through which the English goods pass; while the Yankee simply makes and then makes up without waiting for the wool or material to soften. In England this wool is left sometimes for five years before it is made into cloth, being washed every six months and then left to dry, until the life of the wool is completely gone, and the resulting cloth is strong and firm, but soft.

EXTENSION TO HABERDASHERY DEPARTMENT.

R. J. Tooke, Montreal, has recently completed an extension to his haberdashery store on St. Catherine street, corner of Peel, and with many additions and improvements has now one of the largest retail furnishing establishments in Canada, and one of the largest stores of its kind in the world. Its appearance is in keeping with its size.

The floor is a fine mosiac, and here and there great marble pillars rise to the ceiling. Around these and along the walls are many lights, there being over 400 in the store and windows, which at night are most brilliantly lighted. The lighting is perfect throughout.

There are now 20 windows in the store. The window displays are always neatly and tastefully arranged, and with so much front great opportunity is given to the window dresser to produce the finest displays. The interior displays of goods are also of the highest order, glass show cases and tables being used throughout the store, affording customers every advantage in selecting purchases.

THE LARGEST LINE OF

COLLARS AND CUFFS

IN CANADA.

We are still showing the largest line of Collars and Cuffs in Canada.

Our stock is now complete and includes an extra large assortment of Cuffs.

We would recommend to our many customers the desirability of placing orders now for Christmas trade.

Full range of **Rubber Collars and Cuffs** always on hand.

ORDERS SHIPPED THE SAME DAY AS RECEIVED.

THE CANADIAN UNDERWEAR CO.

KNOWN AS THE COLLAR HOUSE

10 St. Helen St., MONTREAL.





ALWAYS AT THE TOP.

TRADE W.G.&R. MARK

Are you selling Wing Collars ?

Is the demand for Poke Collars increasing with you ?

Can you meet the demand if it is coming to you ?

Have you got the up-to-date models in these shapes ?

You can't sell them if you haven't got them !

We have them.

The Williams, Greene & Rome Co.

Berlin, Ont.

SHIRTS AND COLLARS

LAST year a Canadian shirt manufacturing firm brought out several handsome effects in grey grounds, with small stripe and figured patterns in black, which were about the best looking designs then on the market, but for some reason or other their success was not as great as might have been expected. The trouble perhaps was that the manufacturers were ahead of the fashion—at least in Canada—for these styles were well liked by the better class of the United States trade. This, at any rate, is the opinion of the manufacturers who are again showing these lines for Spring, 1904, and this time with much better results. In fact the factory is pushed to fill orders on time. These shirts show combinations of squares and small figures in black on a grey background. Sometimes the figures, always small and neat looking, are used alone, or in connection with small spots. These goods are very handsome and should undoubtedly go well. They are selling rapidly also for Fall and Winter trade.

* * *

The striped patterns showing for Spring contain as much as ever of blue, though in many of these patterns the blue stripe is bordered with small black figures. No very broad stripes are seen either in blues or other shades. Reds appear to have entirely gone out. Manufacturers tell us that they have great difficulty in disposing of them for Fall and Winter, and they do not expect to do anything in them in the Spring shirts. A few tans are seen in the pleated fronts for Summer shirts, but they are only in small proportion to blues.

White grounds are still the most prominent in the Spring shirts, but the amount of colored grounds with patterns in "covered effects," small black figures, is not small.

* * *

Checks have been receiving a little pushing from American manufacturers, but in our own trade there is very little enthusiasm about them for Spring, and few, if any, are preparing them. The same may be said of cross stripes. Their return to popular favor is thought to be a long way off, which is not to be regretted, as the vertical stripe certainly makes a nicer pattern for shirts.

Pleated shirts are again prepared for the hot weather trade by Canadian manufacturers. White seems to be best liked in these, though there are a few tans.

* * *

One of our manufacturers who was most confident of the ultimate success of the men's shirt waist now has decided that he will not make them up, unless for a special order. "Better say nothing about the shirt waist," he said, with a smile that was pathetic. "It is intended only for the hottest of Summers, and we don't have them any more."

* * *

Canadian shirt manufacturers must be overwhelmingly rushed at present, for many retailers are finding it impossible to have their orders filled. One prominent furnisher said that he had repeatedly this Fall sent in orders to one manufacturer, but he had been told that they simply could not be filled at any price. The result was that the buyer was forced to obtain his supplies from across the line. He had sufficient patriotism to express the keenest regrets at this, but he had no choice. He spoke very highly of many lines made in Canada, but said that a certain part of his trade demanded a Yankee shirt, for no definite reason as far as he could find. He had, therefore, found it necessary at all times to buy some on the other side of the line, but the bulk of his business had been done here until this Fall, when to keep up his stock he has had to order almost everything from the United States.

* * *

"Collars," repeated one of the largest retail furnishers in Montreal to our question, "Yes, there is no doubt but that the wing is taking the front place all right this season." So it seemed from wholesalers' reports a while ago, and their statements as to the number of wing collars they were selling—especially to the city trade—are fairly well borne out by retailers' experiences. In the finest trade it is said that three wing collars sell to one fold collar. The medium sized wing seems to be favored, most customers requiring the collar to fit snugly to the neck, as far to the front as possible. Some small wings are also selling, but in limited quantities. As for the very large wings, it seems to be the opinion among some dealers that they will take the lead later on, but the opposite view is held by most in the trade.

* * *

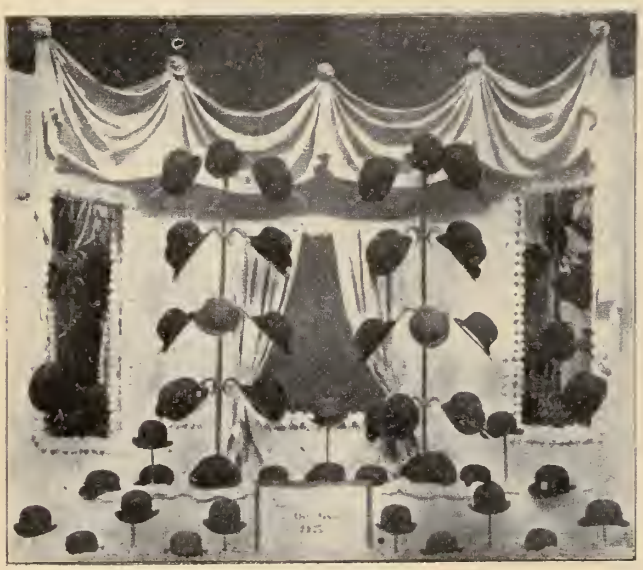
Fold collars are going well, and there is a fairly good demand for the straight standing shapes. The number of round-pointed fold collars selling has increased since the advent of Fall and comparatively cold weather, and they are now selling rather better than the square points. The reason is probably because the round points are more suitable for wearing with the Winter neckwear—puffs.

HATS AND GLOVES

Have a good hat; the secret of your looks
Lives with the beaver in Canadian brooks;
Virtue may flourish in an old cravat,
But man and nature scorn the shocking hat.
Does beauty slight you from her gay abodes?
Like bright Apollo, you must take to RHOADES,
Mount the new castor—ice itself will melt;
Boots, gloves may fail; the hat is always felt!
—Oliver Wendell Holmes.

* * *

THE brown hat which received such special attention from a few Yankee manufacturers and trade journals, and which really did appear to "catch on" well in a few sections, has gone the way of all unaccepted innovations. Last Spring a few of our retailers, impressed by the puffs which the new hat received from some of the travellers, laid in experimental stocks. The only encouragement they received, however, was the continued and



A Useful Background and Fixtures for a Hat Display.

labored eulogies upon the success of the brown hat which appeared from time to time in fashion sheets. This Fall it is safe to say that very few retailers have dared risk many dollars in such a slow-selling article. Man is calling for black, and black he will have. It may be stated, too, that it is a season of stiff hats.

* * *

There is great satisfaction expressed with the Fall hat trade. Expectations were not very high early in the season, as styles seemed to allow almost any shape. Of course there was a preference, but it was not so loud-voiced as hatters wish. The staple shaped hat has, however, sold so well as to convince retailers that it is necessary for a man to change his ordinary hat twice a year at least, no matter what styles demand. And now comes the slowest time of all the year. November, December and January are the sleeping time in the hat business, but the awakening is so pleasant that the dulness of Winter is forgotten.

* * *

The silk hat has become such a common article of headwear that it has ceased to make class distinctions or even money divisions. The well-dressed man still wears his silk hat and looks better in it than any other; but he has now by no means the monopoly of the style. There are actually men seen on the streets topping a sack-coat with a silk hat, and looking as though conspicuousness were distinction. Young men who should still be clinging to the peaked cap and short trousers, are building themselves up with a silk hat, and looking like the picture, "In Grandpa's Clothes." Men whose only bank is their vest-pocket and students who will not have a cent of their own for years to come, don a frock coat and a high hat. It is this commonness, this seizure of a style by the general public, irrespective of class, age, or money, that cheapens any article of wear. Snobbishness is not to be endured, but there is withal an understanding of position that should control dress as well as anything else. This lack of understanding is readily apparent from the appearance of many of the men who are wearing the silk hat. The only thing that appears to count is the fact of its being a silk hat; shape, fit and all else is thrown to the winds. There is nothing more grotesque than a silk hat tilted over one eye and ear, and yet a large number of the men appearing in that hat are of the class who wear all their other hats that way, and extend the fashion to the silk hat. The well-dressed man is still distinguished in his silk hat, but it is exceedingly annoying to see such a formal article of wear treated in such a general and informal way.

* * *

One of the largest men's furnishers in Toronto recently stated in conversation with a representative of "The Dry Goods Review" that in all his years in business there are Canadian firms manufacturing gloves whose representatives have never called upon him. He knows their names from their advertising, or in other ways, but their goods have never been directly brought to his attention. He is a Canadian too, by birth and sentiment, but surely our manufacturers do not expect customers to ask for their favor in waiting upon them. Push is necessary in every line, gloves included, and there is some fatal slowness displayed by firms who are not sufficiently interested in their own business to try to interest the retailer. Wake up, dreamers.



Oh, What a Hit!

When we first struck "Pinto" Shell Cordovan we had no idea what a hit it would make.

Of course we knew it was a good leather—any tanner knows good leather when he sees it, but it was only after a lot of tests we found how good it really is.

There is no oil in the dressing, no mineral in the filling—nothing else to draw cold.

It is boil proof—scorch proof—wind proof and rain proof—tear proof and almost wear proof.

Made into H. B. K. Mitts, Gloves and Moccasins.

Hudson Bay Knitting Co.,

Montreal. Winnipeg.

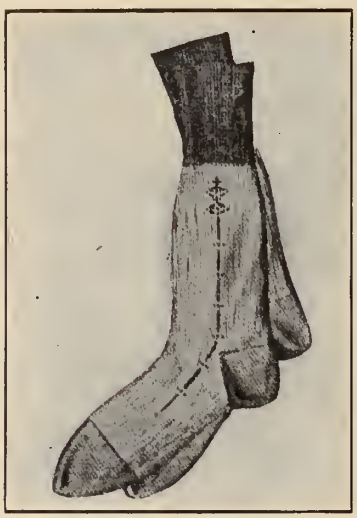
UNDERWEAR AND HOSIERY.

THE greatest difficulty some jobbers are experiencing as regards the underwear trade is to fill their orders with anything like promptness. This is true of both fleece-lined and woollen goods. Prices on these goods are firm, and though there is no great scarcity, the demand came with a rush, and wholesale stocks were no sooner placed in the warehouse than they had to be shipped to the trade.

For Spring, 1904, in the light-weight materials, a number of new fancy-striped designs are expected, and there is every reason to believe that if such is the case, they will sell better than ever. Fancy-colored underwear made its way against a considerable amount of prejudice at first, but, this overcome, it has been growing rapidly in favor, and we may now unreservedly expect it to take as prominent a place in underwear lines as fancy hosiery does in the hosiery department.

* * *

Linen mesh garments have done remarkably well for Fall and Winter. The idea, entertained for a long time by the



Half Hose with Side Clockings.

average man, that these were Summer goods only, is exploded, and people are listening with interest to what its advocates have to say of it for Winter wear.

* * *

With the coming of cold weather, sales of fancy hosiery have fallen off in some degree, though there is still a fair trade doing with the leading city furnishers. The demand is principally for the finest goods for evening wear. Notwithstanding, there are still a large number of fancies coming in, and they take well. In a way it is perhaps to be regretted that the trade cannot work on plain goods alone throughout the cold weather seasons, and with the arrival of Spring enter again upon the fancy effects. The demand for both lines would likely be increased, especially for the fancy hosiery.

* * *

Fancy embroidered cotton half-hose are in good demand. There is a large assortment of these to choose from, ranging in price from $2 to over $1 per dozen. Much of the new fancy hosiery is marked simply with side clockings that extend from the ribbed part at the top down to below the ankle. Its simplicity and neatness promise for it a good sale. The clockings are usually simple straight lines, finished off with a fancy design at both ends, or the lines are wavy and elaborated only at the top. The stocking is usually in black, but grey is also quite common, the colors being blue, green, red or yellow, the neatness of the design allowing a greater latitude in colors than if the pattern appeared all over.

* * *

The sleeveless undershirt has acquired a name in England which suits it admirably. It is called the "running shirt" from its likeness to the shirts worn in athletic sports. The name has come into the United States, and is now used as a general term.

* * *

The Dry Goods Guide, of New York, has the following to say about a new stocking which has appeared: "The health fad broke out in hosiery when men's socks appeared rights and lefts to the pair. There must have been awful mix-ups in the laundry. Imagine a health crank getting a left sock on his right foot and so growing a new bunion by induction—transferring corn seed, so to speak. Something dreadful of that nature must have occurred anyhow, for that risk has been wiped out by the introduction of "digitated" stockings and socks. You pull them on as you would a glove, a box stall for each toe, the big toe having a thumb-like compartment. Women will have a lovely time getting theirs on. Bad enough now when all the toes are poured into one compartment. It is no easy thing to sit down and distribute a handful of toes and get them into the right boxes. The ceremony will be irritating, but our blessed womankind will call it "aggravating"—except at Boston, where they speak "proper."

FURNISHERS' NOTES.

One of the first failures at the Soo resulting from the recent depression was that of J. Masse, dealer in men's furnishings and shoes.

Mayor Chisholm, Toronto Junction, tailor and dry goods merchant, has suffered to the extent of $1,500 from a quarter-hour's fire on his premises.

Mr. Sanford Shaver, haberdasher, Sydney, C.B., has moved into new quarters, furnished with handsome cases and fixtures for the display of hats, umbrellas, neckwear, shoes, etc.

The Wright Hat Co., Berlin, Ont., have opened up a new store in the Mackie Block, and are intending to follow it up with many more in other towns and cities. The firm manufactures men's, ladies' and children's hats.

"Score's Brochure" is an extremely tasty little semi annual booklet, issued by R. Score & Son, tailors and haberdashers, 77 King street west, Toronto, and contains excellent cuts of the newest styles in clothing and furnishings, together with prices. Great expense has been incurred in the preparation of the book.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc.

W. H. STOREY & SON

THE GLOVERS OF CANADA.

ACTON, ONT.

A faultless fit for every figure.



RETURNED
MAR 24 1904
Cut Board 17
Page 17
Ans.

Stanfield's Unshrinkable Underwear

TRURO, Nova Scotia.

Dr. Deimel Underwear

(LINEN-MESH)

Good Linen-Mesh is the best underwear in the world.
Poor Linen-Mesh is the poorest.
Dr. Deimel's is the "only original" Linen-Mesh.
It was the best first, and every year it gets better.

The other so-called Linen-Meshes are poor in the essential point of wear—they are not even passable imitations of the Dr. Deimel Linen-Mesh Underwear.

WRITE FOR BOOKLET AND TERMS.

DR. DEIMEL'S LINEN-MESH UNDERWEAR Registered

THIS LABEL ON EVERY GARMENT.

The Deimel Linen-Mesh Co.

(ORIGINATORS OF "LINEN MESH").

2202 St. Catherine St., Montreal, Canada.

LONDON, E. C., ENG.,
10-11-12 Bread St.

THE CANADIAN DRESS CHART.

Article.	BUSINESS AND MORNING WEAR.	CHURCH, AFTER NOON TEAS, SHOWS.	DAY WEDDING, MATINEES, DAY RECEPTIONS.	EVENING WEDDINGS, BALLS, DINNERS, RECEPTIONS, THEATRES.	STAG PARTIES, CLUB, INFORMAL DINNERS.
Coat.	Cutaway or sack. Covert or Chesterfield overcoat.	Frock or cutaway. Chesterfield or skirted overcoat.	Frock. Skirted or Chesterfield overcoat.	Evening dress with Chesterfield or skirted overcoat.	Evening jacket with ordinary overcoat.
Waistcoat.	Of same material as or different from coat.	Same material as coat or of white duck.	Double or single breasted, of same material as coat, or of white duck.	S. B. or D. B. white or S. B. same material as coat.	S.B or D.B. white or S. B. same material as coat.
Trousers.	With S.B. coat to match, with D.B. either to match or not.	Striped worsted.	Striped worsted or dark cheviots.	Same material as coat.	Same material as coat.
Shirt.	Colored stiff front preferred, quiet colors.	White.	White.	White.	Plain or pleated white.
Collar.	Wing, standing, poke or double band.	Wing, standing or poke.	Wing, standing or poke.	Standing or poke.	Standing, poke or double band.
Cravat.	Ascot, once over, Four-in-hand or flowing end.	Ascot, flowing end or once over.	Light or black, Ascot or once over.	White tie with broad ends.	Black silk or satin with broad ends.
Hat.	Derby or Fedora with sack, Silk with cutaway.	Silk.	Silk.	Silk or opera. Latter only to theatre.	Derby or Alpine.
Gloves.	Tan or grey, the former preferred.	Tan, or light grey suede.	Grey suede.	Pearl or white glace.	Tan or grey.
Shoes.	With sack calf, with cutaway patent leather, high or low.	Patent leather.	Patent leather.	Patent leather shoes or pumps.	Patent leather high or low.
Jewellery.	Gold studs, links, pin and watch guard.	Gold studs, links and pin and guard.	Gold links, studs and pin.	Pearl studs and mother-of-pearl links.	Gold studs and links

This Chart is corrected to date by a Canadian authority on men's fashions.

THE CARE OF CLOTHES.

GLOVES.

SHAPELESSNESS and wrinkles in a glove are a serious offence in the eyes of the well-dressed man, as well as one of the principal causes of its short life. To avoid this very much can be done which consumes little time and pays well for itself.

When the glove is taken off man is too prone to toss it in a drawer just as it left his hand, with the result that when wanted again the wrinkles are firmly established and looseness and bad shape shows in many parts of the fingers. After removing from the hand the glove should be stretched from the ends of the fingers to take out the stretch and to retain that tight fit around the finger which is essential to a neat glove. Very many even go so far as to replace the little folds in the sides of the fingers that appeared in the glove when new. They should then be laid flat between layers of tissue paper, and kept in a drawer where there is no danger of their being mussed or soiled.

In the putting on and taking off of a glove few men observe proper precautions and exercise the necessary care. To see the average man pulling it on by the wrist and then pressing it into place by means of the most convenient part, to watch him as he clutches the end and jerks and pulls to remove it, one wonders that such frail material can stand such rough usage. In a new glove particular care must be taken. The first time it is donned powder must be freely used, both in the glove and on the other hand. It is usually best to get some other person to put a pair on for the first time. The elbow should be placed on a firm cushion and the fingers first inserted in their proper openings. Then the second person should, with his powdered hands or with another piece of kid, stroke down on the fingers firmly but not harshly. When the fingers are entirely finished the thumb, which has been left out, is enclosed by rolling back the glove until the thumb can be inserted, and the same stroking will complete it. In every donning the same procedure should be followed—fingers first, then thumb. Pressure should not be applied between the fingers as the undue strain on these parts, already very tight to provide the fit, is apt to rip them, or at least will stretch them and ruin the fit both back and front. Neither should the glove be drawn on by the wrist, a proceeding which will with one trial effectually spoil the shape.

To take off the glove do not pull by the ends of the fingers, as it wears, rips and discolors. Simply take the glove by the wrist and roll down over the hand until all but the tips of the fingers are released. The glove will then either come off or a slight pull on the tip of a finger will effect it.

Gloves must not be put on the hands while they are perspiring, and it must be remembered that if the hands perspire while in the gloves the shape is gone. Two pair of gloves worn alternately will long outlast two pair worn in succession. Cleaning gloves with gasoline is only partially successful, as the shape is sometimes altered, and the former color never regained. A well-cared-for glove has served its time when it is too dirty to wear, although cleaning it may prolong its life as a common glove, for a short period. Of late a washable glove has come on the market and fairly satisfactory results are obtained from the cleaned article.

HOSIERY.

Hosiery makes up the least durable of a man's furnishings. Care for them as he may, the usage they get in the laundries and the unpreventable shrinking, soon puts a half-hose hors de combat. Wear as large a hose as possible when new to allow for the shrinking and the holes will come less quickly. Hose should measure the same number of inches in length of foot as the number of the size and a certain sized shoe requires a certain sized hose as a good fit, although to allow for shrinkage, if it can be worn, a half size larger than the following scale will be found desirable. A shoe of size six requires a hose of size 9½, and for each size of shoe above this the hose is a half size larger. In selecting hose elasticity must be sought or the hose will not stand; a hose that will stretch is the hose to buy, irrespective of quality or weave.

In putting on, the hose should be turned back over the foot, the foot of the wearer inserted and the top rolled back to its place. In taking off, the same plan, reversed, should be used. It is well understood that the life of a hose depends greatly upon the time it is worn and the perspiration and cleanliness of the wearer. When the hose is on, the toe and heel must be in their proper places, or extra wear is experienced.

CRAVATS.

Cravats should be kept in a drawer, away from the dust, and neatly folded. Some prefer a hanger, but neither is it neat in a room, nor is it quite as convenient as a special drawer. After a tie is taken off it should be gently pulled into shape to take the creases out, doubled and put away. To get all the value out of each tie, it should not be worn several days in succession, as the creases and folds will become "set," whereas a day or two of rest will do much to take them out. Pressing a cravat with a hot iron should not be resorted to, save as a last resource, as very few of them will stand it, the threads pulling out of shape, and the effects of the pressing being, as a rule, plainly visible, particularly in lined cravats. Cheap ties are a waste of money, neither wearing well nor retaining their shape.

UNDERWEAR

Sizes of underwear cannot be fixed arbitrarily. A man may be broad shouldered and require a size 40 shirt and yet a 38 drawer may suit him far better than a size 40, and again, he may find a 36 shirt a good fit, and a 38 drawer the proper size. Every man must study his own figure and buy accordingly. Length of leg must be considered in addition to size of waist, and length of arm with chest size. Sufficient waist size and chest size are necessary but an over large garment may be needed to provide the proper length of limb. A short drawer or arm in a shirt are exceedingly uncomfortable, while room to spare in waist or chest is of little account, with certain limits. In sizes, the shirt from sizes 34 to 44, commencing in length 29 inches and sleeve 17 inches, increases 1 inch to every size. In the drawers, sizes 28 to 42, more irregularity is found, the inseam and body increasing from 27 and 13 inches, an inch a size up to 32, then remaining the same for three sizes, increasing an inch again at 38, and remaining the same for three more sizes. It must be remembered

that sizes run only in even numbers. This is the theoretical plan in the making of the garments, but every man knows it is seldom atrictly adhered to.

As in hosiery, shrinking should be allowed for, in the purchase of a suit, although very much depends upon the washing. Wool underwear is notoriously bad for shrinking but the following directions will be found to prevent much if not all of this. From the first there must be no rubbing, rough usage or freezing of the garment. Warm suds should be made of a good soap; soap that costs little money usually costs much in the clothes. Let the garments soak for fifteen minutes in these suds, after which remove and gently rub the soiled parts with the hand. Follow this with several rinsings in warm water, the water being at a temperature feeling fairly hot to the hand, avoiding really hot water. Then hang up lengthwise and pull downwards for a few minutes. The garment will stretch sideways with the body, but there is no way of retaining its length unless it is done while being washed. The water used should always be of the same temperature.

FROM A BUYER'S POINT OF VIEW.

A large dress goods buyer just returned from the English market said to a representative of THE DRY GOODS REVIEW that he found the home trade in the Old Country in a very poor condition, due, he thought, more to the reaction from the war than to any other cause. Manufacturers were complaining bitterly about the condition of trade, and were very cautious about getting up new stuff. They were apparently affected, however, much more seriously than the shippers, whose business had kept up very well.

All manufacturers were talking about advancing the price of goods, though the cotton men had accepted orders at old prices except in certain fine grades. The finer woollens were also harder to get.

Regarding the political situation he felt confident that Mr. Chamberlain would be sustained in his stand on the preferential question by the people. "I met many linen manufacturers in Belfast," he said, "and they were quite outspoken in their approval of Mr. Chamberlain's course. I expect to see fully 90 per cent. of the manufacturers of the country support Mr. Chamberlain. The howl now being raised about the 'workingman's loaf' will perhaps do harm to the cause for a time, but when the subject is thoroughly made clear to the workingmen, and they understand that even if they have to pay a half-penny more for bread, they will have more work to pay it from—for now most of them are working only about four days in the week—I see no reason to believe they will be adverse to it.

"One gentleman figured out that the proposed tax on wheat would only mean 18d. per man more for bread during the year. That seems to be too small to take into account. They spend that on tobacco or beer without a thought of it."

TWO MOVES.

S. F. McKinnon & Co.'s Montreal warehouse has been removed from the corner of Lemoine and St. Peter street to 87 St. Peter street, in the premises previously occupied by Stevenson, Blackader & Co. This gives McKinnon & Co. a great deal more floor space, which, with their increasing Montreal trade, they can well use.

J. Mandleberg & Co., have taken up the premises vacated by McKinnon & Co.



A CHILD CAN OPERATE IT

Make Your Own Buttons
WITH THE
NEW DEFIANCE BUTTON MACHINE
Makes all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of buttons.
$7.50
Call or send for samples of our work.
Defiance Button Machine Co.,
266 Greene St., Cor. 8th St.,
NEW YORK, U.S.A.

Your Customers Hang Trousers On 'Em!
TRADE BERLIN MARK. "We fear nae foe."
The BERLIN SUSPENDER.
Made IN ALL Grades.
Protect Home Industry!
The Berlin Suspender and Button Co.
C. K. HAGEDORN, Manager.
BERLIN, ONT., - - CANADA.

Wreyford & Co.
Rumain Building, TORONTO
Wholesale Men's Furnishings.
SPECIALISTS IN UNDERWEAR
SELLING AGENTS FOR
DR. JAEGER'S SANITARY WOOLLEN UNDERWEAR, FLEECE SLIPPERS, Etc.
English Dress Shirts in stock, $9.00 and $12.00 doz.
Dress Vests, $15.00 doz.
Latest designs Ladies' Golf Blouses for Christmas Trade.

Young & Rochester
Manufacturers,
LONDON, ENGLAND.
Full ranges for Spring 1904 now with our travellers.
Y. & R. SUMMER VESTS
have no equal for style and fit.
If our travellers have not called on you, we will mail you sets to select from. Early delivery is asked for this season, so it is essential to place orders now.

Tress & Co.
High-class LONDON Manufacturers
HATS and CAPS
LATEST IN SILK and FELT HATS.
The Hat trust and Freak shapes have "scotched" American Hats.
English styles are correct for Spring.
Values unequalled.

LINEN NOVELTIES
FOR
HOLIDAY TRADE

Hemstitched Trays

16 x 23 Damask
17 x 23 "
18 x 27 "
19 x 28 "
20 x 28 "
22 x 32 "

18 x 27 Embroidered Linen
18 x 27 H. S. and Drawn Work
18 x 27 Plain H. S. Linen
20 x 30 Embroidered Linen

Hemstitched Squares

32 x 32 Fringed Damask
36 x 36 " "
32 x 32 Hemmed "
36 x 36 " "

32 x 32 Hemstitched Damask
36 x 36 " "
45 x 45 " "
32 x 32 Hemstitched, Embroidered and Drawn Work
36 x 36 ditto

Hemstitched Scarves

17 x 54 Damask
17 x 70 "
15 x 54 "
18 x 54 "
15 x 72 "
18 x 63 "
18 x 72 "

15 x 68 Embroidered Linen
15 x 68 Embroidered and Drawn Work
15 x 68 Plain H. S. Linen

Mats, etc.

7½ to 14-inch, Round, Fringed Doyleys
8 x 11 to 16 x 21-inch, Oval, Fringed Doyleys
7½ x 7½ to 20 x 20-inch, Square, Fringed Doyleys
10 x 10-inch Hemstitched Union Mats
12 x 12 " " " "
18 x 18 " " " "
12 x 12 " " Linen Mats
12 x 12 " " Embroidered Mats
6 " " Damask Mats
7 " " " "
9 " " " "
12 " " " "

Hemstitched Napery

17-inch H. S. Damask Napkins
20 " " " "
22 " " " "
8/10 " " Sets
8/12 " " "
8/14 " " "

Special Sets, etc.

90 x 96 H. S. Linen Red Sets
" Union Sheets

Fine matched cloths and napkins a specialty.
Novelty designs in all qualities.

A small shipment can be made from above list. Customers specifying the sizes they require and amount of desired purchase, can rely upon our careful selection of selling lines. Our travellers are now showing a complete range of samples for Spring 1904.

NISBET & AULD
TORONTO

FEATURES IN STAPLES

IN spite of the numerous and apparently well-sustained assertions that the month of October would be sure to see a tremendous slump in prices, there is on the last day of the month no sign of it. Opening on October 1 at 10.25, raw cotton gradually dropped, on account of good reports and the continued closing of several of the mills, to 9.50 on October 7. But the frost reports, the boll-weevils' destruction, the estimated smallness of the crop, have succeeded, without apparent difficulty, in elevating prices as high as 10.65, and, at the time of writing, it is 10.50, with no present aspect of lowering. During September the average in the crop decreased more than during any other September on record, and October has brought unsatisfactory reports from Egypt as well as from the cotton section of the United States. W. P. Brown, the cotton bull leader, has proven that a corner in cotton is possible, and the result will no doubt be that prices will remain higher than has been usual, until other countries produce enough cotton to break any corner.

* * *

A Montreal cotton merchant says that the market is unable to throw off the effects of speculation. On September 20 the crop movement since September 1 had fallen off 600,000 bales from last year at the same time, and, although the crop was three weeks later than usual, the second last week in September saw a shortage of 11,991 bales. On September 1 there was a loss in the visible supply of 250,000 bales, and, as the consumption had so overtaken the production, there was less stock carried over. A Montreal manufacturer states that there are lower stocks of manufactured goods in New York than he ever remembers, and he thinks that jobbers and retailers will have to make up their minds to pay still higher prices, and continue to do so, until the new cotton countries increase the production.

* * *

The situation among the Canadian mills is decidedly unsatisfactory. There is no prospect of lower prices in the raw market, and present stocks are becoming well depleted. New cotton, although quoted at 10.50, is much higher for a class of fibre worth buying, and the stocks in warehouses are almost sold out. Not only did they have to raise their prices, but, at the present level, they are not at all keen upon booking orders. One large wholesale house recently sent in an order for 1,500 pieces, but the mill returned it with the note that they could not undertake to fill more than a third of it; and this in spite of the fact that current prices were offered. A note was added that later on prices would probably be higher.

* * *

During the month there has been no change in prices on any line, as everything has been included in the advance except prints. There has been a little rise in this line, but it has been of small account. Prints are contracted so far ahead that prices were quoted before the strain in the raw cotton situation. However, there are no repeats being accepted at the present prices. As yet the retailer has tasted little of the higher prices, as the jobbers and mills have had on hand goods that have been sold at the old prices; but with the depleting of these stocks has come new quotations to the trade, and all Spring lines are up. There may be a few merchants who will hold off from buying, in hopes of lower prices, but such will prove themselves to be not in close touch with existing conditions. Prices are far more apt to advance than decline, and one thing can be relied upon, and that is, that in the present state of affairs, the late buyer will be unable to procure his supplies at any price.

* * *

The suffering in Lancashire, resulting from the cotton situation, has been of a more serious nature than is known to many. Absolute poverty and starvation have stared hundreds of families in the face, and the case was becoming decidedly serious in some parts before the advent of new American cotton reopened most of the mills. Soup kitchens had to be started, and in one section, 500 meals daily were given. Funds were opened in the cities, and meal tickets were issued to the starving hundreds. Some had nothing for a whole day but boiled potato peelings. Looking at these things the Blackburn Weavers' Association passed the following resolution: "Their (speculators) mode of business creates misery that would not otherwise exist. To make wealth, men already wealthy, cause workpeople to undergo hardships that drive the weaker-minded to despair, and this business, done under the name of commerce, is, in its application, as brutal and savage as the worst forms of brigandage, and is a disgrace to civilized nations." In the United States two million spindles, and in Great Britain four million spindles were reduced to idleness. In Russia the government has been contemplating the reduction of the duty on raw cotton to help the masses. The Liverpool Cotton Association, in order to relieve the situation, is considering a new clause which will affect the American arrival contract, allowing any quality of American cotton equal to or above good ordinary, to be tendered in fulfilment of contract.

* * *

Linen prices are very strong, showing no tendency to lower. A buyer in the Old Country at the present time writes that union goods are very dear, so much so that he has considered it advisable not to handle very many lines, which he formerly kept in stock. He states that all the linen stock now in wholesale or retail hands is worth at least 10 per cent. more than is being asked for it. The strength exists in all the European markets, and the Irish flax crop is assisting in keeping prices high.

* * *

The price of wool on the London market maintains its highest level. The Australian crop has been decidedly poor, and the advance is well warranted. The Melbourne Leader says that the enormous losses of stock during the years of drought are only now being realized. Stations which formerly carried 100,000 sheep and over are almost bare of stock, and some have been abandoned. It will be years before the wind-swept sand-covered tracts of northern Australia are stocked up to their average carrying capacity. Cross-bred wool which cost seven pence in September, 1902, is this year bringing a shilling, and the end is not yet. The average price of the South-Australian bale of greasy wool for the past season has been £9 8s. 2d.—against £7 10s. 5d. for the previous season, and £13 3s. 2d. for 1899-1900, the "boom" year. Leaving the boom price out of reckoning it is necessary to go back 13 years to find prices equal to this season's.

WE ARE NOW PREPARED TO FILL

SORTING ORDERS

for COATS, SUITS, or SKIRTS promptly.

The styles asked for by most people are those made by us—not last season's fashion, but productions of October, conceived in Paris, improved, adapted, Americanized in New York and made by us in Toronto.

Send us your orders, if our traveller does not reach you, when in want of new things.

We want your business. That's why we advertise.

THE Merchants' Mantle Manufacturing Co. Limited

LADIES' READY-TO-WEAR

Coats, Costumes, Skirts and Capes.

36 WELLINGTON ST. E. and
1, 3, 5 LEADER LANE.

TORONTO, Canada.

By H.M. Majesty's Royal Letters Patent
PATENT No. 5295
"The Premier" ART PROOFING
Ladies' and Misses' Garments Bear this Label.

HIGHEST GRADE
BRITISH-MAKE
FOR LADIES, GENTS, MISSES AND BOYS.

Guaranteed

"PREMIER" WATERPROOFS and SHOWERPROOFS

The "Premier" Waterproofs are the absolute Guaranteed Garments in the Dominion of Canada, thoroughly waterpro) and will not harden

BEWARE OF IMITATIONS

STANDARD OF THE WORLD.

Established 1873.

(Guaranteed)

Head Works:
MANCHESTER, ENG.
Branch Works, Showrooms and Offices:
MONTREAL and WINNIPEG.

The PREMIER WATERPROOF GUARANTEED TO RESIST ALL CLIMATES
Gentlemen's and Boys' Coats Bear this Label.

CLOAKS, COSTUMES AND SKIRTS

MANUFACTURERS of cloaks, costumes and skirts are now bending their energies to the solving of the knotty problem of what will be the style for Spring 1904. Travellers are on the road with advance lines of samples, and report that the trade is quite ready to interest itself in the Spring lines. While this is a good sign, orders for Spring goods should be very cautiously placed at this early stage, and nothing but the staple lines bought.

* * *

The large trade that has been done in the long-skirted suit does not seem to have cut into the cloak trade to any perceptible extent. Though placing orders were very large, and the mild weather has been against the trade, repeats are still coming to hand for coats, and most of the firms are still busy. Some houses seem to have experienced a little lull in the trade, but, on the other hand, others have been extending their plant. Taking it on the whole, the trade has every reason to be satisfied.

* * *

Those houses that cater for the suit trade have done a very large business, and though they report that this has hurt their trade in separate skirts to some extent, the firms that make a specialty of separate skirts are well satisfied with their share of trade.

CRESSMAN'S CATALOGUE.

"CRESSMAN'S Ready-to-Don Garments" is the title borne by an up-to-date catalogue sent in to THE REVIEW office by Cressman's, of Peterboro', Ont. Evidently Cressman's know how to make a success of the ready-made department, and the catalogue sent is well calculated to draw trade.

Every important detail that goes towards the building up of a first-class department, such as source of supply, light convenience, and that important point, the price, is briefly touched on, and in this way the trading policy of the department is outlined. A good idea, too, is to give the names of the ladies in charge. The Northway garments are the Canadian ones featured, and this is a guarantee that the styles and workmanship are right.

This catalogue is, indeed, deserving of the greatest praise, and would be a credit to a much larger place than Peterboro'. We hope that Cressman's will not forget THE REVIEW when they send out another catalogue.

MID-SEASON PARIS STYLES SHOWN BY UNITED STATES FIRMS.

ALL novelties that are put on the market at this time of the year are closely watched by the designer of ready-to-wear garments, as it is from them that he gleans the style indications that guide him in the preparation of his Spring lines.

At an exhibition of Paris costumes held early in October, by James McCreery & Co., a decided tendency was noted on some of the gowns shown to the fitted bodice. Most of them had the close-fitting back and on some the girdle had become so broadened that it reminded one of the long-pointed stomacher worn in the days of "Good Queen Bess."

Some of the low-necked gowns showed the material draped tightly over a perfectly fitting bodice, and were finished at the neck with a fringe, bertha fashion, hanging nearly to the waist line.

The belted-blouse coat was shown as well as the long-skirted, tight-fitting one. The skirts of these coats were full and had either ripples or pleats. The skirts shown were trimmed up to the knee, and were very full; in fact, too full to meet the approval of the American trade.



The Tailored Gown at its Newest.

From the New Journal of Advanced Fashions "Coming Modes," published by The Avenue Press, Limited, London.

Wanamaker's recently had on exhibition, among others, five white costumes by Beer, and in these the long-skirted Louis XVI coat predominated.

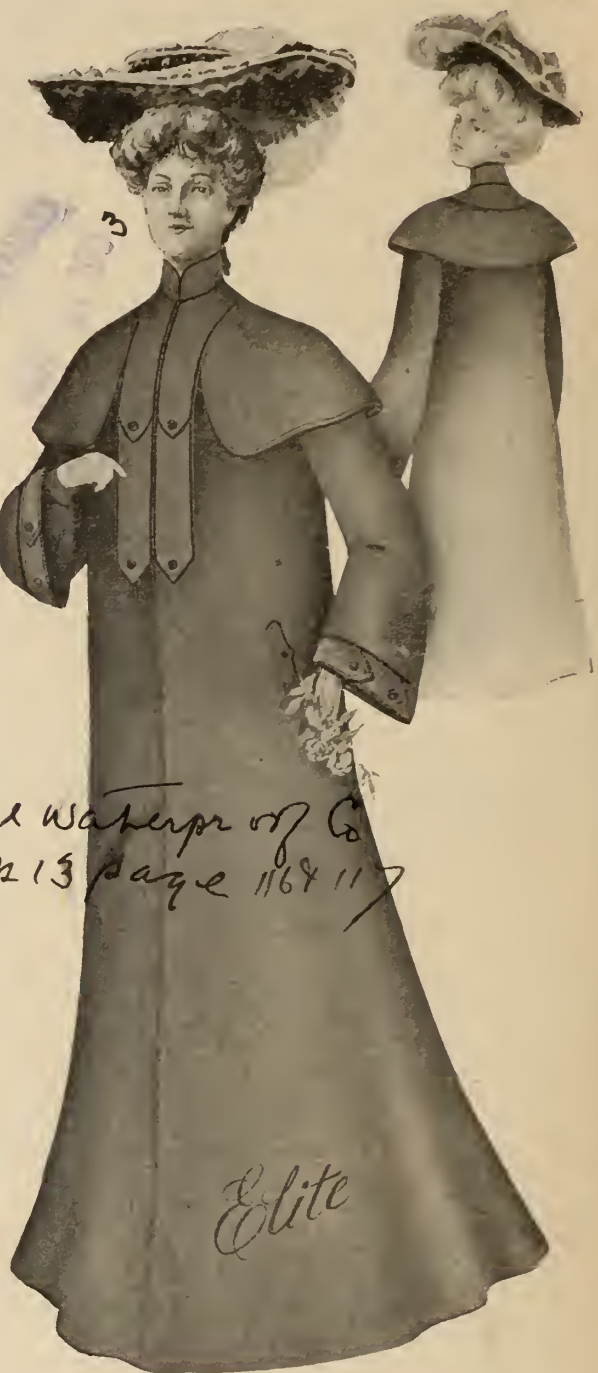
The fitted bodice was emphasized in the gowns shown, one of which was of beautiful grey cloth, made princesse fashion, and trimmed with vertical lines of embroidery on the skirt, which was edged with a narrow band of moleskin. To wear with this gown was a loose wrap of moleskin lined with ermine.

Some elaborately trimmed white wraps were of the loosest and most voluminous character. Some of them were made of the new baby lamb zibeline in both white and champagne.

A FEW OF OUR SPRING 1904



STYLE 370



STYLE 362

Our travellers are now out covering Canada from coast to
It will pay you to see our styles before

The Montreal Waterpro

STYLES IN WATERPROOFS



STYLE 350
Same as above in full length
STYLE 363



STYLE 100B

coast with Spring samples of our leading brands of Waterproofs.
placing orders for the coming season.

of Clothing Co., Montreal.

HOLDING THE TRADE IN JANUARY AND FEBRUARY.

A SUGGESTION has been made to THE REVIEW that the country merchant might with profit to himself and others alter his methods of trading in the cloak department. The object of most merchants is to get their stock sold off before Christmas comes and the department is closed up with empty tables and shrouded cases until the Spring goods arrive. That this is a great mistake at least one merchant is convinced, and he is laying his plans for a different kind of January and February than above pictured. He is aiming to pay expenses and a little over. Indeed, he will be quite satisfied this season if he only pays expenses. Instead of closing out his stock as usual he has placed a large order with his manufacturer for the very latest novelties in coats, etc. These he proposes to sell at attractive prices. Besides making his department pay its way for these two months



Black and White Costumes are considered very Smart in the Fashion World.

Here is the latest expression of the idea, a black cloth gown, opening over black silk, showing small white rings. The other details are clearly shown by the artist.

instead of being a loss, he will have gained a valuable amount of advertising and into the bargain will have kept his staff of hands together, a point that many merchants fail to grasp the importance of. A saleswoman that knows your customers, their tastes and prejudices and very often just about what amount each one is prepared to spend, is twice as valuable as a green hand that has only a customer's general appearance as her guide.

The coat trade after Christmas is left altogether in the hands of the catalogue houses and they have been quick to profit by the way that business in coats is generally done. They are prepared to meet the demand, as they follow the policy that is now being advocated and regularly stock a line of novelties for the January trade.

Many women in the cities delay the purchase of their Winter coat until January as they find they can then buy a later style than is possible in October.

If a woman buys her coat in January, she can wear it the balance of the month and also through February, March, and at least until the middle of April, and often longer, which gives her at the least calculation over three months wear out of one of the latest fashioned and most stylish garments, and then this coat is in all probability exactly similar to the one the manufacturer puts out as the advance line for Fall, and will be the style until something later is launched in January of the following year.

It seems that the experiment is one worth trying, and one that can be carried out with a reasonable hope of success.

When one thinks of the revolution made in Friday's trading, one can see that determined and well directed effort can accomplish most things, and to add if only six weeks to an unnaturally short season would be a great boon, not only to the retail but also to the manufacturing end of the trade, and is certainly worth working for.

The Canadian woman is quick to take up anything that makes for her advantage. If for a small price concession she will purchase her cotton underwear in January, and lay it by for full six months before she is ready to wear it, she will buy her coat in January or February, if she finds she can get advance styles at reasonable rates, and get as well, the same season, over three months wear out of it, and in addition to this when the Fall trade opens up her coat will be still right in line with the procession. She is too bright not to quickly grasp the idea if it is only rightly put before her, and instead of closing your department, and having that much waste space for over two months, try to net your expenses and perhaps a little over next January and February.

This policy would be equally in the interest of the manufacturer and the retailer, as it would serve to spread the trading more evenly over the year.

SPRING TENDENCIES.

INDICATIONS are beginning to crop out as to Spring tendencies, but, of course, what is said now may be much modified before the time for wearing Spring garments comes round.

There is not much doubt about one point—that fancies will be more in evidence in the lines of the cutting up trade than ever before. Plain goods will be there but the fancies will predominate. Tweed effects have been very popular for coats, and are likely to keep their place for Spring. As to coats Etons and boleros are likely to take. One authority thinks that all styles of coats as at the present time will be worn.

Pongees and peau-de-soie were confined to the better trades last Summer, but now they will likely come down to the popular trade, and the woman who wanted one, and could not afford one, will be able to gratify her fancy.

Coverts in the greenish fawns are pretty certain to have a show in Spring lines.

Suits are likely to be a splendid property for Spring, and it would seem as though the long-skirted variety would again be shown, though the smart end of the trade are already discarding it. White coats are pretty sure to be popular with a certain trade, the very fact that they cannot be worn by the popular trade being in their favor with the class that will wear them.

COATS AND CORSETS.

WHEN a customer comes into your department wanting either suit or fitted coat, a few inquiries as to the style of corset should be made, and it should be pointed out that the wearing of an up-to-date corset makes all the difference in the fit of a coat, etc., as garments

S. F. McKinnon & Co., Limited

Wholesale Millinery and Cloak Manufacturers.

Our assortment is complete.

Ribbons,
Feathers,
Flowers,
Millinery
Novelties,
Hats,
Ornaments,
Laces.

Special value in new styles of **Ladies' Cloaks** for November Trade.

Send for samples.



TORONTO WAREHOUSE.

S. F. McKINNON & CO., Limited, TORONTO, MONTREAL, QUEBEC, LONDON, Eng.

are designed and cut for a figure that is wearing that style of corset. The corsets that are now worn give a deal of similarity to a woman's figure and greatly simplify both the work of the cutter and saleswoman.

ARRANGEMENT OF THE CLOAK DEPARTMENT.

AN article on the arrangement of the cloak and suit department appeared in a recent issue of Cloaks and Furs. The proper way to arrange such a department, according to that article, is to keep the different classes of garments in their own respective sections and have the stock looked after by a saleswoman who is experienced in this matter. The best way to draw new trade is to satisfy the trade you sell to and they will advertise you, as tongue advertising is the best.

The particular matter to consider in buying goods is to cater to your trade, discover their wants as near as you can.

I do not believe that it pays to keep open evenings.

The cloak and suit department is the most important in the store, as it fills the great demand for ready-to-wear garments.



Stylish Fall Coat in Tweed.
Designed by S. F. McKinnon & Co.

Unless a department store is willing to open charge accounts, it should not make any very great effort in the way of catering to the so-called carriage trade. The grade of garments to be carried depends upon the locality of the store and the kind of trade the business caters to. I think that a store should be run on both the cash and credit basis, and in this way one can get a portion of the trade of both classes, and thus build up a good, profitable business.

The most successful saleswoman is the one who does not gossip, but sees that her customer is pleased, whether a buyer or not, for, if the saleswoman is pleasant and waits upon the customer with a smile, certainly no harm is done, but, on the contrary, trade, nine times out of ten, will come back and buy. Above all, a saleswoman should know her stock thoroughly.

The best way to advertise is to be honest in your statements, show a cut of the garment, with full description, etc. The garment business in this section is increasing every day, and the public demands the new goods as soon as they appear in the fashion papers. The Eastern tourists, to a great extent, set the styles here, and we have many visitors here. The stores in general are up to date, and we have some very good garment departments in this city, on a par with any in the country and compare favorably with those in cities twice its size.

A buyer should use his best judgment in the market. There are many new garment manufacturing firms which start up each season, and their lines should certainly be inspected, but, as a rule, a buyer prefers the longer established firms, as he knows the goods they make are safe.

It is a grievous mistake for a manufacturer to sell a garment similar to the one he has sold you to your competitor, as it is for you to try to buy a style similar to a competitor's and try to cut the price. This is, in my mind, one of the gravest errors which we have to contend with, as we have trouble every season.

Some buyer will have goods shipped to him in an indirect manner, in order to fool the manufacturer—and I want to say right here that I know that the manufacturer is not to blame in most cases that this happens—but he is soon found out.

My policy is to buy garments that no other house in my city can buy, in order to make a profit, and I have never been guilty of trying to down my competitor with such methods as above described. I have been buying garments for 18 years, and can truthfully say that I have never returned a garment because of a misfit or for any other reason, except a damage which made it unsalable.

I never return goods without corresponding with the manufacturer first—a buyer goes to the market with his eyes open and seldom gets into trouble of this kind unless he does not understand his business. For my part I have never experienced any trouble in the market or after returning home.

NERVE AND CONFIDENCE.

BOTH the manufacturer and the retailer have had need of all the nerve and confidence in their own judgment this season, but as the time for showing Fall goods draws nearer, the assurance that they judged rightly when they made up their samples, is daily strengthened, and there is no room for doubt that the loose 30 and 36-in. coat is the coat for Fall. Many novelties in other lines are on the market, and the buyer for a small trade will have to exercise considerable judgment this Fall, or he will have a little of everything and nothing much of anything in stock.

DRESS GOODS

FEATURES OF THE TRADE

WITH the exception of special fines or late novelties, the Spring dress goods samples have now been before the trade—or a good part of the trade—for about a month, and from what can be gathered from the heads of the various wholesale departments, buying has commenced favorably. There is rather more disagreement among dress goods authorities than is usual regarding what will sell best, particularly among the novelty goods, though in the more staple lines all are preparing to supply about the same lines. There is still an uneasy feeling as regards the cotton situation, though purchases of cotton goods from jobbers have been fairly good. Prices on many lines, especially in the finer grades, are firm, and he is fortunate who obtains all his requirements at old prices.

* * *

The number of voiles, eoliennes, canvas cloths, and other fabrics of a similar light and gauzy nature, which are taken for the Spring trade, is very large, though it seems to be the general opinion that there will be room for them all, in all their grades, in well ordered stocks. Some Roman satins, very highly finished, are shown in various shades of grey, cream and other pale colors.

* * *

No doubt the fawns, blues, greys, etc., of last season will be good again, but one or two buyers lately returned from British and European markets build their faith on bright navy as the leading color for Spring. This is a color which, if it "goes" at all, will leave all the other shades behind. But some other dress goods men refuse to believe that such a strong color as bright navy will be the leader. They state that cream, or grey, or some less pronounced shade, will be given the preference. Light blue and green are spoken of as secondary colors for Spring. White, of course, will be the great thing, and many are the handsome patterns in self colors to choose from in white.

In heavier cloths for Spring these colors are used in various combinations. But the new tweeds show a tendency to a light shade of green, this color being the result of contrasting the various popular shades in the weaving.

* * *

It is predicted by one whose opinion carries weight, that from now on pink as a color will continue to grow in popularity. For the past couple of years this once-favored shade has been emphatically "out of it," but, in the latest novelty cloths touches of pink begin to show themselves here and there, and some solid pinks are shown in the popular Spring dress goods, but not yet, we imagine, with a great deal of success. However, the appearance of pink in combination with other shades is an indication of its again coming forward, and before long it may resume its former place. It is worth watching.

* * *

In both the lightest materials and in the heavier cloths the silk knop effect is prominent and will undoubtedly be much favored for Spring. Some Canadian importers have had special lines made up in Great Britain of these goods, the patterns in several cases being taken from German cloths.

* * *

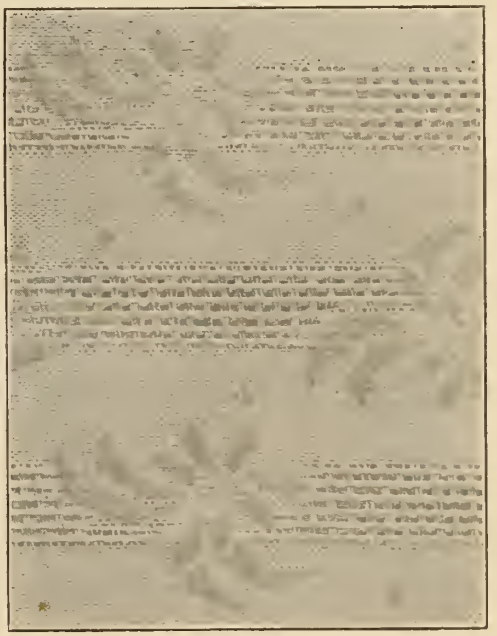
Canvas cloths in various colors will be greatly used in Spring over linings in shades to harmonize. Some exceedingly pretty and novel effects can thus be produced. Large fancy checks are shown in the brightest colors, which when worn under the open canvas cloths, or grenadines, produce a tartan effect which is pleasing indeed. This is new and should sell well. These canvas cloths, by the way, are taking the place of grenadines to a great extent.

* * *

Mohairs are also well favored for Spring. Their lustre is such that at a glance they pass on the street for silk; and when they not only outwear silk, but are also considerably cheaper, there are good reasons why they should be in such demand. Lustres and mercerized cottons are also good property for the coming season.

* * *

A number of the snowflake effects in the light Spring materials are again shown for Spring, and of them a good



Lace-striped Fancy Mohair

deal is thought by some dress goods buyers, while the opposite opinion is held by others. One large importer refused to touch them at all, though having had quite good success with these flake effects in the heavy cloths for Winter trade.

* * *

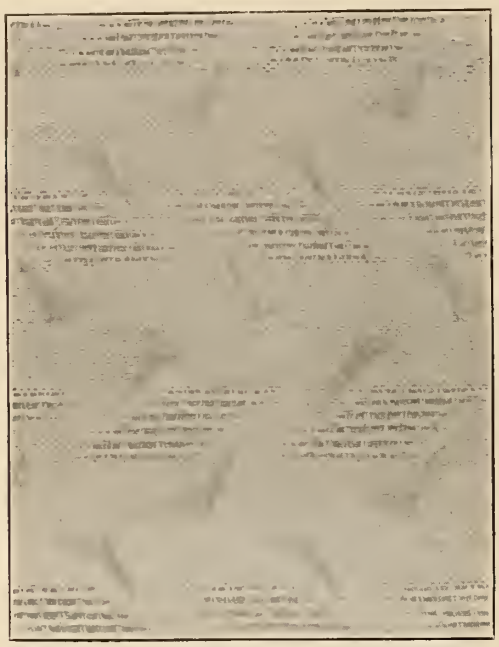
The surtax on German goods has had the effect of bringing a lot of plain box-cloths from England into this market, though even with the additional duty the German

manufacturers are sending goods to this market at as low a figure as the English manufacturers—the latter with the preference in their favor.

MOHAIRS.

FOR the last two or three seasons mohairs have been making a bid for popular favor. Last Summer they were well worn in the United States, and this Spring they promise to develop equal strength here.

Besides the plain lustres and sicilians, there is a long list of novelties in mohairs. The finish of these goods is remarkable, as they retain none of the harshness that is usually associated with this fabric.



Lace-striped Fancy Mohair

Mohairs are a line of fabrics that have a splendid reputation for standing hard wear. With so many beautiful fancies to choose from these fabrics promise to be of great importance to the retail buyer.

Many fancy broche and lace stripes are showing that are suitable both for waist and costume wear. These are chiefly shown in cream, brown, black and navy. Large coin spots and groups of spots are shown in this class.

Every wanted color will be shown in plain lustres. In both plain and fancy lines cream and white and white grounds with small colored splashes and figures are well shown.

COTTON DRESS GOODS.

THERE will be a considerable transformation in the wash departments next Spring, as the printed muslins and organdies are having to give place to the new cotton voiles. These voiles are made in close imitation of the wool voiles, and are likely to score a great success, as they are a perfect reproduction of the more expensive wool weaves. One of these voiles made over one of the many cotton substitutes for silk will have very much the appearance of a wool voile mounted on taffeta. Not only is the fabric closely imitated, but the embellishments and the flaked and noppe effects are closely reproduced, as well as the stripes and embroidered patterns seen on high-class voiles.

It is the perfection that has been arrived at in the new process of mercerization that has made this juggling with materials possible, and for many women the location of the department where the goods are bought will have to give the clue to what the goods are made of.

These flaked cotton veilings are expected to form the fashionable end of the sheer wash trade in colored fabrics. Noppe and flaked yarns are introduced into every kind and quality of cotton material, and most of the heavier cotton goods show these effects.

PRINTS.

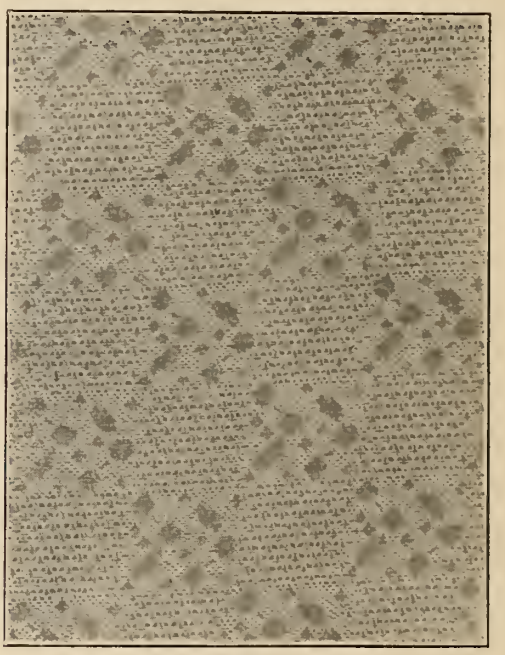
THOUGH a print is seldom seen on the street, yet there is an immense trade done in them. The fancy for flaked effects is shown by the novelty designs in this class in red, black, and blue grounds, that are shown as the newest thing in prints.

Many pretty unobtrusive little figures and stripes are shown for children's wear, and some dainty little lace effects are among them.

In blouse prints are some splendid patterns that so closely imitate the most up-to-date flannel patterns, that the test of touch has to be applied before the question of material can be determined.

GINGHAMS.

THE outlook for imported ginghams is not a rosy one, as other materials are taking their place in the trade. Like all other fabrics except silks, they show flakes and noppes. Both flaked materials and flaked goods with a fancy stripe are shown. Plain ginghams, in the colors popular in plain linens, promise best of all the gingham family.



Fancy Mohair

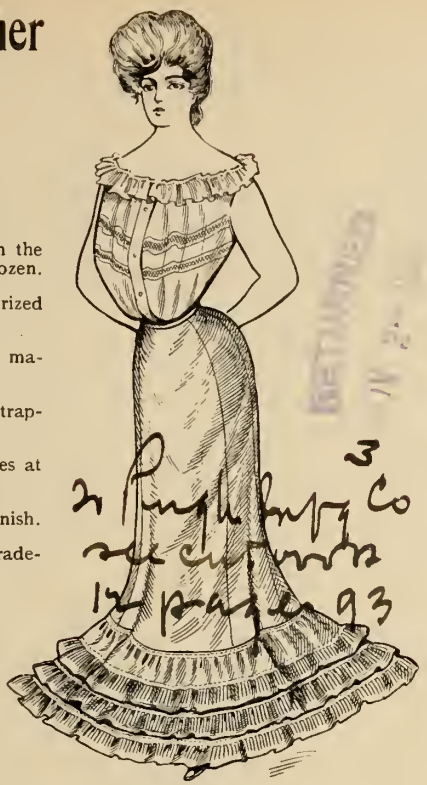
The Canadian-made ginghams are so justly popular for children's wear, that independent of fashion, there is a constantly increasing demand for them, and they are having a larger sale for this purpose every year.

COLORS IN WASH GOODS.

ALL shades of blue are good for next season. Blue is always a favorite Spring color, but this year it is stronger than usual. Blue-grey is also looked on with favor. Reseda and pistache green are showing very prominently in all wash goods lines, and the trade seem to have

Still Another Leader,

No. 114.



The best Underskirt on the market at $12.00 a dozen.

Good Lustrous Mercerized Sateen.

Stitched on two-needle machine, no raw seams.

Three crimped frills, strapping on top of frills.

Note the width, 74 inches at top of flare.

Perfect in make, fit and finish.

A skirt that will be a trade-bringer at $1.50.

Other lines $6.50 to $24.00 a dozen.

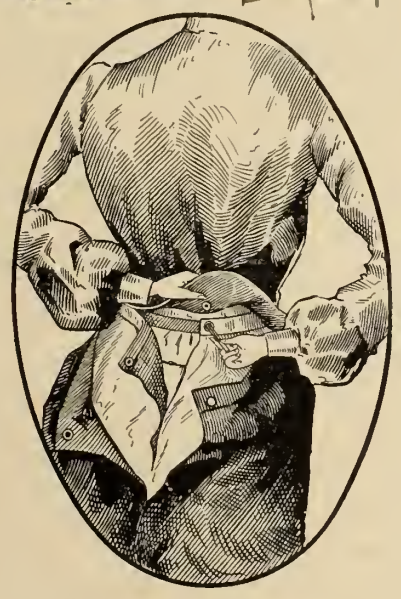
Glad to send samples express paid any place in Canada.

THE PUGH MFG. CO.

Phone Main 4502 33 Church St., TORONTO.



The Only Perfect Garment Fastener and Supporter.



No hooks, pins or teeth to tear the garment.

Supports ALL garments at the same time.

No sagging of skirt or petticoats or crawling up of waist in the back.

Ask your wholesale dealer for it.

GREEFF-BREDT & CO.

Sole Patentees and Manufacturers in Canada,

Toronto and Montreal.

THE

'PIRLE' Finish

Indispensable for the Open-Air Girl.

"LADY'S REALM" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will **remain unspotted** and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."



REGISTERED TRADE MARK.

"Madge" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer.

"The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

TO BE OBTAINED FROM THE LEADING IMPORTERS,

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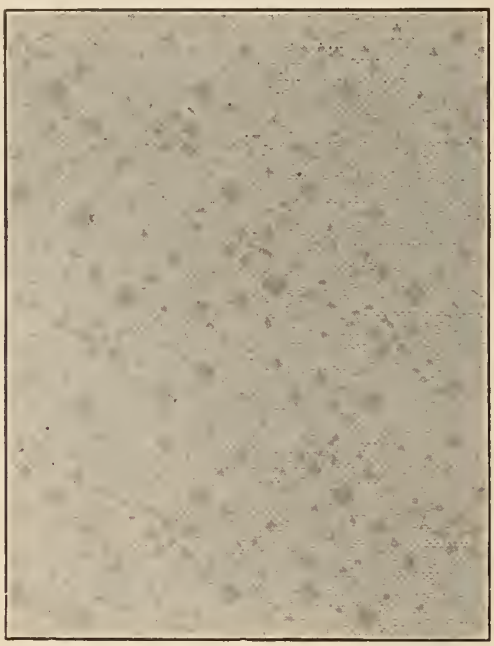
100c., Queen Victoria Street, LONDON, E.C., ENGLAND

a good deal of confidence in these colors, as they are said to be perfectly fast. If it should prove to be so they are sure of a good reception, as green is pre-eminently a Spring color.

LINENS.

THAT linen fabrics will occupy a strong position for Spring is an undoubted fact. The tendency last Summer, particularly in the medium and high-class trades, was strongly in favor of linen fabrics. The manufacturers have put on the market quite a number of fancies in linens, and that they are likely to be popular the interest taken in linen dress fabrics last Summer amply proves.

Novelty weaves, such as veilings and twine cloths, embellished with noppe and flaked yarns, are shown, as well as heavier weaves of the same class. These linen veilings have a beautiful appearance over a lining foundation of one of the many mercerized substitutes for silk now on the market. Plain dress linens in a lovely range of Spring colorings are also shown. Linens in the natural grey with



Fancy Mohair

lace stripes of the same color, or white, and crashes and homespun suitings, in both the fine and coarse weaves, are other popular lines.

Besides the all linen materials, many of the flaked and noppe effects are duplicated in linen and cotton, and it takes an expert to point out the difference.

VEILINGS.

VEILINGS are to be the leading materials for Spring. In Paris they are strong, and in the United States large orders have been placed for them. Veilings for Spring are showing in dark as well as light colors, showing that they will be used for street as well as dressy wear. Fine and coarse weaves are equally popular, and both plain and fancy fabrics are shown.

In fancies, perhaps first in favor come the noppe yarns, dyed the same color as the ground. In these monotones are also showing lace voiles, and voiles with a mohair stripe.

White noppes and flakes on black and colored grounds are shown in a great variety of styles. Two-toned and semi-toned voiles are also shown.

Veilings with embroidered spots and small patterns are likely to take well.

Crepe-de-chines, coliennes, crepe-de-paris, as well as twines and all kinds of canvas weaves, are shown.

WASH GOODS.

IN a country like ours, where some kind of wash material forms the almost universal Summer wear, and where so large a trade is done in these materials, indications as to what is likely to be worn in wash fabrics are always looked for with interest.

The Spring season is usually opened with this class of goods, and most retail merchants make their initial display of wash fabrics as soon as the holiday rush is out of the way.

The wholesale houses have now their ranges of wash goods for the Spring of 1904 about complete, and with a reasonable amount of certainty what are to be the features of the coming Spring and Summer trade can now be made out.

FALL SORTING ORDERS.

SORTING orders for Fall goods, notwithstanding the adverse state of the weather, are coming in most satisfactorily. Voiles, veilings, crepe-de-chines, coliennes, etc., in shades suitable for evening wear, are even in stronger demand than last season. The wholesale houses are now showing quite a few mid-season's novelties in anticipation of the Christmas trade.

Sample lines of Spring goods are about complete and will soon be in the hands of the travellers. Samples in many cases have been delayed, and not a little annoyance has arisen from this cause.

COLORS FOR SPRING.

FROM the standpoint of fashion, white, if it can be termed a color, is first favorite, and white, or colors just off white, the most popular of which is champagne, will be the most prominent in the Spring shades. Creams will also be very strong.

White ground fabrics and white flakes and figures will also be used to give the white touch to colors.

The strongest of all the colors seems to be blue, not only in all pale tones, but from royal through all the shades down to navy. Brown is a color that is quietly coming to the front, but a full brown is more of an Autumn than a Spring color, and brown is more likely to be represented by the biscuits, modes and tans.

Some rich shades of greens are shown that should meet with popular favor. Grey will also be seen, but seems rather on the decline.

TWEEDS AND TWEED EFFECTS.

EVERY report received from the trade confirms the position of tweeds and tweed effects for the early Spring trade. The procession of designs shown is seemingly endless and runs the whole gamut of shades. As is to be expected, the majority of these goods are in the lighter tones. The tendency for Spring is towards lighter colors, and for neater and more unobtrusive designs in both Donegal and Scotch tweeds.

Mixtures of this class are popular, both in Paris and New York, and they are sure to be leaders with the trade for Spring. The noppe and flake effects are strong in all these cloths for Spring, often in combination with minute dashes of color. For the better trades some very coarsely-woven goods are showing, and in very light colorings, among which white and champagnes are well represented.

ESTABLISHED 1826. INCORPORATED 1897.

ANDREW McLEAN CO.

460 Broome Street, - New York.



Trade Mark.

Manufacturers of

CRINOLINE LININGS AND CANVASES

in great variety under The Victor trade mark.

Victor { Sheer Linings, Silk-Finished Linings, Buckrams and Special Canvases for Stock Collars and Cuffs, Checks, Etc.

AND **MOSQUITO NETTINGS**

in all Grades and Colors.

MILLS: PASSAIC, N.J.

KAYGER BRAND TRADE MARK

The label of goodness on

WHITEWEAR and BLOUSES,

CHILDREN'S and INFANTS' WEAR

"Kayger Brand" garments combine qualities not found in any other line. Though but a short time on the market, they are already in great demand.

Exclusive patterns, unique and attractive designs, up-to-date styles, the highest perfection of finish and popular prices have caused them to be named the "Quick-Selling Line."

With the best factory facilities in Canada—in charge of Mr. Tanner, who is in a position to know thoroughly the needs of the trade, having spent many years as manager of the largest factory on this continent—we are equipped for large business and intend to have it.

The intrinsive merits of the goods will help a lot. Ask to see samples.

The McKAY MANUFACTURING CO.

44-46 Lombard St., TORONTO.

K. ISHIKAWA & CO.

FOR SPRING, 1904.

Black Guaranteed Silks
Taffeta and Peau de Soie.

Japan Taffeta
20-in., 23 in. and 27 in.

India Silks
20-in., 23-in. and 27-in.

China Silks
Shantung and Shanghai.

Corded Silks
in White and Black.

Linen Collars
Hand-Drawn.

Teneriffe Goods
Doylies, Centerpieces, etc.

Hand-Drawn Linen Goods
Doylies, Centerpieces, etc.

No. 24 Wellington St. W., TORONTO, ONT.

Wholesale Millinery.

Bright, Bracing Weather.

Since the advent of the bright, bracing weather, the demand for the undermentioned desirable lines is increasing daily :

BLACK PLUMES,
PLUSHES,
VELVETS,
VELVETEENS,
RIBBONS,
STEEL ORNAMENTS.

Our offerings in these goods cannot be equalled in the trade. We do not wish to appear boastful. Our statement is based on the judgment of the keenest buyers in Canada. We are fortunate in having a most complete stock and are able to supply the requirements of the trade without delay.

THE D. McCALL CO., Limited

MONTREAL

Debenham, Caldecott & Co.

Our assortment in millinery goods is complete. **New Hats, Trimmings, etc.,** received every day. Mink and petit gris skins for Winter hats.

Best value in **Ostrich Feathers.**

Always on hand the largest and best-assorted stock of **Silks, Ribbons, etc.**

Write for quotations or samples.
Special attention given to mail orders.
Our travellers will soon call on you with Spring millinery samples.

Debenham, Caldecott & Co.

MONTREAL

The Canadian Millinery Review

Fall Prospects and Styles.

THE very fine and warm weather we are having this Fall has had its effect on the millinery trade and repeat orders are rather slow in coming to hand. A few days of more seasonable weather would make quite a change in the situation and round off what has been on the whole a most successful season. The opinion is given, however, that the rush is bound to come sooner or later, and that milliners may look for a long retail season, for orders will have to come later this Fall.

This has been a good season for the ready-to-wear hat, but what makers of this hat have to fear is the fact that manufacturers, in their efforts to overcome their competitors, are marking them down to ridiculous prices. When this happens, the article so lowered loses prestige and drops out of the race. This is what happened to the sailor, and when ready-to-wear hats are sold for fifty cents the limit is in sight.

STYLE TENDENCIES.

BEAVER, velvet, fur and plush hats are what are principally showing. The large beavers are mounted on head-bands, and so manipulated that there is no floppiness. Plumes are the favorite trimming for beavers; lace and velvet, and foliage and flowers are also used.

Besides the large and moderately high-crowned hats, many toques, in fur and tulle, velvet and fur, etc., are worn. The tri-corne, with up-to-date modifications, is also shown.

Furs are much used on the hats as the season develops. Crowns, covered with fur, and a band of fur on the brim, is the new order. Many handsome hats are quite covered with fur, with the exception of the under-brim, which is faced with tulle or chiffon. Moleskin has taken the place of grey squirrel, and is quite as popular as that fur was last Winter. There is a pressed plush also used that is a very good imitation of this fur.

In the hats shown at the supplementary openings in the middle of October, an astonishingly large amount of brown and mode shades were seen, and just a touch of burnt orange was often the relief color. Quite a few very pale blue hats in folded taffeta and beaver were also shown. Mauves and purples were not largely represented. Champagne is a color that is in demand and is likely to be strong for Spring.

Ostrich goods are really the chief feature of the season and the long clinging plume is the favorite: when under the brim and clinging closely to the hat, they are best liked. Those standing up did not meet with much favor, and both on the under-brim and on the outside of the hat, the popular mode of using ostrich plumes is to lay them flat. Birds, though much shown, are not quite as strong as at the early part of the season. The large birds are more favored than the small ones.

Quantities of lace are used and wood-fibre Clunys are the chief favorites. These laces are often embroidered with soft wool, as thick as macaroni. This gives a very bold and effective design in which pale colors and cream are most in use. These laces are used for draperies and are shown to a pretty large extent. Chenille is best adapted to bonnets and toques, but is used on everything.

Since the Fall opening, flowers, foliage and fruit have come to the front, and where the plume is found too expensive, bunches and trails of flowers and berries are used, particularly on beaver. Chestnut burrs are among the fruit novelties. Many kinds of roses are used, but the tendency is towards small silk ones.

From Paris comes word that cords and galoons of old gold and tinsel are used—in fact, the touch of gold is one of the latest style developments. Another Parisian idea is a bird made entirely of ribbon: this is something new. The bird is made of little rolls of ribbon sewn closely together.

Hats are in many novel shapes. Some are in the form of a boat; again crowns are almond-shaped. Then there is the wedge, the torpedo, the flatiron, etc., and some of the latest New York sailor shapes have a diamond crown. Velvet is still keeping its place in the millinery world and is now outselling the plushes. All these velvets are of the soft order. In the very high-class trades, what is called the chiffon velvet is much used, and though this velvet is much too expensive for the general trade, it serves to illustrate the tendency.

Nothing could be more out of place than a real old-fashioned poke bonnet worn shopping. Leading designers have been quick to note this, and in the place of the picturesque poke we have the most attractive shapes built along these lines. The poke shapes that are representative styles bear all the marks of the modern up-to-date milliner. They are much like the ones that our grand dames used to wear, but they are stamped with the new ideas that make them possible.

Fine needlework is one of the marked features of this season. Shirrings, fine tuckings, dainty milliners' folds and artistic draping characterize many of the best models. To the milliner who "knows how" this season offers unlimited opportunities for original designs. An infinite amount of skilled millinery work is shown on the highest types of the new hats and shirrings, puckerings, insets, combinations of color and materials being methods that are strikingly noticeable.

MURMURINGS OF SPRING.

THE first murmurings of Spring trade are beginning to be heard, and in the wholesale houses thoughts and preparations are turning toward that season.

A great flower and fruit season is again talked of—large hats with great trails of foliage, and flowers.

For the late Winter and early Spring trade violets are expected to be very good, the tendency to violet tones assisting in their popularity.

Ontario Neckwear Co.'s

"STERLING BRAND" NECKWEAR

For Men and Women.

67 Bay St.,
Toronto.

A Sure Trade Bringer

Our travellers are now on the road with a large assortment of Dress Trimmings for import, consisting of:

The New Macreme Cord Effects.
Silk and Cotton Antiques.
Guipures, Plauens, Chantilies and Chiffon Appliques.
Also latest Novelties in Veilings for Christmas trade, and Chiffons for Spring.

SEE THEIR RANGE.



Canada Veiling Co.

50 Bay Street, - TORONTO, CAN.

STRACHAN BROS.

130 Wellington St. West,

TORONTO

Our travellers are now on the road with : : : : :

Ladies' Straw, Chiffon and Hand-made Hats.

LADIES' NECKWEAR

CHRISTMAS LINES.

FIRST in interest in lines for the holiday trade is the dressy neckwear, and on these the chief novelty is the lavish use of beads. Silver beads are most used, but gold, jet, pearl and colored beads are also seen. This has an indescribably pretty effect, particularly by artifical light. In dressy lines chiffon is very strong, the tendency being towards as thin and light a collar as possible, the idea being for one that does not add to the size of the neck. Many trimmed foundation stocks are seen, but they are not as new, and they are also more clumsy than the chiffon collar with only a few stayings of featherbone. Narrow galloons of Plauen and St. Gall laces in point de Venise patterns are much seen, and medallions and motifs of this class of lace are all greatly used. Narrow ribbon velvets are very effectively used on this class of stock.

Drapings of ribbon, silk and crepe-de-Chine, heavily incrusted with lace and medallions, are also in vogue. Much of this trimming is put on together with the beads before mentioned, and, as this entails a great deal of hand work, the prices at which these collars can be retailed are surprisingly low. Stocks are made of narrow chine ribbons in conjunction with lace, and some extremely effective goods are shown.

As well as the lines of beads on the bands, etc., lace is heavily sewn with beads. Silver beads are particularly effective in this style, and some that are irregularly incrusted with pale blue beads look as though they were strewn with little groups of forget-me-nots. These bead-incrusted laces are well used on the foundation collars, but perhaps the smartest foundation collar shown was covered with close set rows of narrow ribbon velvet. Each row was mitred in front and hung down below the collar, forming a fringed stock effect, while on each velvet end was placed, as a drop, a medium sized pearl bead. Red velvet, in a deep rich shade, looked extremely well in this style, but perhaps it was best in black.

Jabots are always strong sellers for the Christmas trade. Some of these jabots are in gathered lace, but plaited chiffon in various forms is also used. Lace is freely used on these stocks with jabots, and a very favorite means of fastening the jabots to the stock is by a small steel buckle. Sometimes, but not often, a small lace medallion fills this duty. The silk and ribbon drapes are often drawn through heavy silk-covered rings, though the steel buckles are sometimes used also. In silk stocks the newest are those that have stocks and tabs cut in one, and give a long slender look to the neck. Very often the two tabs are joined together by fagotting. A lovely stock in this style had an inset band of St. Gall lace about half an inch down the stock, and at intervals small medallions set in with silver beads. These silver beads were thickly sewn on all the bands that formed the finish of the collar. This was really the most attractive collar that has been shown for some time.

Stock collars with the tab faggotted in and decorated with small spun silk or gilt buttons are well shown, and stocks with the tab or tabs depending over the stock are all shown. A particularly effective stock in this style has three rounded tabs in colored silk, with a white braid faggotted to the edge as a trimming.

There seems to be more of a feeling for the body of the stock to be all of the one color, with just the trimmings in contrast, and not so much of the stock in white and the tabs in color as there was. Many stocks have long narrow tabs in groups of three, four or five, encrusted with motifs and medallions or trimmed beads or buttons.

Embroidered chiffon trimmings are used with good effect by some of our manufacturers, but the Plauen and St. Gall laces lead as a trimming for ladies' neckwear.

A great deal of attention is being paid to the all black and the all-white stocks, and some very smart ones in these lines are the result.

SUGGESTIONS FOR THE HOLIDAY TRADE.

NECKWEAR manufacturers are busy on sample lines for the holiday trade, and though there is nothing more novel than the well shown tab effects, and the lines that this Fall's neckwear takes are all familiar, never before has there been such a dainty and pretty assortment shown to the trade.

The Christmas trade in these goods is always large, as a handsome piece of neckwear, daintily boxed, forms a most acceptable present.

The retailer who hopes to make a success of the holiday trade should give some little thought to the matter of boxing. A pretty box with a seasonable motto adds much to the attractiveness of the goods. Such mottoes as "Season's Greetings," "Merry Christmas," etc., are best, and it is wise, perhaps, for once to forego the temptation of advertising your store by adding your name, as, for obvious reasons, few like to have it so plainly indicated where they bought their Christmas gift.

Neckwear is always a good selling line for the holiday trade, and merchants who have been stocking neckwear should see to it that they have a good assortment, not only in the low priced but in the more expensive lines; and those retailers who have hitherto fought shy of ladies' neckwear, considering it as an uncertain line, should certainly put in a representative line of these goods for Christmas trading. If he does so, it is safe to say that it is a department that he will continue, as no line a merchant carries makes a more attractive display than ladies' neckwear. Properly handled, no line gives better results.

As in other lines of the dry goods trade, better and more expensive goods are now being sought for. Merchants are asking for them, which is a sure sign of the healthy state of trade. Not that the popular-priced lines are at all neglected. Far from it; but both are selling freely, and the trade is ready and willing to pay the price of the better goods.

LACE EFFECTS IN NECKWEAR.

EVERY well selected line of ladies' neckwear has a showing of lace stocks, from the comparatively inexpensive Plauen goods to the higher priced renaissance and Arabian lace stocks. In the higher priced real laces some lovely stocks are shown, and these are safe to be good sellers for the holiday trade, as there is quite a revival of interest in the hand-made laces.

Collars in all kinds of lace, both machine and hand-made, and also at all kinds of prices, are showing. There are some very good things in Plauen Venise, but the Renaissance braid collars seem to be leaders. The newest are not so large as what have been worn lately. They are either with or without the stole ends, and are in a variety of fancy shapes. Many of the medium sized ones have an edging of fringe, or the stoles are finished with drops and fringe. In the real laces there is some showing of Maltese, but the latest lace for fashion to take up is the Bohemian. Some very good designs are shown in this lace. Teneriffe lace is also made into extremely pretty collars, and motifs of this lace are often seen in the collars made of Renaissance braid.

THE MANUFACTURERS AND THE GREAT WEST

A Symposium of Some of Their Impressions Gathered During Their Recent Trip to the Pacific Coast.

MOST of those who took part in the transcontinental excursion of The Canadian Manufacturers' Association saw for the first time the Great West. That they were greatly impressed with what they saw no one will question. There were about 170 in the party. All but about 40 of these were men, and men of business. While pleasure was not ignored, the primary object of the excursion was to afford the members of The Canadian Manufacturers' Association an opportunity of gathering some idea of the vastness and realness of the Great West, and of studying the trade situation in that part of the Dominion. With a view to ascertaining what the impressions were that the journey had made upon the excursionists, "The Review" addressed a circular letter to each member of the excursion, on his return home. The questions submitted were :

QUESTIONS SUBMITTED.

FIRST—What most impressed you from a business standpoint during your trip through the Great West to the Pacific Coast?

SECOND—What is your opinion in regard to the future of Manitoba and British Columbia as manufacturing centres?

THIRD—In what way can manufacturers of the east secure a larger share of the trade of the Great West, that now goes to the manufacturing firms in the United States?

FOURTH—How can business men in the east best assist the people of Manitoba, the Territories and British Columbia in developing the natural resources of their respective parts of the country?

All have not yet replied ; but space forbids the publication in this issue of even all the answers that have come to hand.

Mr. H. Cockshutt, of The Cockshutt Plow Co , Limited, Brantford. Ont.

Question 1.—The optimism of the people, in my mind, is the most striking feature. It gives them confidence and boldness to branch out and develop, and they become conscious of their own strength, as well as that of the country.

Question 2.—Manufacturing in the West will take some time to develop. At the present time the country is, in my opinion, at the consuming stage. Later on it may arrive at the producing stage, and when it does there is nothing to prevent certain industries in some localities being established and prospering.

Question 3.—The Canadian manufacturers are thoroughly aroused to the question of securing a larger share of the trade of the Great West. They are confident that they can produce as good goods as those made in the States. It is only a question of time, provided we have the opportunity afforded us, when we will be able to entirely, or to a great extent, cut off the trade in manufactured products with the United States, providing the Government give ample encouragement.

Canada is young. The manufacturing industries of the country, in comparison with those of the United States, are very young, and the home manufacturer requires time to supplant foreign-made articles and to prove the quality of his goods. Canada has been progressing for the last few years at a very rapid rate, and the manufacturing concerns have also been forging ahead. The trade of the West is very strongly fought for by the Americans, and should depression overtake us we would find it still more difficult to maintain our position, unless we have sufficient protection to keep out American slaughtered goods.

Question 4.—Business men in every section of Canada have always been favorable to the West, and have tried, and I believe succeeded, in helping forward, to some extent, their transportation problems, which, while they are not yet solved, have been brought to a point where a solution may be said to be in sight. Of course as the country's population increases new demands will arise, and must be met promptly and efficiently.

The promotion of a national sentiment, and the encouragement of the building up in Canada of a strong, self-reliant people, is an achievement greatly to be desired, and can best be done by dropping provincial—or sectional—ism. The East and West should unite in the cause of Canada, and demand of our Government a strong, self-reliant Canadian policy, one that will conserve for Canadians and to Canadians their home markets ; one that will develop the national resources of our country.

One of the great needs of Canada is a revised and remodelled tariff, not one that has become obsolete, like our present tariff, but one that will effectually meet the conditions as they are to-day.

We should stand together and go forward, confident in the fact that our country's future, if properly safe-guarded, will be as great as her extent of territory.

Secretary R. J. Younge, of the Canadian Manufacturers' Association.

While one could not fail to be impressed with the magnificent variety of scenery, and the immensity of the territory, the business man is struck most forcibly by two outstanding facts : First—The tremendous possibilities of the West as a producing and consuming market, and secondly, the buoyancy and optimism of the people which prevails everywhere, from Winnipeg to Victoria. One sees on every side incalculable resources, and finds an unswerving faith in those resources reflected in the spirit which dominates the people.

Undoubtedly Manitoba and British Columbia will become great manufacturing provinces. Their great distance from the producing centres of the east, and their rich supplies of water power and raw material of various kinds will hasten their progress in many lines of industry. Already about $18,000,000 capital is invested in manufacturing in these two provinces. In British Columbia more than 71,000 people, or 40 per cent. of the entire population, are to-day directly supported by and dependent on the manufacturing industries, while in Manitoba 48,000 out of the total of 255,000 are similarly situated. I think it may be estimated with safety that the proportion of the manufacturing interests in the mining province will largely increase within the next few years, and while this can scarcely be expected on the prairies, the farming districts of the West are

already alive to the benefits of having factories at their doors, and the manufacturers of both Canada and the United States are awakening to appreciate the West as an important field for active operation.

To secure a larger portion of the western trade Canadian manufacturers must take a deeper interest in the West. They must visit the country personally, study its needs, send their best travellers, and, above all else, send the right goods at the right prices. Many of them are already working on these lines. Their success is certain, for the West is dominated by a hearty Canadian sentiment. No Canadian manufacturer can afford to neglect the western market. Cultivated, it will, in many lines, become his best market; neglected, the trade will undoubtedly fall into the hands of his far-sighted, keen competitor.

To build up the West, and cement the bonds of union, commercially and nationally, between East and West, every citizen of the Dominion should see and learn as much as possible of the great western provinces and territories. A trip through the country will not only elicit the admiration of all Canadians, but will induce the investment of capital, and the establishment of business ties. It is safely estimated that 150,000 people have settled in the Northwest during the present year. These are our own citizens. We should not only welcome them, but by a careful study of their difficulties and a willing assistance in solving them, they will be made to feel proud of their country and their fellow citizens. With our 3,000,000 square miles of territory, and our 5,000,000 population we must all recognize as Canadians, that—as a member of the recent touring party remarked—"Canada is too great, and the task committed to her people too stupendous, to allow her citizens to be disunited on any great national question."

Mr Joseph Allen, British American Dyeing Co., Montreal.

In reply to your four questions regarding my impression of our Great Northwest, I would say to the first, from a business standpoint, I was astonished at the immense possibilities and certainty of expansion, and the alert business manner of the people, their true loyalty, and the unbending belief they show in their country.

Second: As a manufacturing centre: Our hurried journey through gave no time to look into the details for the necessities of a successful manufacturing centre. I certainly think they could manufacture many things in Winnipeg to advantage.

British Columbia, I think, will have to wait for further developments.

In what way can manufacturers of the east secure a large share of the trade? Have good men resident there, as far as possible, where they can have a stock to reach the demands quickly.

How we can best assist the people of the West: First give them another transcontinental railway as quick as possible, assist them in any political grievance that they have, and show them by our sympathy and help that we are one people, Canadians.

Mr. E. D. Adams, Halifax, N.S.

First.—"What most impressed me from a business standpoint?"

I think that the universal hopefulness which seems to animate the people, made the greatest impression upon me. They are all optimists out there. As I heard somebody remark, "You cannot find a pessimist with a fine tooth comb." There seems to be something in the air which gets into one's blood. Then I was very much struck by the large scale upon which everything is done, and also with the high-class quality of the goods sold, even in the small towns.

No one could pass through those western provinces and territories to the Pacific coast without feeling satisfied that the business opportunities and possibilities are immense. I mean the term "business opportunities" to include the farmer, the mechanic, the miner and the professional man, as well as the trader and speculator.

It is no wonder that so many of our young men are taking Horace Greely's advice, to "go west." There is something very fascinating about it.

The thought occurred to me that the time might come when it will be hard to find a market for all the wheat, but no one out there seems to be losing any sleep over that problem. Of course should this time ever arrive the farmers will have general farming to fall back upon.

As regards the relative merits of the principal cities visited, I think Winnipeg presents the greatest business possibilities. The opinion seems to be very general that it will eventually be "The" city of Canada. Personally, however, I think I would prefer to live in Vancouver or Victoria. Perhaps this is because they seem more like home to one who has lived all his life "down by the sea." Besides, the resources of the Pacific provinces are very great. Lumber, minerals, fisheries, shipping, etc., and, if all those fail, they still have farming and manufacturing left.

It seems hard to realize that the beautiful city of Vancouver has been built up in seventeen short years, and one can allow his imagination to run riot when fancying what it will be in fifty years from now.

I fear that I have gone into generalities instead of confining myself to question number one. However, you can pare it down to suit yourself and I will make the answers to the other three questions very brief.

Second.—"What is my opinion in regard to the future of Manitoba and British Columbia as manufacturing centres?"

I see no reason why they should not, in time, manufacture a very large portion of the goods required for their own consumption, and in some lines for export also. Coal is to be found conveniently situated in many parts of Manitoba and the Territories, while in British Columbia, coal and minerals abound.

Third.—"In what way can manufacturers of the east secure a larger share of the trade of the Great West that now goes to manufacturing firms in the United States?"

First, by carrying stocks of manufactured goods in the principal centres, and, where this is not practicable, by having local agents. Of course in the latter case the delay in getting delivery and high freight charges, especially for less than carload lots, will always be a drawback. Also by taking pains to produce the exact article that the people want.

Fourth.—"How can business men of the East best assist the people of Manitoba, the Territories and British Columbia in developing the natural resources of their respective parts of the country?"

I am afraid that I can give no very practical answer to this question. I suppose the investment of capital, and the sending out of competent energetic men will be found a means to that end; also by taking every opportunity to inculcate a national sentiment among our people.

And now, may I just say that while at present all roads seem to lead to the "West," will our people please remember that we also have some "good things" in the "East." By the "East" I do not mean Ontario and Quebec only, or chiefly, but away down in the Maritime Provinces.

NERLICH & CO.

Doll Department.

RETURNED
MAY 3 1904
Cut Book 18
Page 49
Ans.



KID DOLLS

To retail at **25c.**, **35c.**, **50c.**, **75c.**, and up to **$2.00** each.

PASTE DOLLS

To retail at **10c.** up to **$1.00** each.

Special values in **25c.** lines.

JOINTED DOLLS

To retail at all prices from **5c.** each to **$5.00** each.

DRESSED DOLLS

At all prices. Special values to retail at **25c.** **50c.** and **$1.00** each.

BISQUE BABIES
WOOL DOLLS
RAG DOLLS
RUBBER DOLLS
SOLDIER DOLLS
DOLL HEADS

Nearly 200 lines of Dolls are listed in our new Catalogue.

NERLICH & CO., **146-148 Front Street West,**
(OPPOSITE UNION STATION.)
TORONTO, ONT.

DOLL DEPARTMENT.

FANCY GOODS

THE Christmas selling, as far as the travellers are concerned, is almost finished in the wholesale fancy goods houses. Some of the houses which handle toys, games, dolls, and the variety goods which are special Christmas lines, have already withdrawn most of their travellers from the road, to remain in until the first of the year, when Spring and import orders will be taken. Ontario and Quebec around Montreal are still being covered by the travellers in their short trips, but the general work is over, and only mail orders and personal calls remain to be attended to. The travellers will be kept fairly busy in the houses attending to visitors and preparing their samples for the new year trips.

* * *

This mail order branch of a business has assumed enormous proportions in all large houses, and many of the smaller wholesales depend upon this for the greater part of their business. To cope with the orders which are received by mail, there has to be a system which entails the services of skilled employes, and keeps a staff on the move all the time. These mail orders are usually of the "immediate" kind and must receive attention as soon as they are received. With all this work and the stacks of files of letters which are the result, the merchant should remember to be specific in his orders by mail. It is a very common occurrence for these orders to contain no fuller directions than "same as last order," and the department has to look through the files of a couple of years, in some cases, to find what is wanted. The hours spent in this work could be prevented by a few minutes thought or search on the part of the merchant. Wholesale houses are, as a rule, far more fully employed than the retailer, and it is only owed to them, that orders should be as detailed as possible. So common has this carelessness and thoughtlessness on the part of the merchant become, that wholesale houses are seriously complaining of it. There is also another consideration in connection with it, and that is that the number of letters that have to be exchanged, in order to find what is wanted, takes off much of the profits on both sides.



A New Paris Shape.

This bag has two outside pockets and an inside one.



A Calliope Whistle.



A Horn-Back Alligator.

This bag is made from the rough irregular back of the alligator instead of from the skin on the under surface of the body.

* * *

Business in all lines of fancy goods has been very good, although it cannot be said to have reached the volume where supply houses cannot cope with it, and, although all are pleased, there is not the tremendous rush which many anticipated and almost feared. Late buying seems to have laid hold of so many buyers that in the lines which are still on the road a late rush of business is fully expected. The mechanical toys have gone well and the wool animals, which are shown this year in such variety, are an ideal baby's present—one which keeps baby quiet and yet has no hard edges or corners to hurt. Leather hand bags and purses are the centre of attention among the leather goods houses. This line, although so extremely popular all year, shows not the least sign of falling off, and just as much care as ever is spent in getting up new shapes and leathers.



An Assortment of Wool Animals.

* * *

The Christmas tree has never been supplanted in the affections of the child, and every year it is looked forward to with the keenest pleasure. The tree, with its bright lights, its shining ornaments and brightly colored presents, is never forgotten. These Christmas ornaments come in all forms and at all prices. There are the cheap glass shapes which can be bought at about twenty-five cents a dozen or less, the tinsel garlands, the bead chains, the lithographed dolls, the fancy candle holders, and the combination of tinsel and lithograph as illustrated. A few of these hung on a tree improve its appearance wonderfully and cost a mere trifle.



A Christmas Tree Ornament.



The New Deep Shape Wrist Bag.

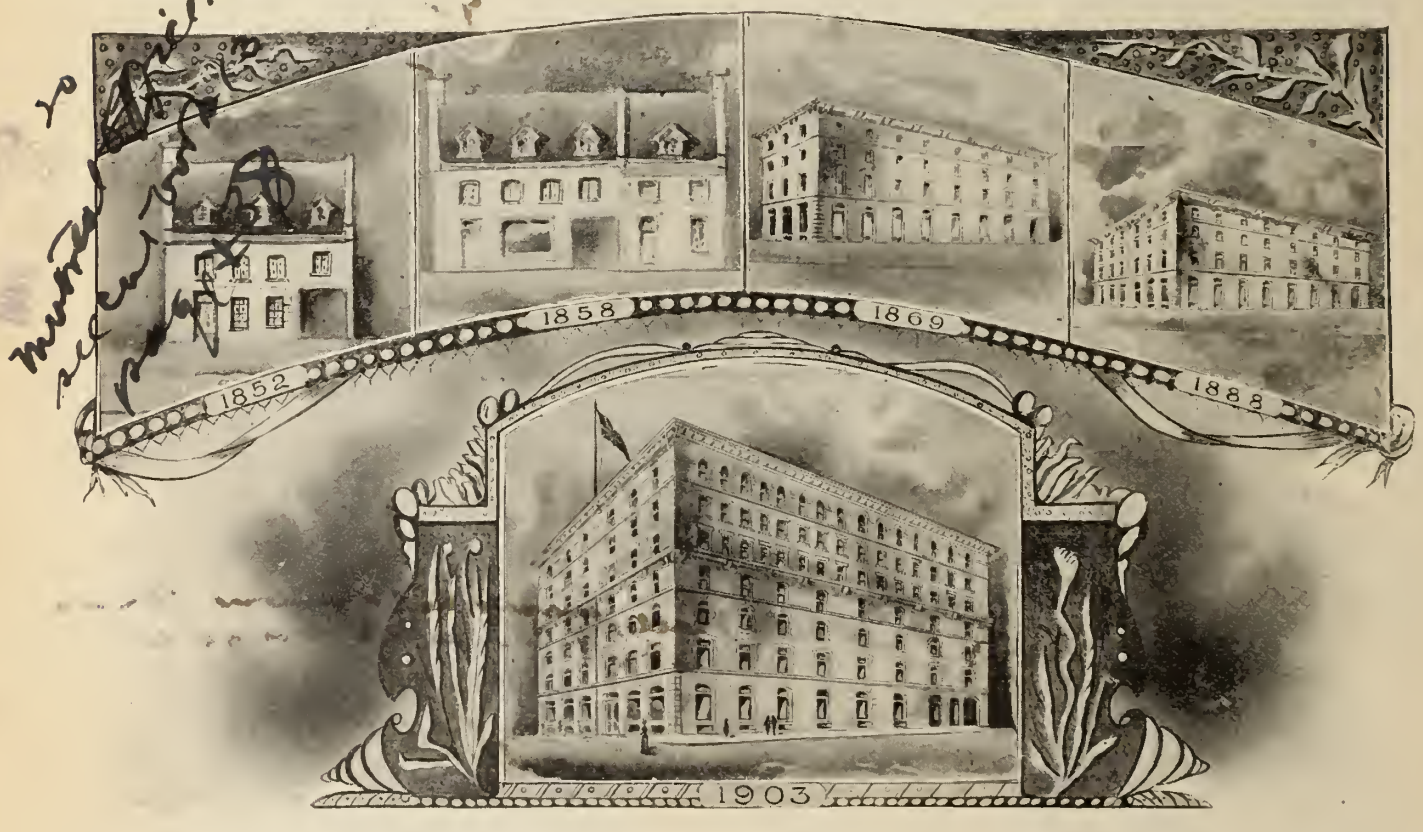
Boys of two to six years find more pleasure in a tin horn or a cheap kettle-drum than in a new suit of clothes or a Sunday school picnic. The cheapest little horn that costs five cents is to him a present from fairyland, and from sunrise to sunset, until the toy is broken, he imagines himself a Sousa or the bass horn in the local band. Some of these horns are made up in the most elaborate manner, with cow horn and silk tassels, and intricate bends; others are really musical instruments, flutes, flageolets, piccolos, clarionets, cornets, whistles, ocarinos, bird whistles, calliope whistles, etc. On these a boy with any musical inclinations soon learns to play a few bars, and the toy serves a double purpose.

* * *

The value of cuts as a means of advertising the Christmas stock of toys and games cannot be gainsaid. The advertising space in the local paper cannot be better filled than by illustrating the lines carried. Many wholesale houses dealing in different lines are finding it to their advantage to encourage their use among their customers, and thus it is that Nerlich & Co. are offering to the trade the cuts in their catalogue at 30 cents each, a great chance for the retailer, and one that will bear looking into.

THE PROGRESS OF HALF A CENTURY.

THE accompanying engravings represent the various buildings used by Messrs. L. Gnaedinger, Son & Co., one of Montreal's fur houses, since the establishment of the company in 1852. In each case the building was occupied entirely by the proprietors of the Moose Head brand of furs. (A moose's head is the Messrs. Gnaedinger's trade mark.) Last



year the company celebrated the half century mark of its existence, and the story they had to tell was one of continued growth and prosperity since its beginning.

Messrs. Gnaedinger, Son & Co. put out some of the handsomest furs, fur garments and fur-lined garments in the world. Their catalogue for the season 1903-1904, recently out, shows that they are keeping their standard well up. The catalogue, by the way, will be found valuable to the retailer in furs or fur garments. It contains 23 full-page plates, showing a number of ladies' and men's fur garments, and a diagram at the back by which measurements can be taken and mail orders sent.

BUSINESS IN MONTREAL.

A VERY satisfactory trade is doing in a distributing way. Perhaps an ordinary season of mild weather would have acted injuriously on business, but as it is the wholesale houses seem to have experienced a steady increase in sales in the various departments. One house, a branch, overreached the parent house in point of sales.

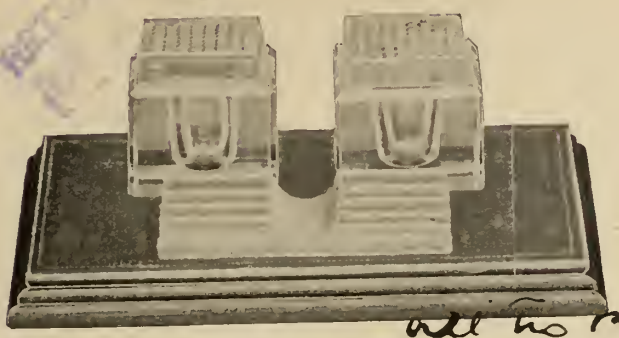
The drop in price of printed flannelettes of different descriptions this Fall has been followed by an extraordinary demand for the goods, and our people are now beginning to appreciate the beautiful effects in the goods manufactured by the mills here in Canada, as compared with woven goods.

The Japanese kimona and floral effects, which have been sold at low prices, are not likely to be repeated at these figures. But the taste has been acquired for printed fabrics of good design, and the demand next Fall season for this class of goods will in all probability be very large.

The firm of Greenshields Limited are opening up in Winnipeg a full range of dry goods, and there is every prospect of a fine trade to be done. It is likely that their warehouse will be too small in a year or two, for most men agree that Winnipeg is bound to be the great wholesale dry goods distributing centre of Western Canada in the near future, standing in the same relation to Canada as Chicago does to the United States. "It will be impossible," said an authority on Canadian trade to THE DRY GOODS REVIEW, "to do a Northwest trade from the Eastern Provinces and pay the freight on 'smalls,' when the wholesale houses of the West can draw their supplies from Europe and the eastern mills at carload rates."

J. A. Cantin, dry goods dealer, Quebec, assigned on October 5. Mr. Pierre H. Dufresne, of Montreal, was named provisional guardian. The assets were about $12,000, with liabilities of $17,000.

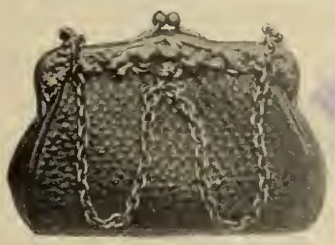
We manufacture and keep in stock the largest and most complete assortment of



LEATHER GOODS, ACCOUNT BOOKS, STATIONERY, PAPER, ETC.



Special New Lines — **WRIST BAGS, PURSES, TOILET CASES, PORTFOLIOS, Etc.**



FOUNTAIN PENS — Best Make and Value.

We aim to have the most complete Stationery House in the Dominion. Established half a century.

THE BROWN BROS., LIMITED

51-53 Wellington Street West, TORONTO.



Special Packages

Fancy Lamps.

The Famous Kopp Lines.

Oxford,	6	Lamps, assorted colors	=	$ 9.75
Cambridge,	4	" "	=	14.25
Sudbury,	10	" "	=	24.00
Varsity,	6	" all red	=	9.75
McGill,	4	" "	=	14.25
McMaster,	10	" "	=	24.00



EVERY ONE A SELLER.

Write for illustrated colored sheets, giving full particulars of all above lines.
No trouble to send and no obligation to buy.
We keep all kinds of Lamp Goods.

GOWANS, KENT & CO., Toronto

A QUESTION OF FIGURES.

EDITOR DRY GOODS REVIEW,—In your last issue I read an article on "Reckoning Profits," from The Retailer's Journal. I think A. B. is in great luck to foot up $120, or even $24, per month. If he knows no more than stated as to how to reckon per cent. of profits he had better stick to the "rule of thumb" and get at results. If he goes to "figgers' I fear he is lost. The article under consideration will only make matters worse if followed to a conclusion. My experience is that the retailer's leaway is largely owing to loss in weights and measures—in dry goods I am assured it takes 5 per cent. to cover this, in most goods. The system used in mills in Canada—in measuring goods—gives no chance to the

RETAILER.

MODERN STORE-LIGHTING METHODS.

THE question as to what is the best means of illuminating stores is being discussed freely by the dry goods trade. It is an admitted fact that in these modern times a merchant to be "up-to-date" must illuminate his store properly, not merely having enough light to barely see the goods, but he must light up his store brilliantly and make it attractive, showing his goods off to the best advantage, and drawing the attention of the passerby.



It is surprising how easily our senses are influenced. Nine persons out of ten are attracted by a brilliantly lighted store, and the same percentage of buyers will follow that light, rather than hunt up a neighboring store which is half lighted and looks dingy.

A well-lighted store has a "come-in-and-see-me" appearance, while a poorly lighted store has a cold, uninviting aspect. Do merchants realize this sufficiently? Is it not false economy to use old-fashioned means of lighting stores, when by using modern methods they can be made attractively brilliant at about the same cost as the old-fashioned ways.

Great strides have been made in this line by science and the ingenuity of man. One of the latest inventions is what is called the Turner gas arc lamp, which is constructed in such a way as to produce from a cluster of four mantles 500 candle power of light, and that from burning only 16 feet of gas per hour. This is about the same amount of gas consumed in two of the ordinary old-fashioned gas jets, which at their best would only produce some 50 candle power. The scientific principle by which this result is obtained is, first, the super-heating of the gas, which causes the gas to expand; secondly, allowing the expanded gas to mix with air as it passes from a retort in the lamp to the burner. In this way a small amount of gas super-heated, mixed with the right proportion of air (or the oxygen in air) will produce an illuminating power from 8 to 10 times more than ordinary gas.

THE MERCHANTS MFG. CO., TORONTO.

Speaking to THE REVIEW, Mr. Calkins, the managing director of The Merchants Mfg. Co., said: "We have been very successful with the trade in Ontario. Now that we have enlarged our plant we intend reaching out for more business. We are sending representatives to the Northwest and also to Eastern Canada. Mr. R. S. Robertson will cover the ground or us in Winnipeg and the Northwest, and Mr. A. M. Kemp Montreal and the east."

PERSONAL MENTION.

Mr. E. B. Wallace, manager of the men department of The Wyld, Darling Co., is in Europe on a buying trip.

Mr. E. B. Nash, a former dry goods merchant, of Winnipeg, is again commencing business in the Cheapside block.

Mr. J. Wildman, Bradford, Eng., representing Milligan, Forbes & Co., a dress goods firm, is on his annual Canadian trip.

Mr. R. Kloetzer, representative of Mills & Gibb, lace manufacturers, Nottingham, Eng., is making a business trip through Canada.

Mr. R. Roome, of R. Roome & Co., dry goods merchants, Brandon, Man., has been married to Miss Anna Maude Howard, St. Thomas, Ont.

Mr. John D. Jones, Toronto traveller for D. McCall & Co., has, with his family gone to Oakland, Cal. On severing his connection with the firm he was presented with a cheque and gold locket.

Mr. Philip Glickman, representing The National Rubber Co., Montreal, is at present in England looking out for Spring bargains. Mr. Glickman will have some attractive lines for the Canadian trade on his arrival here.

Mr. Robert C. Wilkins has just returned from visiting his old friends in the Maritime Provinces, and had a very successful trip. He was received with open arms, and brought back a large "bunch" of orders for clothing and their other regular lines.

Mr. H. McCullough, traveller for the well-known wholesale woolen house of A. McDougall & Co., will be in Winnipeg and other places in the Northwest Territories, about November 1, and will be in that vicinity during the whole month and part of December.

One of the members of the Toronto staff recently had the pleasure of a five-minute chat in the rotunda of the King Edward Hotel, with Mr. Towers, of Matthews Towers & Co., Montreal. Mr. Towers is much pleased with the state of general trade throughout Canada.

Mr. Geo. R. Pond, of Newark, who is well known to the trade, having been identified for several years with several of the largest houses (Bates, Reed & Co., Butler, Clapp, Wentz & Co., and Lee, Tweedy & Co.) has accepted through Hapgoods, of 309 Broadway, New York, a good position as salesman for S Stein & Co.

Mr. F. X. D. de Grandpre, manager of Debenham, Caldecott & Co., has just returned from New York, where he has been looking up straw goods and other Spring lines. Mr. de Grandpre also has made arrangements for an assortment of palms for store decoration. These are a new sort never before seen in Canada and should take well.

PRESIDENT OF GAULT BROS.

The long awaited appointment of the presidency of The Gault Bros., Limited, has at last been made, Mr. Leslie H. Gault having been elected president. Mr. Robt. McDougall was elected president of the Winnipeg (and western) branch of the business, and Mr. James Roger is president of the manufacturing end of the business.

A decision has been rendered in Toronto by Judge Ferguson in regard to the validity of the patent on "Hook on-Hose" supporters. By this decision this supporter can only be manufactured by The John D. Ivey Co., Limited, 18 Wellington St. West.

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a Special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager,

Dry Goods Review,

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FADED WALLS AND CEILINGS
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THE CLEVELAND WALL PAPER CLEANER.
A 25c. can will clean the average room. We supply free samples with every order. Write us above it.

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STEAD, MILLER & Co., Philapelphia, Pa., Tapestry Curtains and Upholstery Coverings.
CARTWRIGHT & WARNERS, Limited, Loughborough, Eng., Hosiery and Underwear,
BENTLEY & TEMPEST, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths,
HOOD, MORTON & Co., Newmilns, Scotland, Lace Curtains.

Messrs. William Liddell & Co., Linen Manufacturers and Bleachers, BELFAST, - IRELAND.

THE DIFFERENCE BETWEEN

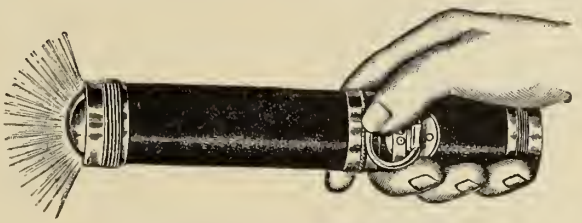
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of Linens and other makes is in the superior construction and texture of the former, being made of the finest selected line yarns, which never wear rough or turn yellow by use, but continue to improve in snow-white and satin appearance. **THESE FAMOUS LINENS** are used and indorsed by the largest Railroad Corporations, Hotels and the Dry Goods Trade all over the world.

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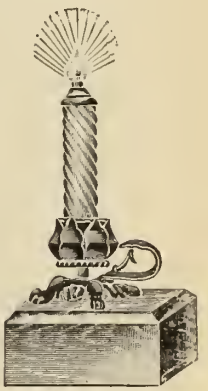
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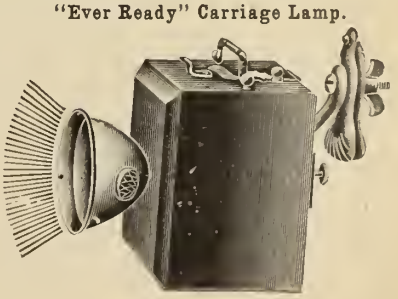
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HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

BROPHY, CAINS & CO.

AMONG the many new dress materials and designs for Spring, 1904, none shown will surpass the special importations now in stock with Brophy, Cains & Co., and which are confined to them for Canada. These new styles are from designs by Mr. Thos. Brophy, who had them made up in Great Britain and Germany specially for their Spring trade. The range includes an immense variety, from the lowest-priced goods to the finest novelty cloths brought to Canada. They will be shown to the trade early in the month.

"The Dry Goods Review" was given the first look at these goods in Brophy, Cains & Co.'s warehouse, and there is no doubt but that they will well maintain the firm's reputation in the matter of high-class effects and novelties. The special feature in the range is that the designs made exclusively for the firm for Spring, 1904, are in fancy tweed effects. They are entirely new and different from anything ever shown in Canada. Pink, blue and green were the colors of the yarns used in the manufacture of these silk knop tweeds, the mixture producing shades of a grey-green order which are highly pleasing. The combination of colors used in these goods has until now never been used, and the goods are thus so out of the ordinary, though still containing the popular knop effect, that no doubts whatever are entertained for their prompt success.

The knop effects are shown in various colors—pink, black, green, etc. The enterprise displayed by this company in securing these beautiful goods is most creditable, particularly at this time when manufacturers in the Old Country are not over anxious to produce new effects. It will be a big mistake to miss a sight of these goods.

Apart from their special lines Brophy, Cains & Co. have stocked a great variety of all fashionable dress goods for Spring, 1904. All the light, clinging fabrics, which are now in such great favor, like voiles, eoliennes, etc., are here seen in immense assortment. Lustres, and all such bright-finished effects, mohairs, canvas cloths, cotton blousings, and many other materials, which will be in heavy demand for Spring, have been stocked by Brophy, Cains & Co. in all shades, from the lowest-priced materials to the very finest goods to be had.

Brophy, Cains & Co., while they expect to see a good demand for lace trimmings, have little faith in allover lace effects for Spring. Mohair blousings will be good, and many taking effects in self-colored designs are shown. Snowflake designs, they believe, will not be good for Spring in the light materials shown last season, though in the heavier goods for Fall, the snowflake patterns have done exceedingly well.

THE W. R. BROCK CO., TORONTO.

In their staple department, The W. R. Brock Co., Toronto, are offering some special lines before stock taking as they do not wish to have to enter them on their books. They offer Tyrol fleece, a 28-in. American wrapperette, with crepe-weave face and plush back, formerly retailed at 12½c., this at 10c. They are showing 200 designs and good patterns. Tanata serge is a 28-in. American wrapperette, twilled cloth, nap back, which can be retailed at 12½c., formerly 15c. A 28-in. extra heavy panne velvet retails at 12½c., formerly 20c. No. 245 is a 16x32-in. pure linen towel, close weave, regular retail 25c. a pair, these at 20c. No. 1 is a Canadian honeycombed towel, 14x33-in., regular retail 12½c., these 10c. No. 95 is a 28-29-in. striped flannelette, to retail at 5c., the regular wholesale price. No. 179 is a 30-in. extra heavy, double twisted, old Loch Lomond flannelette, 3 yards to the lb., regularly retails at 15c., this at 12½c. They have an 18-in. bag crash, full width, to retail at 5c., regular 6c.

The carpet department has for immediate delivery some lines of tapestry to retail at 50c., and brussels at $1. Don't forget the rug trade for Christmas.

The W. R. Brock Co., Toronto, have received a fresh shipment of taffeta neck ribbons, bought before the advance. They have new veilings from New York, Paris and Nottingham, yak mohair laces and insertions, and applique trimmings. Remember they are sole agents of the Nottahook. There is a special line of ladies' all-wool vests called "Swiss," to retail at 50c., which, if bought in present state of market would have to bring 75c. Also a full range of ladies' black tights in great variety of prices; two special lines of cashmere hosiery, 2-1 ribbed, black cashmere, A.E. and a special job of 4-1 ribbed, both to retail at 50c. There are three special lines of goods made from fleeced fabric—childs' waists, called "Cumfie," ladies' corset covers, "Protector," and men's nightgowns, "Morpheus." In the men's furnishings department there is a special rainproof garment for men, of grey covert cloth, to retail at 25 per cent. below good value; ladies' rain proofs in Oxford and light grey or fawn heptonette, to retail below regular price; 2-1 heavy worsted ribbed hose, "Grip," to retail at 25c.; 300 doz. to clear at wholesale price. Send for sample dozen. They have secured job lines of fleeced underwear which they are offering at reduced prices. During stock taking they will clear out many broken ranges, odd lines and disappointing sellers at reduced prices; also travellers' samples, as bargain counter goods. Geewhiz socks, in natural wool, are selling rapidly, to retail at 15c. a pair.

The W. R. Brock Co., Toronto, report from their ladies' ready-to-wear department that each day adds to the success of "Her Ladyship" brand. In silk shirt waists they are showing many of the latest creations, both in style and fabric. They are showing a full range of shades generally not stocked, such as roses, resedas, etc. In overskirts they are showing five new numbers. One of these is worthy of particular attention, "Lady Elsa," cut 7 gores, each gore trimmed with straps and buttons, perfectly reversible, made in a fancy cloth, is a perfectly-hanging skirt, cut with a good full flare, and although it can be retailed at $5 readily, brings more money.

The W. R. Brock Co. report that a complete range of Spring dress goods is now in the hands of their travellers. They would draw your attention to G597, a 45-in. donegal, to retail for 50c.; also G598, a 54-in. donegal, to retail at the same price. Plain broadcloth is to be a feature of the coming season. Plain and fancy lusters are another leading feature for Spring. This firm is showing a range of plain lusters to retail from 25c. to $1, in all shades. In the better lines there are also fancies in tans, resedas, browns and blues. In lighter weight materials etamines and twine cloths are still the favorites in both plain and in flaked and knot effects. Note their V14, to retail at 50c., V50, to retail at 75c., and V24, to retail at $1.

GREENSHIELDS LIMITED.

Greenshields Limited are just receiving the balance of their Fall orders in wool hosiery, underwear, infantees, bootees, gaiters, tams, toques, sashes, mitts, etc., and will be in a position to fill all orders complete. In the above-mentioned lines they are showing a number of extra good values which it will not do to miss. This house will surely do a big business in these goods.

The lining department in this warehouse is now well stocked with all the favorite linings for Spring, 1904, and, judging by the opening of the purchasing season, they are going to have a record trade in this line. Orders are being received in greater quantities than ever before, and prospects are indeed bright for the Spring trade. The usual heavy assortment of cambrics, silesians, jeans, waist linings, pocketings, percalines, sateens in colors and blacks, taffeta linings, linenettes, turkey reds, cotton cashmeres, etc., are shown now to the trade. These are offered at old prices.

There are also some special values in this department in black mercerized sateens. In other linings any shade may be had. In the Spring goods they have a new shade of a grey-blue order, a French blue, which will be very fashionable. The travellers are now showing these goods to the trade and an inspection of them will repay anyone.

The line of Crum's prints shown in the print department of Greenshields Limited has been heavily drawn upon by the trade, who know a "good thing" when they see it. An assortment of these goods should be in every dealer's hands.

Dress ginghams, victoria lawns, embroidery cambrics and black and white lace stripes cannot be purchased more

advantageously in any other house in Canada than in Greenshields'. In white goods also this company have great values to offer the trade. This is especially true of their Persian lawns, Victoria lawns, India linens, organdies, piques and nainsooks. Many special job lines are offered at exceptionally attractive prices. The travellers have been showing these goods to the trade with the greatest success, and orders have been very satisfactory.

The Spring samples of carpets which the representatives of Greenshields Limited are showing to the trade are well liked, judging by the orders the travellers have been enabled to turn into the firm. In this department, as in nearly all the others, some very good values are to be had, and an inspection of the samples will repay anyone.

The great success of Greenshields' handkerchief department has induced them to make another special "push" on these goods for the Christmas trade. An immense variety, including all kinds the trade require, are shown, and nowhere are better prices offered. Last year the demand for these goods for the holiday trade exceeded all the firm's expectations, and another record is likely to be made this year. The assortment includes plain hemstitched, hemstitched embroidered, Swiss embroidered, lace-edged and many other kinds in fancy and plain effects. The range runs from 30c. per dozen to $15 per dozen, so that the choice is immense. The range of Japanese silk handkerchiefs, which includes plain and twill, hemstitched and initialed handkerchiefs, should not be overlooked. Many good leaders can be picked up here, either by a personal visit to the warehouse or by an inspection of the samples in travellers' hands.

A very handsome range of Spring goods can be seen in Greenshields' dress goods department, which are now being shown to the trade. Voiles, crepes-de-chine, etamines, coliennes and all the light materials which are to be worn in Spring are shown in every desirable color and pattern. Creams, slates, bright navys, champagnes and fawns are among the leading colors. The new colors include "palma," a sort of violet, of which a good deal is expected, and a red purple shade that also is in demand for Spring.

Tweed effects are in wide assortment. These will undoubtedly be very strong for Spring, and a splendid choice is offered in this department.

Greenshields Limited are offering a large range of their Crum's prints in all the newest patterns. The 3B print, confined to themselves for Canada, is selling better than ever. They have another special cloth, No. 3D, 32 inches wide, the best value on the market for the money.

Besides the three above particularly good lines, they have a full assortment of all the prints made in Canada, including a number of job lines they control.

This house is offering one lot of 300 cases of printed muslins. The regular price is 15c.; their price is 10c.

A great many lines of mercerized white and colored goods in all the newest effects are offered. In printed flannelettes they are offering a lot of 10,000 pieces at less than manufacturers' prices. This applies also to a number of their other leading lines of flannelettes.

Greenshields Limited have a lot of 1,000 pieces of fine dress ginghams, which they are offering at much below their real value.

THE W. R. BROCK CO., LIMITED, MONTREAL.

The W. R. Brock Co., Limited, Montreal, are showing a line of table napkins, 20 x 22 inches in size, to retail at $1.75 per dozen. In table linens, towels, etc., this department has everything that is new and good at prices to suit even the keenest buyer.

Spring samples of carpets are now on the road and they are even better, if anything, than those shown last year.

A novelty in the way of a pompadour comb is shown in Brock's, which they call "Rough on Rats," in allusion to the rats at present used in the making of a pompadour, and which this comb entirely does away with. This comb retails steadily at 15c., and Brock's will be pleased to send samples and illustrated circular on application.

Brock's are showing a range of blouse sets in pearl, to retail at from 20 to 35c. per set, and which, at the prices, are splendid value. They are also showing a line of chiffon collars in black and white to retail at popular prices. Brock's have a line of skirt binding, "Leader," which it will pay to buy as a leader.

Brock's men's furnishings department is showing some specials in balbriggan underwear for Spring, among others A8 plain, to retail at 25c.; "Rex," trouser-trimmed, double thread, to retail at 40c., and A12, blue, trouser-trimmed, double thread, to retail at 50c. In light wool underwear they are showing among others, "King," natural, to retail at 75c., and "Congress," natural wool, to retail at $1.

Attention is drawn to Brock's lines of silk-spliced heel and toe, cashmere half-hose, "Shamrock" and "Reliance," which are confined to The W. R. Brock Co., Limited, for Canada, to retail at 25c. per pair. They also carry a full range of cotton hose to retail from 10 to 50c. per pair.

This company are now showing many lines of Christmas novelties—collars, cushion tops, pillow shams and covers, handkerchiefs, shawls, children's hoods and bibs, fancy doylies and centre pieces, belts, etc.—goods suitable for the Christmas season. They have again secured a large lot of their extra special bargain ladies' umbrellas, quality B5, at $1.50, and B10, at $6.50 per dozen. These are both steel rod umbrellas. B10 is really a $1 umbrella. The ribbon department is complete in all lines now, and attention is called to line 330 taffeta ribbon in all widths and colorings. For a time the price of this line was advanced on account of the advanced price they had to pay for these goods, but they have made a contract of late which enables them now to sell this line at old prices. The Brock company have a large range of lamb's wool trimmings, swansdown trimmings, imitation fur trimmings and feather trimmings. These goods are in demand now for trimming Winter coats, etc.



Representing Gentleman's Belted Back Overcoat.
Drawn and Engraved by The Toronto Engraving Co., 92-94 Bay Street, Toronto, Canada.

Brock's white blouses this year are original in design and are right in price. Their travellers are now carrying a full range of samples of blouses and kimonos. They have also a line of silk coats and capes, which, they report, can only be obtained from them.

There must be something very wrong with any frieze that The W. R. Brock Co. cannot match or beat in price. This house is one that will have to be seriously reckoned with in the Montreal woollen trade in the very near future. There will be a greater demand than usual for blouse cloths for the Christmas trade. The Brock company have

some beauties in stock. Now is the time for black satins. The W. R. Brock Co. are quoting interesting prices on almost any quality used in this market. "Ravenswing" Italians are only to be procured from The W. R. Brock Co., St. Helen street, Montreal. "Sunbeam" velveteens are also exclusively handled by this house.

JOHN MACDONALD & CO.

John Macdonald & Co. are showing a large range of Christmas handkerchiefs, including Swiss embroidery, lace-edge, silkene, plain hemstitched, initial, and all the staple lines, at very low prices, to retail from 5c. to 75c. each; also for Christmas trade a range of neckwear, including narrow derbys, flowing ends, knots and bows, to retail from 15c. to 50c. Their range of 25c. goods is exceptional value; special values in overalls, prices same as twelve months ago; in men's gloves and mitts, a fine range at popular prices—heavy mule-front mitts, $3.75 doz.; heavy top shirts (knitted), to retail from 50c. to $1.25, a complete stock on hand; men's fancy braces, extra special value, to sell at 25c. They also have a few spindles left of their special Scotch fingering, at $2.40 per spindle.

Some special lines in the woollen department are: Overcoatings, in friezes, vicunas, llamas, naps, curls, meltons, beavers; fancy weaves and stripes in greys, blacks, blues and browns. The prices of the above goods range from 50c. up to $5 per yard. Fancy worsted trouserings



Grip, Limited, Toronto.

are showing from 50c. per yard up to $1.50. Their stock of belwarp serges, worsteds, trouserings and linings is well assorted, and these goods never fail to give satisfaction.

John Macdonald & Co. are showing in their carpet and house furnishings department 10,000 pairs of lace curtains, from 20c. per pair up to $5; all bought for Autumn and Fall trade at old prices, and being sold at old prices. They have a big stock of quilts that they are selling at old prices, also inlaid linoleums, a range of 13 patterns to select from; a job line of 85 pieces 16-4 linoleum that they are clearing out at 30c. per square yard, regular 37½c. goods; also 175 pieces 16-4 linoleums, many of which are repeats of their best-selling patterns—samples sent on application.

Some special lines in the dress goods department are: Fancy wool goods in black and colored mitts, ringwood gloves in white, cream, grey and black, infantees, bootees, hoods, caps, shawls, tams and toques. Nos. 312, 307X and 308X, 1 1-ribb, 6-fold English cashmere hose are still selling at old prices. They have now in stock No. 130 serge, 52 inches wide, in black, navy and cardinal. They are showing a large range of novelty tweed dress goods in latest combination of coloring—prices 75c. to $1.75 per yard. In ready-to-wear goods they show No. 946, Oxford frieze skirts, self-trimmed, at $2.25; No. 917, Oxford frieze skirts, braid-trimmed, at $2.50; No. 914, homespun frieze, Oxford, mid grey and black, at $3; No. 945 all-wool homespun, trimmed 5 rows ribbon and drop ornaments, at $5; No. 12X, black sateen underskirts, $9 per doz.; No. 14, black sateen underskirts, $12 per doz; black sateen waists, $7.50, $9, $15 per doz.; and colored flannelette wrappers, $9, $12, $15, $18 per doz.

The staple department is now well assorted in union and all-wool grey blankets. A special at 30c. per lb., and the Victor, 6-lb., 62x82, at $2.30 per pair, and the Magnet, 7-lb., 68x84, at $2.60 per pair are good sellers. There are two numbers in heavy English striped flannelette, A20, 29-inch, at 8c.; A10, 31-inch, at 9½c.; another good number, No. A56, 30-inch, in nice shirting stripes, to clear at 7½c.; 50 pair only 35 to 36-inch light and dark stripes, at 7c.; a clearing line in 12-inch reversible cretonne, all new colorings, special at 15c. No. A87 is a 40-inch bright check apron ginghams, a snap at 9½c.

JOHN M. GARLAND, SON & CO.

John M. Garland, Son & Co. have passed into stock a full line of infantees, bootees, mittens, hoods, caps, coats, in popular-priced goods. In addition to the above line they are showing a good assortment of children's tams made up of plain and fancy velvets, corduroy, navy, brown and fawn cloths, also a sprinkling of the all-leather goods, in assorted colors. R314, special mantle beaver, a line shown by John M. Garland, Son & Co. in good shades of brown, black, blues and fawn, can be retailed quick at 75c. with a good profit. They are offering the trade a 25-in. dark grey flannel, to retail at 15c., and 27-in. dark grey to retail at 18 or 20c.

A good beaver is all right, but if it contains too much stock it would not make a good top or covering for a fur lining. John M. Garland, Son & Co. are showing an ideal beaver for this particular use, and it is well thought of by the tailoring trade.

A.B.C. non-crocking collar velvet is a line of recent production and is proving all that is claimed for it by the sellers. John M. Garland, Son & Co. are showing it in three qualities, $2, $2.25 and $3.

John M. Garland, Son & Co. desire the attention of cap buyers to three good lines that can be retailed at 25, 50 and 75c. They are showing an all-wool, 54-in. frieze, soft finish, to retail at 75c., in black, grey, fawns, brown and navy. The firm has samples now in the hands of its travellers of a new line of covert cloth in herringbone stripe that will retail for $1; good colorings and 60 inches in width.

John M. Garland, Son & Co. are showing a good imitation of the real Buffalo robe, guaranteed rainproof.

In fancy denim cushion tops of the Gibson Girl subjects, they are showing a nice range for the Christmas trade; girdle cords in assorted colors to match.

The buyers who find their stocks of gloves and mitts low just now will find the John M. Garland, Son & Co.'s stock of ringwood and fleece-lined strong in all the popular-priced lines.

THE WYLD-DARLING CO.

The staple department has a full line of English prints at the same price as last season. Their range is well assorted, including all staple patterns and colorings, and the latest novelty effects. In Canadian prints they have a heavy cloth and fine cambric, to retail at 10c., in a full range of patterns. Dress ginghams come in a large range of designs, including plain chambrays, cushion checks and fancy cord and flake effects. These are rapidly being sold and will have to soon be withdrawn. There are two new lines of imported Harvard shirtings and a special line of striped galateas, to retail at 12½c. Sateens for Spring are well stocked and for the most part at old prices; also a good assortment of wrapperettes for immediate delivery, to retail at from 7 to 25c.

The linen department is carrying an exceedingly full selection of fancy handkerchiefs from Switzerland, England and Ireland, lace and embroidered, that can be retailed from 15c. to $20 a doz. Fancy linens—tea covers, sideboard scarfs, tray cloths, doilies, etc.—are kept in great variety.

In their dress department The Wyld-Darling Co. show complete ranges of tweeds, 42 to 54-in., in donegals, two-toned effects, flakes, etc., to retail at from 25c. to $1.50; snowflake effects and semi-toned effects on canvas and voile grounds, Panama cloths, satin cloths, etamines, etc.; complete range of colors: crepe de chine in all-wool and silk and wool. Silk warp, sublimes, coliennes sell at 50c. upwards. They have all their leading lines of venetians and broadcloths at old prices, and special cheviots, Nos. D17, 18, 19, 20; G70, colored cashmeres, at old prices, all

colors. Lustres will be much in demand and they have plain and two-toned effects on black, cream and navy grounds; voile grenadines in black and navy sell from 25c. to $2 per yard.

They have all Bonnet's silks in leading numbers, in black peau-de-soie, black taffetas, black mervs, etc., "stamped every yard with the maker's guarantee," to sell at $1, $1.25 to $3 per yard. Their special numbers, 100, 101, 102, 103, black satins, to sell 65c. upwards, are still to be had.

THE SALEM COMPANY, LIMITED.

The Salem Company, Limited, are putting on the market a beautiful line of novelty silk waists for Christmas delivery. These are leaders at the price, and The Salem Company have already done quite a business in them. They certainly have one of the finest lines of silk waists, to retail at $5, on the market, and are taking some big orders for them.

The Salem Company are now working on their Spring range of cotton goods which they will place before the trade about November 15. All the newest styles, trimmings and materials in white goods are included in this range, and the new Spring designs are decidedly attractive. The prices offered are also attractive; perhaps never before have the trade been offered more beautiful designs at such low figures, the materials fashionable for Spring lending themselves easily to handsome effects, and being made up at lower prices than usual.

So well were the Salem men's shirts liked in the sample that the company has orders for three months ahead, and they are still pouring in. The handsome grey effects which the company were the first to introduce into Canada, are taking remarkably well for Spring, and there is no doubt but that they will be among the leading patterns during that season. There is a good demand for blues also. These have gone well both for Fall and for Spring, 1904. The Salem Company have little or no confidence in checks or cross stripes for Spring. There was some movement to get them started in the United States, but it is not likely to amount to anything.

CAVERHILL & KISSOCK.

Caverhill & Kissock have, for the late Fall trade, a large assortment of novelties in hat shapes, including many beaver shapes and lines of trimming such as plushes, chenilles and laces. The shapes asked for now are mostly "Gainsboro," "Olympia," "Arcadian," "Lyceum" and "Trafalgar," and are shown in camel's hair and beaver.

"A feature of the season," said Caverhill & Kissock to "The Dry Goods Review," "has been the strong demand of black and white in shapes, material and accessories, and the uncertain run at different times during the season of favorite shades. Starting with navy, brown and champagne, in combination with black, the season is ending with several shades more or less prominent. Navy is holding its own, red is having a large run, while brown has a strong demand. With the run on black materials, black ostrich flats are being used to such an extent hardly ever dreamed of earlier in the season. There is great likelihood of these being used even stronger next season than this, there being no staple material so favorable or satisfactory that can take its place indefinitely."

In plushes, Caverhill & Kissock have an assortment of colors, including black and white, which are finding a ready sale. In woollen goods a line of umbrella shawls is beginning to be used, the demand for them starting with the recent changes in the weather. In silks, Louisine and Lansdowne are favorites, while in laces, yak and silk guipures continue to be used. Caverhill & Kissock now have their travellers on the road with Spring import lines of raincoats, umbrellas, whitewear and ribbons. They will leave with millinery samples in November.

THE AMERICAN SILK WAIST CO.

This firm's fancy silk waists, during the last Spring season, have met with the generous approval of the trade. They were mainly made up in soft materials and lined with heavy Japan, trimmed with lace and fancy handwork. Crepe de chine, lace and chiffon were in strong demand. Price is no object as long as the goods suit the purpose. High colors were bought for evening wear; strong pinks, light blues, maize and a special dark cream.

In popular price waists, taffeta was still the leader. Peau-de-soie and satin-de-lyons were favored, but it has been proved that the consumer of lower grade waists will still use taffeta, on account of its lustre finish, which cannot be had on a low-grade peau de soie.

Their designing staff are now visiting the fashion centres in the interest of new Spring styles. They feel confident that their new styles and materials for the coming season will be unrivalled, "The best ever been shown."

The American Silk Waist Co. report having about 50 novelties for the holiday trade. Their head designer, who has just returned from the fashion centres, is preparing special evening waists for the Christmas trade in soft, expensive materials, mostly trimmed by hand.

NEW YORK SILK WAIST CO.

The New York Silk Waist Mfg. Co. have opened up for Spring a new department devoted exclusively to the manufacture of lawn waists. They promise that these goods will be manufactured with the same care and perfect finish that has made their silk garments so successful. Though this new range will not be as large as was at first expected, still it will comprise garments at all the prices required by the trade.

The suit and jacket department in this factory has been enlarged and will contain the best collection of popular-priced goods ever shown.

The New York Silk Waist Co. have issued a new calendar far 1904, a copy of which is now before us. It is one of the most artistic yet seen, and will be mailed to any of our subscribers on request, as long as the present supply holds out. Their pamphlet, issued to the trade, containing hints to buyers of ladies' garments, can also be had by any of the trade upon application.

The representatives of this company are on the road at present with a range of novelties suitable for the Christmas trade. These are the finest that money and experience can produce.

MONTREAL WATERPROOF CLOTHING CO.

As elsewhere announced in this issue, The Montreal Waterproof Clothing Co. have purchased the buildings, plant and machinery lately owned by The Strathcona Rubber Co. They announce that they will operate these premises, employing some 300 additional skilled hands, in the manufacture of the "Elite Brand" waterproof and rain proof clothing. The company has about completed its new lines and travellers are now on the road with the samples.

Since the manufacturing capacity is about doubled, orders can be filled promptly for immediate and Spring delivery, notwithstanding that there has been an immense rush for the new samples of the Elite brand goods.

This company announce that, although there has been a considerable advance in prices of raw materials, rubber and labor, they will still be able to sell their lines at old prices, even reducing the price in some cases. They are enabled to do this as they can now produce the goods in larger quantities than ever.

MORRALL'S BEVEL-EYED NEEDLES.

As an example of the widespread influence of advertising, C. H. Westwood & Co. report that last week they received a letter from a lady living near Scranton, Pa., who had visited the recent Toronto Exposition and had received a sample package of Morrall's bevel-eyed needles. This lady stated in her letter that she had used these needles and found them the best she had ever used, and ordered 1,000 to be sent on per mail for the use of herself and friends. Mr. Westwood mentioned this particular case as it is one of the first instances they have ever received coming from a foreign field.

DEBENHAM, CALDECOTT & CO.

This house is still selling a good quantity of ostrich feathers, and large black and white birds, breasts and wings. Their trade in all sorts of feathers has been remarkably good, especially in the better qualities. They sell, for instance, far more goods at over $4 than under that price. Chenille trimmings, bandeaus and cords have also been selling features of this house. Chiffons too are good sellers, better in fact than was expected of them, considering the season of the year.

Debenham, Caldecott & Co. give particular attention to their silk piece goods and ribbons, and these departments have been the scene of great activity. They predict an excellent Spring season for louisine and other soft makes.

In piece velvets, dark green and navys have gone very well, the former shade being in fact prominent in almost every material, which was rather unexpected. Browns did not do as well as was expected.

The sorting trade in ready-to-wears in this house has been quite satisfactory. Blacks and greys are now selling best, with a goodly sprinkling of navys.

GREEFF-BREDT & CO.

Greeff-Bredt & Co., Montreal and Toronto, report that their newly patented article, the Lox All Garment Fastener and Supporter, has met with much approval. The large demand has made it impossible to give all orders the usual prompt attention, and the firm desire to express their regret as to their inability to fill orders immediately, but assure prompt service as soon as their manufacturing facilities are enlarged.

"Lox-All" is a garment supporter. It has no teeth to tear the garment, or hooks and eyes to come off. It has the advantage of fastening and supporting all garments at the same time, holding the waist down smoothly in the back and preventing sagging of skirt and petticoats. No more un-safety pins are required. Lox-All is not only simple but easily adjusted, practical and reliable. A wardrobe can be fitted in 5 to 10 minutes, and will always be ready when once fitted. Merchants who have not had the opportunity of inspecting this new device can have sample by writing the firm. Lox-All is retailed at 25c. a set.

THE "ROOSTER" BRAND.

As far as the present season is concerned the business done in "Rooster" brand clothing is decidedly satisfactory. Even now the whole plant is running to its full capacity on immediate business.

Orders for Spring are arriving freely. The travellers have been out for a month with Spring samples, and the new suits have well pleased the trade.

In working suits and overalls this house is putting on the market this season some new drills in their own special designs, diamond, spot, star and "brotherhood" patterns, for which they control a patent. These goods are good sellers and are sold to the highest class of trade. All the special features controlled by the "Rooster" brand people, such as the patent pocket, are incorporated in these garments.

STRACHAN BROS.

On a recent visit to the hat manufacturing establishment of Strachan Bros., at 130 Wellington street west, Toronto, the representative of "The Dry Goods Review" was shown through the factory of that firm. There are manufactured ladies' and men's hats in the greatest variety, some 150 shapes in hand-made ladies' hats alone being shown. The beautiful plain and fantastic shapes into which the light, coarse straws, that are so popular, are woven ensure a satisfactory selection to any retailer, and the feeling that no single point has been neglected in the production of the styles the public is looking for. Modern machinery, skilled employes, and strict attention to all the changes in style, are the causes of the completeness in the lines shown. The Spring samples are already on the road.

THE McKAY MFG. CO.

The McKay Mfg. Co. commenced business only last March, but in little over six months the merchants who have shown their appreciation of the efforts of the firm to turn out honest goods are not by any means few. The goods manufactured are ladies' whitewear, skirts and blouses, and children's dresses. The services of Mr. Tanner, who has been manager of some large firms, has been secured and the young firm is going to work with enthusiasm to keep up in all the newest things in styles and novelties. The firm is composed of men whose names have long been connected with the dry goods business and this experience means much in such a business. Everything turned out must be perfect in fit and finish, and both are guaranteed. The fit is perfected on French forms before being sent out.

TOOKE BROS., LIMITED.

For some time past Tooke Bros., Limited, have found it necessary to work the tie factory hands until 9 o'clock every night. Never before have they been so busy in this department. Orders for Christmas neckwear keep pouring in, and it taxes the large staff to their utmost executing orders and giving prompt delivery. The novelties in styles, together with the large range of beautiful silks shown by the above company, no doubt account for the extensive increase of business.

In men's fancy half-hose, Tooke Bros., Limited, are showing even a larger range than last season. Their line of fancy embroidered cotton socks at $2 per dozen, embrace nearly 200 samples, and at $2.25, $3, $3.50, $4, $4.25 and $4.50, they are correspondingly strong. No buyer can well afford to pass their line, as dozens of novelties that are sure sellers are to be found in the range. They are showing a fine assortment of underwear, belts, braces, umbrellas, fancy vests, etc.

GEO. H. HEES, SON & CO.

The Toronto factory of Geo. H. Hees, Son & Co. is in full blast and turning out in the greatest variety of patterns and prices, bobinette and applique curtains. A new department in the new building is devoted to lace curtains, and the productions are exceedingly handsome. The assortment is large in bobinette and muslin piece goods and whole curtains. All the novelty lines of bed sets, panels for doors, etc., are made in Battenburg designs. A large importation has just been received of fine velours and rich silk furniture coverings. Special attention is being devoted to the upholstery and lace curtain business, and the trade is appreciating the efforts made by this firm to always keep on hand a large stock to select from, and to ensure prompt delivery.

CATALOGUES, BOOKLETS, ETC.

HATS, FURS, MOCCASINS.

Mr. J. Arthur Paquet, manufacturer of raw skins, furs, moccasins, cloth caps, etc., and importer of felt and straw hats, Quebec, has just issued an interesting catalogue, combining other features in addition to a good advertisement. All the principal historical monuments around the famous City of Quebec are well illustrated with good descriptive articles. Interspersed through these are cuts of the various lines which the firm handles. The book contains about 70 pages of excellent paper with a tasty cover in shaded green, and a collection of about 25 pictures of famous spots. All are first-class photographs and will be appreciated by those who do not know the city as well as by the thousands of Canadians who have visited the ancient city.

SALE OF RUBBERS.

THE 36th big annual sale of rubbers and rubber boots was held at Messrs. Benning & Barsalou's auction rooms, Montreal, on October 29, when over 3,000 cases were disposed of. On account of the advanced price of rubber, prices realized at the sale were from 10 to 20 per cent. higher than at last year's auction. Altogether this year's sale was a very successful one. There were some 300 buyers present, among whom were: E. Gervais, St. Narcisse; A. Steinberg, l'Epiphanie; Kaddy & Kaddy, Hemmingford; H. Lambert, St. Lin; J. A. Lambert, St Lin; B. Belanger, Ste. Hyacinthe; J. E Jacob, St. Narcisse; M. Fickler & Co., Fredericton; J. G. Gillespie, Springhill, N.S.; D F. Stein, Kemptville; J. D. Thomson, Buckingham; H Lefkovitz & Co., Sturgeon Falls; A. Sweet & Co., Winchester; Leduc & Lebel, St. Hyacinthe; J. N. Gauvreau, Terrebonne; L. Winestein, Black Lake; Gauthier & Roy, Labelle; D. Rothschild, Sudbury; S Greenspoon, Hawkesbury; T. C. O'Brien, Montreal; Thouin Bros., Montreal; J. Superior, Chicoutimi; Lepailleur & Frere, Lachine; Joseph Vineberg, L. Adler, Montreal; Yaphe Freres, Chambly Canton; O. Beriault, Coteau Station; R Lang & Co., Chateauguay Basin; Leduc & Frere, Grand 'Mere; L. P. Lazure, St. Remi; L. C. Trudeau, St. Michel de Napierville; A. Markson, Alexandria; Charles E. Roy, Quebec; James Robinson, A. Desmarais, J. I. Chouinard, P. Chicoine, J. B. A Corbeil, B. Charbonneau, Syndicat Canadien, E. Deguise, J. & A. Normandin, B. Cohen & Co., E. Lowande, M. Strean, M. Goldblatt, H. Goldblatt, K. Goldberg, B. Kert, Thouin Bros, H. Levinson, I. Levinson, R. Rosenthal, A. Bellemare, J. Herrmann & Fils, H. Bernstein, L. Daly, C. Duclos, F. Marcoux, J. G. Watson, Ronanyne Bros., A. Binette, of Montreal.

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and

Latest Styles and Designs

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Merchants

Manufacturers



Bleachers

Dyers

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Makers of the Celebrated [illegible] Calicoes and Sheetings

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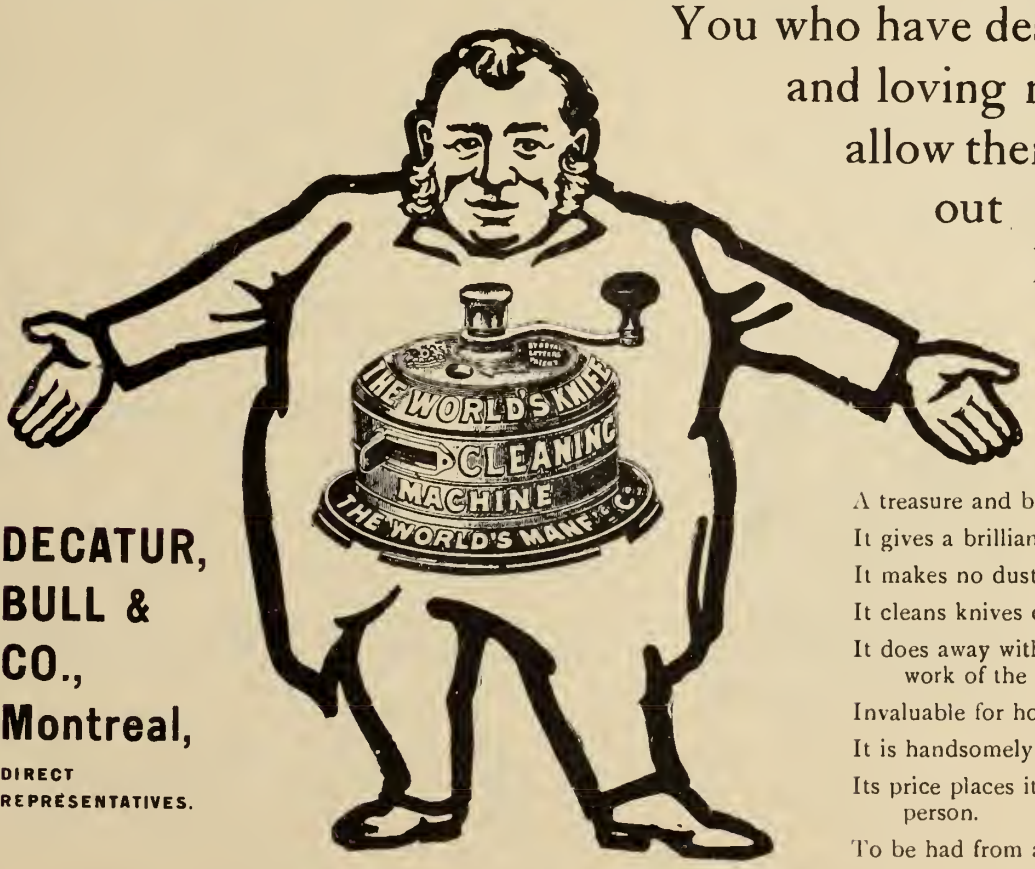
Spring 1904

is receiving our attention and we are now showing full lines of **Blouses, Whitewear, Wrappers, Underskirts, Outside Skirts, Parasols, Umbrellas, Wash Goods** and **Dress Goods.**

In Dress Goods we carry only **novelty stuff.** The **newest and most up-to-date materials and designs.** Our collection now being shown for 1904 surpasses anything we have ever offered, and we think that is saying a good deal. All we ask is that **you** see them and you will endorse our statement.

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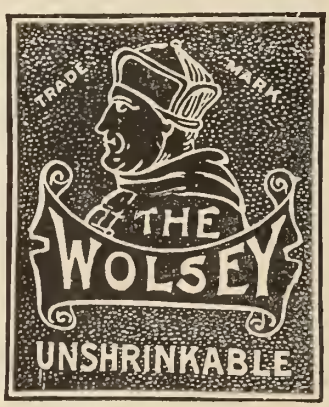
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THERE ARE INNUMERABLE SO-CALLED IMITATIONS OF "WOLSEY," BUT THERE IS NO SUBSTITUTE FOR IT AND NOTHING JUST AS GOOD



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Tweeds, Serges, Suitings, Overcoatings, etc., Canvases, Italians, Assorted Silks, Hair Cloths, Sleeve Linings, Hollands Pocketings, Etc.

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We can supply everything wanted by Tailors. All Qualities. Prices to suit.

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GIVE US AN OPPORTUNITY.

Our travellers are now on the road with a full range of samples for **Spring** and also **Fall assortment** and **immediate delivery.** It will pay you to inspect them before placing orders. Mail orders receive special attention.

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27-in. Satin-Striped Voile in all the newest shades, for Blouse Waists, - - - to retail at 50c.

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Ladies' Belts and Silk Tab Collars, the latest New York creations.

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Cashmere and Silk Squares, Way's Mufflers, Wool Mufflers.

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Astrachan Gauntlets, for Men, Women and Children.

FANCY LINENS

Doylies, Trays, Carvers, Tete-a-Tetes, Dressers, Runners,
Sideboard Cloths, Pillow Shams,
Hemstitch Table Cloths and Napkins to Match.

THE CANADIAN DRY GOODS REVIEW

VOL. XIII. MONTREAL AND TORONTO, DECEMBER, 1903. No. 12.

THE DRYGOODSMAN'S WARES.

Their Origin and Characteristics.

THE word "cretonne" is supposed to be derived from the name of the inventor. It was originally a white cloth of French manufacture, but it is now a printed cotton fabric, used principally for curtains or furniture coverings. It was introduced about the year 1860 Many people cannot distinguish between chintz and cretonne, and in general appearance there is some resemblance, but in reality they are not difficult to distinguish. Chintz is used for the same purpose, but is a comparatively thin printed cloth, usually with a highly glazed surface. Cretonne is generally thick and strong, and made with some rough weave, such as twilled, basket, crape, or wave produced on the loom. The color is printed on this uneven surface, and a much richer, softer appearance is given than in the case of chintz. It is rarely calendered or glazed. The thick weft threads are usually made of an inferior material, usually waste cotton, and the colors on these are of course fugitive, though at first very bright and showy. Many of the newer cretonnes have different patterns and colors on the two sides.

CRETONNE.

* * *

THE term "damask" is applied to two materials which appear to the average eye entirely different, but in reality they are made by almost the same process, the only difference being that one being of silk, or silk and cotton, and the other of linen, or linen mixture, the former is much heavier and the pattern more prominent. The peculiarity of all damasks is that the pattern, whether flower, fruit, or ornamental scroll, is raised above the background in the weaving, and though it may be of the same color is easily noticed. In its first form of silk it was a product of China, and afterwards of Persia India, Syria, and then Byzantine Greece, under the name of diaspron or diaper. During the 12th century, however, Damascus, which had already become renowned for its linens, began to use the new weave, and turned out such superior designs that the name "damask" has ever since clung to it. Until the 17th century Italy was the European home of damask, Genoa being the principal source of supply for other countries, but it has spread until at the present time Lyons and Spitalfields are the centres of the satin damasks, and brocades; Coventry of flowered ribbons; Halifax and Bradford of bed and window curtains, and Dunfermline and Kircaldy in Scotland, Lisburn and Belfast in Ireland, Courtrai and Liege in Belgium, and parts of Saxony, Silesia and Austria, of the table and toilet linen. All of these are samples of damask weaving, but are not generally known as such. Damask is most familiar to the housewife and merchant in the form of table and toilet linens, and very many do not know of it in any other form. In this form the pattern is of the same color as the groundwork, but, nevertheless, by the peculiar style of weaving, stands out distinctly with pleasing inconspicuousness.

DAMASK.

* * *

DELAINE is a fabric originally made entirely of wool, and deriving its name from the French "de," from, "laine," wool. As has happened with almost all the pure goods of old times, cheaper material is being interwoven, and at present delaine usually contains cotton, often a cotton warp, and silk is sometimes woven in to give a pattern. The cloth is woven untwilled, and mostly used as a dress fabric. When a delaine is pure wool it is now called all wool delaine, to distinguish it from the mixtures. Its original name was mousseline de laine, or muslin of wool, as it is really a figured muslin.

DELAINE.

* * *

DIMUTOS, the Greek word meaning "made with a double thread," is generally conceded to be the derivation of dimity, although there are many who contend that the word comes from Damietta in Egypt, where it is supposed to have been first manufactured. Its original form was a stout figured cotton fabric in white, with the pattern raised on one side and depressed on the other. It was made with bands or stripes, each alternate one being plain. The modern dimity is, however, a different fabric. Although still appearing perhaps oftener in white than in colors, it is made in any pattern and color, both being printed on after the cloth comes, all white, from the loom. It is a muslin with cords running the length of the piece, about 1-16 inch apart.

DIMITY.

* * *

IT has been generally supposed that the proper spelling of this word is D'Oyley, as it is commonly attributed to Sir John D'Oyley who was thought to have originated it. There is, however, no support to this, other than the popular acceptance, and those who know say that the word comes from the Dutch dwaal, the same word from which "towel" is derived. In support of this they point to the similarity of sound, and the fact that the doily and towel were introduced together from Holland. The doily is a small napkin, plain or fancy, and used for various purposes, generally as toilet or table napery.

DOILY.

PROGRESSIVE RETAILING

FINE GOODS AND LOW PRICES.

THERE are two policies to be followed in the retailing of goods, which are particularly opposed to one another in the case of dry goods. One is to attract trade by reducing prices below those of competitors; the other to secure it by exhibiting the handsomest and most fashionable assortment of goods. Both have their merits, perhaps, but the most satisfactory result is obtained when they are worked in conjunction.

This, however, is what very many of our retailers, both in town and country, fail to do, and it is regrettable that of the two policies, most of them follow the low-priced one, which in the end gives the least satisfaction. The lowest prices and the finest goods never go together. Low prices invariably suggest a low class of goods. Fine goods suggest higher prices, but those who indulge in the finer apparel, fortunately for the dealer—don't care.

The dealer who goes along on the low-price policy is not making the best of his opportunities. He is catering to that class of his trade who have not very fat pocket-books, and the more he solicits this trade in preference to that which takes the best he can offer the farther does the latter drift from him. A continuance of this policy leaves the dealer with perhaps a large trade, but a very cheap one.

But the merchant with the fine goods of the latest fashions, who can show in his windows and in his store samples of the very styles his customers have been reading of in the fashion journals and elsewhere, who can point to this piece of dress goods and tell them "This is the latest Paris creation," or to that cloak or costume and say "These are the newest things in London and New York," has a strong inducement for his customers' trade, in spite of the fact that he is not offering the same big reductions as some other merchant farther down the street. In addition to this, of course, a price inducement of some sort is a big drawing card. The very wealthy customers (Heaven bless them—and make more of them!) want the latest styles in the best quality. Money is no object in this case; but a reduced price draws the trade of those with smaller bank accounts and "educates" them up to a higher standard in the matter of the goods they purchase. To be in the fashion, to wear the same style of clothes as our wealthy neighbor, is delightful, and brings as much happiness as a Christmas dinner. There are many who can't afford it; to them the little reduction in the price of the "latest" is an encouragement to make an effort to secure it. They see that the dealer is meeting them part of the way. This is the "middle" class of customers. It is they who will give the greatest aid to the merchant in working up a trade in the finest goods, if he, first, will give them some inducement to do so.

The low priced lines must be carried and reductions must often be made on them, but to make low prices the chief feature of the store results generally in the merchants finding his trade almost wholly in these lines. There is a dealer in one of our largest cities who has had exactly this experience. He did, and still does, a good business, but where a few years ago his trade was of as high a class as that of any other in the vicinity, now it is with buyers of cheap goods only. He does a large trade in this line. This state of things he brought about himself, by selling everything lower than those next him, catering entirely to the customer who wanted something cheap, and neglecting to keep his finer goods to the front. Other merchants in his neighborhood hold their trade with both classes of customers, though they have lost a good many of a certain kind to him. They did not miss them, for they gained others from the low-price man. When the latter realized the condition of affairs, he opened another store in a different part of the city where he now does a very fine trade, and on different lines. He now offers no price inducements whatever. The old store he continues as before.

His competitors in the old place continue as before, doing a first-class trade on a profit-making basis, selling the best goods their customers can take (it is a good locality) and also offering certain reductions judiciously.

EXCHANGING GOODS.

WHEN a merchant obliges a customer by exchanging goods purchased, the good he does himself is not often of a positive, but rather of a negative, nature. That is, he profits not so much by the favorable impression he makes, as by the prevention of the angry feelings aroused if a refusal is given. Customers who return goods are glad to be satisfied, but as a rule the feeling is quiet in its intensity; but let the merchant refuse and the intensity of anger aroused is usually as great as its injustice. That is why so few refusals are made, in spite of the fact that in most exchanges there is a loss.

Exchanging, when no loss is incurred, is one of the best systems, and arouses a confidence that pays well—a feeling that the merchant has faith in his goods, and a desire to please. But when exchanging becomes a habit, and extends to cut articles, or those that are altered when sold, the store that wishes to succeed must draw a hard and fast line, and adhere to it, come what may. The rule to set down is that all goods open to exchange must have left the store exactly as they were on the shelves (that is, each article must be complete in itself), a reasonable time only should be allowed for return, as a sale may be lost for an article long kept out, and no sign of soil or wear must appear.

A pleasant but firm manner in giving the reasons for not exchanging will convince any customer worth retaining that these rules must be carried out to insure against loss. If not carefully handled, the habit of exchanging will grow to such volume that a sale can never be relied upon, and very many dollars lost. As an example of how customers take advantage of a merchant's desire to please at all costs, an incident occurred recently in a large dry goods store that shows the necessity of attention to all sales. A woman purchased ten yards of cotton, and carried her parcel away. On the following day, a friend of hers, entering the store, threw down a parcel and remarked that Mrs. S—— had found only eight yards cut off, instead of the ten paid for. The salesman was confident he had

made no mistake, but the eight yards were before his eyes, and accordingly a fresh ten yards were cut off. With a feeling that something was wrong, the salesman more carefully examined the piece returned and found a pencil line drawn across the piece and a cut made with a pair of seissors. Now the cotton is torn, not cut, and the sharp work was at once revealed.

Such an attempt to cheat would not be so likely to occur with a merchant who showed that he was carefully looking after his business, by allowing no mistakes in measurement or weight, and by giving the impression that he was not in business for the fun of it. It is this matter of promiscuous exchanging, that, before long, spreads the feeling among those who would take advantage of it, that unfair, dishonest practices can be adopted with impunity.

STORE MANAGEMENT.

By a Vigilant Merchant.

GOOD management of a store means executive ability and a knowledge of human nature on the part of the manager. It is not absolutely necessary that the manager have a technical knowledge of the various lines of goods carried in stock, provided the store is a large one, and has departments presided over by able subordinates, but it is much better if he has this knowledge, and has reached his position by beginning at the bottom and working his way up through the various departments, until he has mastered every detail of the business.

Store management means something more than merely having a store and having that store filled with merchandise. It means purchasing goods which meet the requirements of the people. It means purchasing these goods in the right quantity, in order to be able to buy them at the right price, and yet limiting that amount so that there will be no dead stock in the store. Goods that are bought right are half sold.

The mistake of most retailers is made in purchasing too large quantities of a few lines of goods, instead of buying a few only of a large variety of goods, thus giving the customer a better assortment to select from and resulting in a sale, when otherwise he may have as an excuse for not buying, that you have not just the quality he desires, or an article at the price he desires to pay. The larger variety means more sales. The more sales that are made, the more often can the money be re-invested. The more often it is re-invested during the year, the greater the annual profits. Some of the larger stores are compelled to turn over their stock of goods from six to twelve times a year, before a fair profit is shown.

The executive ability of a manager of a store, is shown in establishing credits, in attending to collections, and in paying out money. Unfortunately, the average retail merchant shows poor judgment in extending credits. They could and would more often pay their own bills more promptly, if they could only collect their outstanding accounts, which oftentimes, are never collected. If the retail merchants would take advantage of the discounts allowed by most manufacturers and jobbers for a cash remittance, it would in many instances equal the amount of profit eventually obtained by the retailer on those goods.

The knowledge of human nature which a store manager should possess, is tested in employing and handling his subordinates, who are ambitious and often dissatisfied with their slow promotion, or their present salaries. An able and ambitious clerk who is not promoted or whose salary is not increased when it should be, often becomes discouraged, and he either loses interest in the welfare of the company or severs his connection therewith, and carries to some other firm a large amount of business, which under better management might have been retained.

Above all, a manager should never appear to have what the small boy calls a "swelled head," or be continually lauding his own abilities before his subordinates, who oftentimes understand them better than he himself, and all of which tends to make discord where perfect harmony should exist.

A manager should be ever watchful, and make his business one constant study, as the surrounding conditions can be made to have as much influence in obtaining the profits needed from the goods, as the possession of capital sufficient to keep those goods in stock.

Modern business is a kind of mechanism. Each man is a cog in a wheel, each wheel a department, and the sum total of departments makes the machine, which if properly constructed, can be easily operated by the manager.

TRADE BAZAARS IN ENGLAND.

From The Drapers' Recorder.

THE well-established and oft-quoted fact that Christmas comes but once a year doubtless furnishes the authentic explanation why drapers hold bazaars with no greater frequency. If there was any reasonable ground for holding them oftener they would certainly do so. Fortunately, the weather has nothing to do with that special form of honoring the spirit of Christmas which most delights the young, and is not without its attractions for the old. Imagine the indignation that would pervade the infantile world if the seniors announced "No Christmas presents" on the ridiculous ground that it was "a mild Winter!" Luckily, nothing so dreadful is ever likely to happen, and this is largely because of the existence of Christmas bazaars. And among these bazaars there can be no doubt that children owe the deepest debt of gratitude to those got up by drapers. And for this reason: the female parent really cannot avoid them, and a pretence on which to inveigle the male parent thither can readily be found. How many fathers would refuse to just call at Tape & Measures and get a packet of pins, or something else equally innocent-seeming? And once there, all is over—except the paying. Talk about women not being able to resist the attractions of a well-dressed window! Why, they are as adamant in the face of temptations compared with a man—a good man, mind you, not one of your stingy sort—in a draper's bazaar.

The custom of present-giving at Christmas is not likely to become any the less popular because of a certain change which has come over the nature of the presents given. The public taste in these matters has certainly gone distinctly in the direction of preferring the partly useful to the wholly ornamental. There never was a time when the ordinary wares of the fancy department were so laid under contribution by purchasers of Christmas gifts as at present. A dainty box of handkerchiefs or gloves, a pretty case containing the articles required for needlework—such articles as these are now more popular than ever with those who think that the giving of gifts is an essential feature of all well-ordered Christmas festivity.

We fancy that there has been less complaining of late on the part of other traders regarding the poaching instincts and habits of drapers. It was particularly the custom of booksellers and stationers every Autumn to write to their representative organs denouncing such habits, and proposing various spirited reprisals. So far as we know, none of the suggestions made ever came to anything.

GOSSIP ABOUT BUSINESS MEN

LORD ROTHSCHILD.

THE eighth of November was the 63rd birthday of one of the world's greatest financiers, Lord Nathan Meyer de Rothschild, Bart., first Lord Rothschild. The great banker, the head of the London banking firm of N. M. Rothschild & Sons, is the eldest son of Baron Lionel Nathan de Rothschild, and was born in London in 1840. He was educated at King's College School, London, and at Trinity College, Cambridge. In 1865 he was elected Liberal member for Aylesbury, and without a break held the membership for 20 years, when he was elected a Peer. Lord Rothschild's wealth is unknown, but in addition to his immense banking interests—the largest in the world—he owns 15,400 acres of land. In his London houses he has gathered a notable collection of art treasures, including two of Gainsborough's, two of Johna Reynold's, and many other works of immense value.

ROCKEFELLER VS. MORGAN.

THE two largest financial interests in the United States, and the two greatest corporations in the world are at daggers drawn, and Wall street is seeing and expecting to see some of the most vivid pyrotechnics in the money market that have ever flashed before that great financial centre. For years Rockefeller has gone quietly along, as far as he was personally concerned, with the knowledge, however, that in his Standard Oil Company, that gigantic octupus, he had a backing that would soon give him untold power. Morgan, on the other hand, has been so actively engaged in the inception and engineering of billionaire corporations, that he has filled the commercial eye. His Yankee impetuosity has, however, exceeded the guarantee of the times, and Morgan's power is rapidly waning. The steel and ship trusts have borne down the great banker in their tumble, and Rockefeller's chance has come.

The Standard Oil Co. has just declared a quarterly dividend of 12 per cent. on its outstanding stock of $97,000,000, and, of this, Rockefeller gets almost five millions and his brother two and a half millions. This makes a total dividend for the year of 44 per cent. Rockefeller's properties are valued at 485 millions more than their total capitalizations, while Morgan's unfortunate investments are worth over one billion less than their capitalization. The Rockefeller interests have increased almost 100 per cent. upon their capitalized value, while the Morgan properties have shrunk almost 50 per cent.

THE GREATEST LIVING CANADIANS.

AN interesting contest has just been completed by a Montreal paper as to who are the ten greatest living Canadians. The three head names were almost unanimously given as Sir Wilfrid Laurier, Lord Strathcona and Sir Charles Tupper. Every list contained Laurier's name, and almost all named Strathcona. Tupper appeared on 70 per cent. of the lists and is considerably ahead of the next—Sir Gilbert Parker—who had just half the votes accorded to Laurier. Close up came the names of Sir William Van Horne and Hon. Edward Blake, and after these Sir Percy Girouard, Sir Louis Jette and Hon. W. S. Fielding. The tenth name was Lord Mount Stephen.

SENATOR DANDURAND.

IN England two men are making strenuous efforts to reorganize The Consolidated Lake Superior Co., the closing down of whose mills has meant so much to all Canada. Senator Dandurand and Mr. F. H. Clergue are eminently fitted for this task, both on account of their ability, and their intimate knowledge of the affairs of the company.

Raoul Dandurand, son of the late Oedipe Dandurand, merchant, Montreal, was born in that city, November 4, 1861, and was educated at Montreal College and Laval University, graduating from the latter with B. C. L. in 1882. In January, 1883, he was called to the bar, and became a partner with his cousin, the late Joseph Doutre, Q.C., later organizing the firm of Dandurand and Brodeur. With Charles Lanctot he has published a treatise on criminal law. In 1888 he was appointed District Magistrate by the Mercier Administration, and in 1891 was created Knight of the Legion of Honor by the French Government.

Senator Dandurand is a Liberal in politics and has always been prominent in political affairs of the Province of Quebec. From 1889 until he received his senatorship he had the main responsibility of the organization of his party.

LORD AVEBURY.

THERE are exceedingly few men who have attained prominence in so many branches of learning and spheres of life as Lord Avebury, or, as he is more generally known, Sir John Lubbock. Primarily a banker of great repute, this English gentleman has found time to devote close attention to scientific research, politics and metaphysical investigation. He is equally distinguished as banker, ethnologist, parliamentarian, zoologist, archaeologist, and theologian, and as each is looked up to as an authority and a man of calm judgment.

Lord Avebury was born in 1834, received his early education at a private school and Eton, and was just preparing at the age of 14 to enter college when the illness of his father's two partners forced him into the bank to enable him to fill a vacancy when needed by such events. However, young as he was when his banking duties commenced, he found time to devote much time to the study of natural history, and his inherited thirst for knowledge led him on and on, until his versatility is a matter of intense surprise. His travels were all taken with a definite end in view, far overshadowing the pleasure derived as a mere traveller. At his home he kept and closely watched colony after colony of ants in order to write a book on their life; and his political career has been noted for his reforms, successful and attempted, for the improvement of conditions among the laboring class.

An idea of the vast extent of Lord Avebury's researches and attainments can be obtained from an abridged list of the books he has written: "The Bank Act," "The Pleasures of Life," "Prehistoric Times," "Poor Relief Questions," "Free Trade and British Commerce," "The Use of Life," "The Origin of Insects," and "The Beauties of Nature."

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WHAT YOUR CUSTOMERS WANT.

PARIS FASHIONS

By A. E. DACAM, for "Dry Goods Review."

Opening of the Winter Season — The Vogue of Velvets, Silks and Furs — Trimmings Universally Employed — Wide Variety of Hats.

November 17, 1903.

THE Winter season commenced officially with the October races at Longchamps just as the Summer season opens with the June races at Autenil, and no matter what the temperature may be it is an impression of luxury and wealth that one receives. This year it is nothing but velvets, soft silks, furs (such lovely furs), large felt hats with long ostrich feathers, ermine tricornes stitched with zibeline, and all sorts of small toques and hats very varied in form, but almost all very "coquette." A certain soft, pliable velvet "crepe-de-chine" is having a great success, and is trimmed impartially with bouillonne mousseline-de-soie, heavy and fine lace, braidings and embroideries. The sleeves are still very full at the elbow and formed of frills, one over the other, or puffs, and sometimes a combination of both. Cuffs are generally high in the case of heavy materials, wide and flat, but for blouses and house gowns they are more generally tight-fitting and handsomely embroidered, or trimmed in some form.



No. 1.



No. 2.

Never before have trimmings been so universally employed on every style of gown. Even the "classic" tailor while he keeps to his tight-fitting sleeves and more or less severe forms is obliged to introduce insertions and embroideries. Skirts are worn much fuller, in the case of soft, thin goods being gathered all round into the waist belt. As this style is most trying to any but a very slim woman it is not likely to become very universal. In the case of velvets I have seen some good skirts cut with an "empiecement," tight fitting around the hips, and the fulness gathered into that, the front alone being left flat.



No 3

Or, again, the skirt at the back can have a two or three inch wide tight gathering, the sides being sewn flat into the hip empiecement, but cut so as to fall just as full as if gathered.

* * *

An olive green velvet has a seven or eight inch deep fluted basque over the hips and back and the skirt gathered into it. At three-quarter length, just below the knees, is a seven inch deep band of tucked silk, a shade lighter than the velvet, edged top and bottom with a graceful arrangement of embroidered ribbon and chenille

balls. The corsage is slightly bloused in front, with tight-fitting back. Across the shoulders is a scarf of the same tucked silk that trims the skirt, narrow at back and front and widening over the arm. This is edged with the same ribbon embroidery, so giving a fluted appearance, fastened with a large black silk rosette and tassels in front. The yoke and collar are of coarse cream lace. The short upper sleeve is of the velvet-edged cream lace, cut wide and falling loose at elbow. From under this is a large puff of mousseline-de-soie and a long tight cuff, both puff and cuff being trimmed with narrow bands of the velvet. The waist-belt is a cord of black twisted silk, with two long streamers in the front, ending with tassels and fringe. With this was worn a large picture hat of the same velvet, turned up at the back, the brim edged with lace, the only trimming being a large bird with outstretched wings reaching each side just beyond the brim.

* * *

Hats are of such a wide variety that it would take pages to describe them all. It is certain that crowns have taken and will be well to the fore this season as well as the next. Hard felt tricornes in drabs and greys, as well as felt boat shapes with highish crowns, are being sold for country wear, trimmed with a narrow ribbon band and buckle with a large quill tucked through.

* * *

No. 1 model is a large felt with the brim slightly raised on each side, the only trimming being a long-tailed bird, red. No. 1 is a black velvet picture hat with a narrow chenille embroidery around the brim and crown, with three tips in the front. A pretty hat for evening wear is in a large soft zibeline felt of pale pink, with a double frill of mousseline-de-soie around the brim, shading the coiffeur, and a large bunch of pink roses with their leaves on the left side, which is slightly raised. Both green and violet are very much worn. At Longchamps I saw a plaited hat of violet taffetas with a wreath of green roses. Also a felt hat in the same shade of deep violet trimmed with a bunch of mixed blue and pink roses at the side.

* * *

No. 3 is a very rich toilette for evening wear in white crepe-de-chine. The large flowers are of white embroidered panne and the leaves of open-work guipure; the corselet and bow on the bodice are also of panne.

* * *

No. 2 is a simple evening gown, now being worn at the Vaudeville Theatre, in the palest shade of pink mousseline de-soie. The rosettes and belt are in a deeper shade of pink satin; the top sleeve is a ruching of the mousseline, and the lace is of guipure.



No 4

* * *

A tailor in the Blvd. Montmartre has found a novel way of attracting attention by having two large and clever caricatures painted on two panels forming the corner between two show windows. On one side is Jaques Lebaudy, "Empereur du Sahare," with a small negro holding up his ermine train; and on the other is Maitre Labori, pleading for "La Grande Therese." Both subjects are up to date and appeal to the Parisian's sense of humor.

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THE MANUFACTURERS AND THE GREAT WEST

A Symposium of Some of Their Impressions Gathered During Their Recent Trip to the Pacific Coast.

(Continued from last issue)

IN last month's issue of "The Review" a couple of pages were devoted to the impressions in regard to the Great West, of the gentlemen who crossed the continent with The Canadian Manufacturers' Association. In this month's issue further contributions are furnished. The questions submitted to those who participated in the excursion were as follows:

QUESTIONS SUBMITTED.

FIRST—What most impressed you from a business standpoint during your trip through the Great West to the Pacific Coast?

SECOND—What is your opinion in regard to the future of Manitoba and British Columbia as manufacturing centres?

THIRD—In what way can manufacturers of the east secure a larger share of the trade of the Great West, that now goes to the manufacturing firms in the United States?

FOURTH—How can business men in the east best assist the people of Manitoba, the Territories and British Columbia in developing the natural resources of their respective parts of the country?

Mr J. Hewton Kingston Hosiery Co., Limited

Question 1.—I was most impressed with the extent of the country, the great wheat fields, beautiful scenery, large deposits of coal and minerals, and the prosperous appearance of all the cities, towns and villages.

Question 2.—As regards the future of Manitoba and British Columbia, from a manufacturing standpoint, I think that after they get an addition to their population of say five millions or more, certain lines can be manufactured with advantage, but at the present time with their small population and the fact that a large number of people will be required for some time to develop the natural resources, labor will not be plentiful enough to do much in manufacturing, as they will have to compete with eastern manufacturers, who have a better supply of skilled labor.

Question 3.—I think that the eastern manufacturers have during the past been endeavoring to get as large a share of trade as possible and I see no better method than to put representatives in each centre who will be alert and look after the requirements of the country and keep their houses posted as to what is required to properly supply their wants. Also to see that freight rates are reasonable. There is no trouble for Canadian manufacturers to compete with the United States in all branches under fair conditions, but the tariff should be high enough to prevent United States manufacturers from making a dumping ground of this country and sending their surplus goods here after supplying their customers.

Question 4.—How can we best assist the people of Manitoba? This is a very important question and hard to answer in a direct manner. We can, however, do something by giving them our assistance in getting proper legislation and also in getting as favorable railroad rates as possible so as to enable them to market their products to the best advantage.

S. D. Joubert, of H. Lamontagne & Cie, Montreal.

First. What impressed me most is the great future for business we people of the east have in Manitoba and the Northwest Territories, but at the present time, with their small population, the placing of goods by manufacturers and jobbers is overdone, hence the keen competition which results in reducing the legitimate profits that a manufacturer must make, and is not in accordance with the heavy travelling expenses. As for British Columbia, better leave it alone for the present.

Second. I consider that there is no advantage whatever for manufacturing establishments in the West for ten or twelve years to come. Let it be an absolutely grain-producing country, so that the farmers' sons may not be tempted to leave the beautiful fields for the smoky cities.

Third. By getting cheaper transportation rates, and keeping their goods constantly on the market, and doing all in their power to improve in quality and finish.

Fourth. I leave this question in better hands than mine, but would say that a G.T.P. road would bring a wonderful result in the development of all that western country.

John Bertram, of The John Bertram & Sons Co., Limited, Dundas.

Regarding your first question I may state that going over the ground twelve years ago gives me more advantage than if it had been a first trip. Taking the Great West as a whole the progress all along the line is unmistakable. This is evidenced by the great growth of all the business centres, particularly Winnipeg, Portage la Prairie, Brandon, Calgary and Edmonton, and others, while Vancouver has tripled itself since I saw it in 1891. This means that back of all these growing centres there is an immensely increasing productive element, and business men seem to be pushed to the utmost to cope with the rapid increase.

Regarding your second question, I think that for some time the Prairie Provinces will not manufacture the great staples needed, such as harvesting machinery, but I find at Winnipeg and other centres some very fine machine shops, well equipped for light and heavy structural work, as well as for repair of engines and harvesting machinery. But I find, regarding Vancouver and Victoria, some live companies going largely into steamboat building and marine repairs, and as a large amount of machinery for these is being made in Britain, I could see plainly that in the course of a few years nearly the whole of these boats will be made in the above ports and cite the case of the C.P.R. steamer "Princess Victoria," with engines of 6,000 horse power, and able to attain a speed of twenty-three miles per hour. The engines for this steamer were built at Newcastle, England, and the boat at the coast, and to handle the machinery, plants had to be used nearly reaching the manufacturing point.

Regarding your third question, I may say that we saw a great deal of American harvesting machinery, but this will soon right itself, as the importing firms are now building extensive works at Hamilton and elsewhere, which will insure to Canada this large internal trade, but I think that a higher duty would have more quickly emphasized the location of American industries here.

As to your fourth question, I am not prepared to give a detailed answer, but only state that the business men in the east stuck loyally to the first inception of railway communication from ocean to ocean, which, to a certain extent, made the West what it is to-day, and I have no doubt that

they will do their part in the present railways now projected and building across the northern part of the continent. There is one point which might be enlarged upon, and that is the large amount of American silver in circulation in the Northwest and British Columbia. These pewter cartwheels were everywhere and suggested to our tourists the necessity of buckskin pockets to take change. What the cause is for this influx it is for the financial men to say.

Just another word outside of your questions, and that is that the tourists on the manufacturers' train were received with open arms and a hospitality they were not prepared for in every city and town, and handshaking was the order of the day as old friends met.

Lloyd Harris, of Harris, Cook & Co., bankers, Brantford.

First. What most impressed me from a business standpoint on our recent excursion to the Pacific coast was the extraordinary purchasing power of the people of the West. I had heard it said that the income of the people in Manitoba and the Northwest Territories is larger per capita than in any other part of the world, and, judging from the large purchasing power they have, and the desire on their part to buy the best class of goods available, I think this must be correct.

Second. My opinion as to the future of Manitoba and British Columbia as manufacturing centres is that British Columbia and the western parts of the Northwest Territories must eventually develop large manufacturing industries for the reason that raw materials will be plentiful and cheap. In Manitoba they are not so well situated, as the transporting of raw materials and fuel will always be a serious question, so that the natural situation for industries will be nearer the base of supplies for the raw materials, and this will be found in great abundance in the eastern part of British Columbia, and also cheap power should be available in that section. As soon as the population of the Territories warrants it, I have no doubt but that many manufacturing industries will be started in that section of Canada, as, if the market is available, those situated there would have a tremendous advantage over those in the eastern part of Canada.

Third. The manufacturers of the east can secure a large share of the trade of the Great West, some of which is now going to the United States, by simply going after it, and when they have got it, taking care of it. I was impressed with the fact that the western people want Canadian goods if they can get them, and it is up to the manufacturers in the east to supply them with the goods, but they must get the trade and supply the goods which are demanded the same as is necessary in doing business anywhere.

Fourth. The business men in the east can best assist the people in Manitoba, the Territories and British Columbia in developing the natural resources of their respective parts of the country by going out and studying existing conditions, and by getting an intelligent idea of the problems which western Canadians have to face. We have been believing too much in what we have read in the newspapers and from politicians, and what is wanted in Canada is that Canadians should individually understand their country and the great problems which they have to solve in the different sections. I believe that the recent excursion of the Canadian Manufacturers' Association is destined to do more good in this direction than anything which has ever occurred, and more excursions of this kind should be planned and carried out. I sincerely hope that the suggestion which was made on different occasions by the Canadian Manufacturers' Association party, that a representative party of western Canadians should come east in a body, will be acted upon, as, if we can get such a party to visit the industrial sections of the east, and talk with them over the questions we have to solve, I am sure that there would be a lot more sympathy and friendly feeling between the east and the West.

John M. Taylor, of The Taylor-Forbes Co., Guelph.

First. I was most impressed, from a business view, with the great quantity of stock that was necessary to be carried by the large jobbing houses to meet the demand of the western country, and, further, the anticipated extensions to these already big warehouses to handle the vastly greater trade than has been.

Second. Manufacturing in Manitoba and British Columbia is not a subject for present consideration, nor will it be until railway facilities are sufficient in quantity and low enough in rates to encourage a manufacturer to set up in business; besides, we shall have to wait a little while until the country is more thickly populated and the mines developed—then I think that manufacturing in north-west Manitoba will be a decided success.

Third. Our Canadian manufacturers, I believe, can secure the bulk of the trade of the Great West, provided they make first-class goods, that they try to meet the prices, and that they systematically look after the needs of the distributors and consumers of the wares that we make.

Fourth. We can best assist our friends in the West by standing shoulder to shoulder with them in their endeavor to get whatever they think, know and believe to be absolutely necessary to the good and welfare of their respective provinces. We can further help them by forgetting that politics ever existed and assist in electing men to govern our country broad enough and big enough to forget themselves and their own pockets, who are statesmen first, last and always, with their watchword "Canada for Canadians."

C. N. Bell, Secretary Winnipeg Board of Trade.

First. Having been a resident of Winnipeg and the West for over 30 years, and having made frequent trips through the country between Lake Superior and the mountains (my first journey having been made to the mountains in 1872, when not a sod was turned beyond a distance of 70 miles west of Winnipeg), my chief impression was the great development that has taken place during the last two or three years. Where two or three houses comprised the town of five years ago, thriving villages, surrounded by cultivated areas, now exist, and these places bear every evidence of prosperity and business activity.

Second. Contrary to the somewhat generally conceived opinion, I am fully convinced that extensive manufacturing establishments will exist at a number of points in Manitoba, and the want, in my opinion, is, in the main, a matter of population. It is true that at present the cost of power and labor is high, but with the transmission of electric power from the numerous falls on the Winnipeg river, Winnipeg will in the future have cheap power. It is not generally known that large power works are already nearly completed at a point some 40 miles from the city, and within a year this plant will be in a position to supply far more power than there is any call for in Winnipeg to-day, and the operators have already publicly announced that they will, at the start, give power at one-half the present cost. While, as in all new countries, labor for factories is scarce, it may be taken as an axiom that increased population will provide factory labor as it is required. Large deposits of iron at Lake Winnipeg simply await development and the product can be floated right into Winnipeg. A glance at the map of Western Canada will show that the coal of the North Saskatchewan may be floated down to Lake Winnipeg and on to this city, pro-

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vided the single existing barrier, the Grand Rapids at the mouth of the Saskatchewan river is overcome. So, too, short canals from the Saskatchewan into Lake Winnipegosis, and from Lake Manitoba into the Assiniboine river, will provide continuous navigation from the head waters of both the North and South Saskatchewan rivers. It is to be noted that for all time a manufacturer in Winnipeg will have a virtual protection against the goods manufactured in Eastern Canada to the extent of the existing freight rates from eastern points to Winnipeg. Above all it is to be noted that the city already has become a centre for quite extensive manufacturing establishments along certain lines, and that those lines are of goods that a small population consume a considerable output. Then, too, even where the raw materials have to be, in whole or in part, imported into Winnipeg, the difference in freight between such raw material and finished goods will always be a strong factor in favor of Winnipeg. As regards British Columbia, with its varied resources in the direction of raw material and its facilities for shipping either to the interior or for direct export, it will certainly, with increased population, be in a position to maintain manufactories.

Third. Manufacturers of the east can secure a larger share of the trade of the West by more carefully studying the particular class of goods required in the West by the circumstances of the soil, climate and the consequent general wants of the people; by making and shipping only the best qualities of articles (for it is notorious that the people of the West largely demand and will only take first-quality goods), and by paying stricter attention to rapidly filling the orders of western merchants.

Fourth. Business men of the east can best assist in developing the natural resources of the West by joining in with the western people and exhibiting more personal interest in such legislation, along the lines of transportation; encouragement by financial and other means, of a good class of immigration; and generally in doing what they can to place western provinces on a perfect equality with the older provinces. If the Canadian manufacturers could secure an amendment to the British North America Act, which would prohibit any man taking his seat in the House of Commons or Senate of Canada until he could produce satisfactory evidence that he had travelled through Canada from the Atlantic to the Pacific, they would render to the people of the West one of the greatest aids for the proper development of the West that could be imagined.

Col. W. M. Gartshore, McClary Mfg. Co., London

First. What impressed me most in connection with the trip of the Manufacturers' Association to the coast was the immense possibilities of the Great West from an agricultural point of view and the great district which is yet undeveloped.

Second. Regarding the future of these provinces and territories there can be no two opinions. All that is required is settlers of the right stamp, competent to develop the resources of the country. As far as the manufacturing is concerned, with the exception of commodities used by the farmers, such as flour, meal and binder twine, and the product of animals, such as dressed meats, etc., it is too soon to give an opinion as to any other manufactures which may develop. Should iron ore be found in the vicinity of the coal fields it might revolutionize the iron industry so far as that market is concerned, but at present it is cheaper to manufacture in the east and deliver than to manufacture such commodities at any of these points.

Third. Manufacturers can secure a larger share of the trade by being more familiar with the requirements. No manufacturer should attempt to do business in that section of the country unless he is prepared to visit his principal customers at least once a year, as it is much easier to manufacture just the article the customer requires than to educate him to adopt something which he (the manufacturer) has to sell. A great deal of this trade goes to the United States from the fact that present settlers in the West have been for a number of years buying goods from United States manufacturers, and are more familiar with them, but as it can be shown that Canadian manufacturers can make goods in every way as satisfactory, I see no reason why they should not get the preference.

Fourth. I do not see how manufacturers in the east can attend to their own business and also personally develop the West. There should be sufficient capital looking for investment which could and is already developing these territories. If eastern manufacturers possessed a portion of the enthusiasm and optimism of western men in general, greater progress would be made in all directions.

Geo. C. Heintzman, President of Heintzman & Co., Limited, Toronto.

I personally have been going out to the coast for the last 18 or 19 years and have seen the western country grow from its infancy. I am pleased to state that what impressed me mostly from a business standpoint is the growth that is taking place in all the western towns within the last three and four years particularly.

Secondly, as to my opinion as to Manitoba and British Columbia as manufacturing centres, would state that I do not think that either Manitoba or British Columbia can ever develop as manufacturing centres, as I think they are too far away from raw material, and their geographical position is such that in order to manufacture goods at a reasonable price it is necessary to have the factories so situated that you can supply the east as well as the West in order to do the volume of business, consequently think that Ontario is very much more favored as a manufacturing centre.

Thirdly. In reference to our particular trade, we have covered this ground so thoroughly and are manufacturing our instruments in such a way that they will stand the different climatic changes in the West, and am pleased to say that the Canadian manufacturers have practically the control of the trade in the West as far as pianos and organs are concerned. My impression is, however, that the manufacturers of agricultural implements in order to secure a larger trade must study all the different localities and find out what the people want, and the only way to get this is for the manufacturers to make either semi-annual or annual visits to the whole of the western country. They will find that it will be necessary to manufacture a different class of goods for the different sections of the country in order to control the trade. Not only that, but manufacturers will find it is absolutely necessary to carry a larger supply of goods on hand, or open up branch warehouses throughout the north-western territories.

One of the most important features to consider is the transportation question. The freight rates are, I consider, too high. If this can be overcome it will do a great deal to assist the manufacturers in securing a larger share of the trade in the West.

Fourthly. In regard to the east assisting the people of Manitoba, the Territories and British Columbia in developing the natural resources of the respective parts of the country, the only thing we can suggest is to assist the people in the West in getting two trans-continental lines through to the coast. This would help develop that country, and would cause competition in freight rates and be the means of reducing the freight charges very materially through the western country.

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PRESTON, MANCHESTER, LONDON, ENGLAND.

Geo. F. Cleveland, of J. L. Goodhue & Co., Danville, Que.

What most impressed me from a business standpoint during our trip to the Northwest and Pacific Coast was the unlimited possibilities for future expansion and the present large consumption of all kinds of goods by the western people.

The very large proportion of the business now going to the United States, especially in agricultural implements, stoves, hardware and similar lines.

The great need there was that something should be done to secure the present large trade, and the enormous demand there will be as the country fills up for Canadian manufactures.

Nearly everything the people of the West require can and should be made in Canada.

It struck me as being a very short-sighted policy for the western farmers to send so much of their money to sustain the immense army of workmen in the United States, thus gaining the farmers of the United States the best market, the home one, for the largest part of their produce at high prices.

Regarding manufacturing in Manitoba and British Columbia, I do not look for much in this line for some time to come. In Manitoba labor and power are yet, and will be for some time to come, too expensive.

Winnipeg will, as the farming population increases in Manitoba and the Territories, and the surplus who for various reasons do not care to remain on the farms look for other occupations, have an available supply of labor, and when this time comes, will no doubt develop as quite a manufacturing city.

British Columbia, with her great water powers and cheap coal, has great possibillities as a manufacturing country, but at present the labor question is a great drawback and will prevent much manufacturing till matters are in better shape in this regard.

At Rat Portage and Port Arthur they have a vast available supply of cheap power in their great water powers, which are now being developed, and they should become large manufacturing points.

To me it seems that for some time to come the manufacturing for Canada will have to be done in the east. After a time a great deal should be done in British Columbia, and then these two parts of our country will do the manufacturing, and Manitoba and Territories will raise the produce to feed them.

The manufacturers of the east can secure a larger portion of the trade of the West by going there often, studying the conditions, learning what class of goods are brought in from the United States, making what the people want of as good or better quality as imported, filling orders promptly, and, as they say in the West, "hustling for the trade."

All this must be supplemented by a strong and united demand that they be put in a position to compete fairly.

Business men in the east can assist the people of the West in building up and developing the country by visiting them frequently, having more faith in the future of our common country, establishing branches and distributing warehouses in the different centres, investing their surplus, if they have any, in legitimate enterprises, mining or other, as opportunity occurs; by helping in every way possible and feasible to secure more transportation facilities throughout the West and from the east to the West, not forgetting the great work that the C.P.R. has done and will do in this regard. In short, to all work together for the common good of all parts of our great and glorious country. If we do this we are bound to be one of the greatest as well as the best that the sun shines on.

D. J. Waterous, of Waterous, Brantford.

First. The great purchasing power of the people.

Second. Would not think either likely to be good for varied manufacturing for many years to come.

Third and Fourth. By supplying the demand with goods that are best suited to the country, and by having them on the spot with live active men to push sales. In implements especially, samples, with repairs, to my mind, should be found in all towns having a population of 500 and up. If this was the case the manufacturers here in the east would soon notice the difference in the volume of business coming from our western people. Or, in other words, go after the business in exactly the same manner as the American manufacturers do.

W. H. Steele, of The W. H. Steele Co., Limited, Toronto.

First. The vast country and the up-to-date high class of goods sold in the West from Winnipeg to Vancouver.

Second. As to manufacturing centres my opinion is Winnipeg, Regina and Edmonton are the places for the manufacturers of the east to branch to.

Third. By having the manufacturers of the east build factories any place between Winnipeg and Edmonton according to their line of business.

Fourth. By establishing branch factories and warehouses and sending out good men, lots of capital and advocate more lines of railways.

W. H. Merritt, of The National Table Co., Limited, Owen Sound.

First. What impressed me most from a business standpoint during my trip West was the enormously increased purchasing power of the farmers and merchants in Manitoba and the Territories compared with two or three years ago, which has come about through the increase in value of lands, to say nothing of the profits which have been made on crops during the same period. Lands have increased in value to such an extent that it is salable in many cases at a figure four times its value three years ago. I was most strongly impressed with the solid financial position of practically all of the people, and of the great possibilities of trade awaiting the eastern manufacturers, which is sure to come to them. When you think that the Grand Trunk Pacific is about to enter the West and open up a new country much larger than the C.P.R. has settled, that this process of settlement, development and general raise in values is to continue on a much larger scale, we cannot help but be very optimistic as to the possibilities for business in all lines affecting all dealers in the West, as well as all manufacturers in the east.

Second. I do not think that Manitoba or British Columbia will manufacture on a large scale for some time to come. Our generation will hardly see that day. No doubt at certain points, which are well situated for cheap fuel and lumber, much manufacturing will be done, but it can only be in a small way, except in certain lines, some of which are already established there, such as milling in Manitoba and lumbering in British Columbia.

Third. I do not think that a very large amount of American-made goods are going into the West, except in agricultural implements and some small special lines not made to any extent in Canada. These same lines are going into Ontario to almost the same extent that they are going into the West. The implement firms also have their agencies at all principal points in the east. It does not appear to me that many of the manufacturers in Canada are suffering to any extent on account of American goods imported into the West.

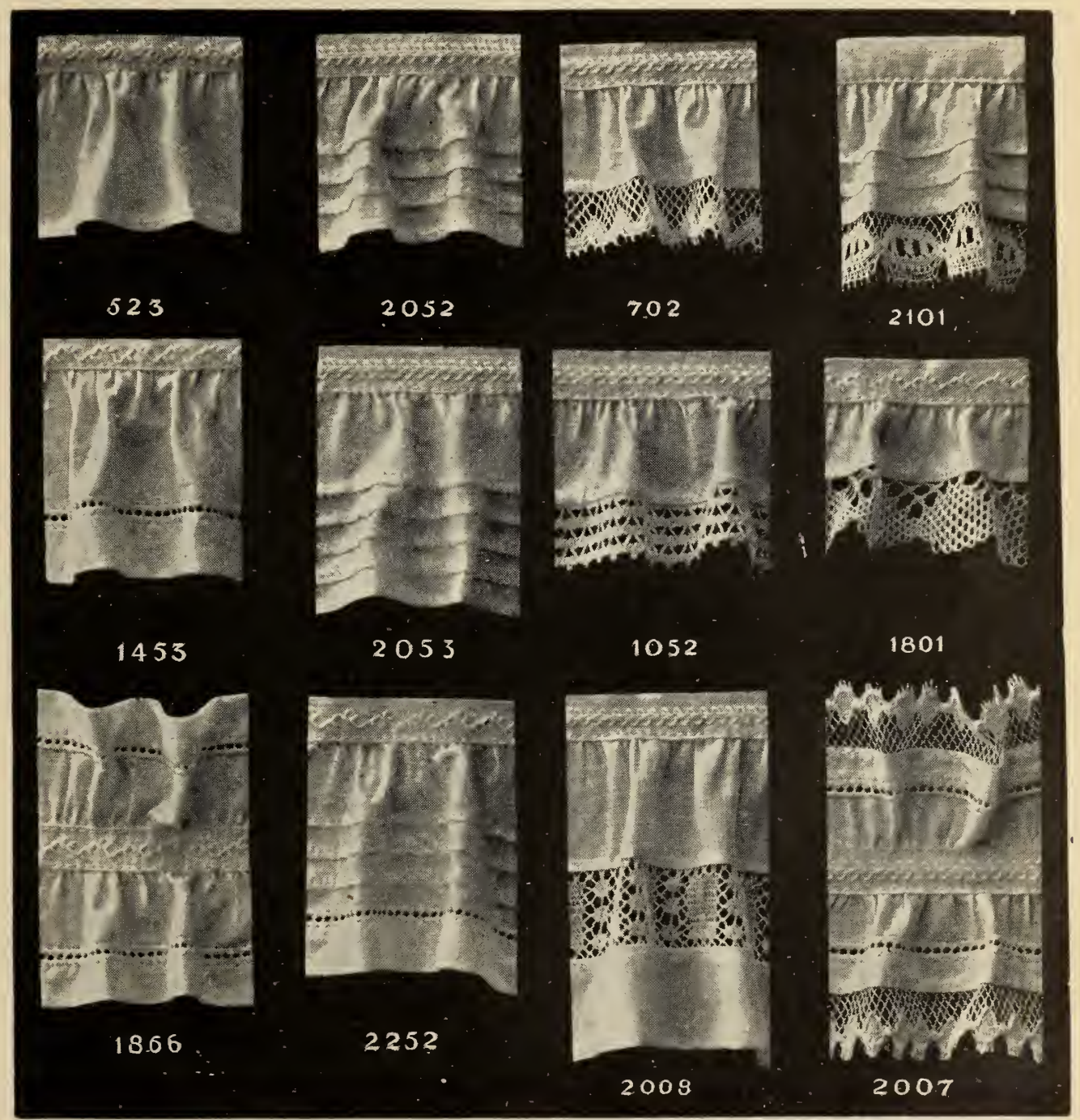
Fourth. I think that the business men in the east can best assist the people in the West in developing the national resources of that country, by establishing branches of their business there, by investing and using their influence to have others invest in all sound undertakings going forward in the West, and by favoring and helping all legislation which will be to the benefit of the West, such as projecting new railways and branch lines, which will open up new territory for settlement and help to develop the timber, coal and mineral resources of the country.

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BOOTS AND SHOES

UNITED STATES SHOES IN QUEBEC.

THE United States consul in Sherbrooke, Quebec, in his report of September 21 says: "The sale of American goods is increasing in this part of Canada. Many concerns have travelling men covering the territory with good results. The sales in farming machinery and boots and shoes have been constantly gaining. . . . . Where bright and energetic travelling men have been employed to sell American goods sales have generally been made, even if the price of the goods was somewhat higher than similar goods of Canadian manufacture, and this is especially true of the two classes of goods above mentioned."

Our importations of boots and shoes from the United States have been increasing year by year, as in 1901 we imported shoes to the value of $616,849; in 1902, $665,716; and in 1903, $710,889. But we can console ourselves somewhat with the thought that year by year the increase is growing less. Since 1900 the percentage of increase has been 23, 17, 8 and 6 2-3 per cent., so that the outlook is not so encouraging for American-made shoes as they would make out. Perhaps if Mr. Lang, the aforementioned consul, included this in his report, things would not look as rosy, particularly when the great increase in our population is considered.

His very statement that "sales have generally been made even if the price of the goods was somewhat higher than similar goods of Canadian manufacture" shows how rapidly United States shoes will leave our markets as soon as merchants realize what Mr. Lang says, that they are often paying more for the imported article than for the same one made in Canada. We still have merchants who consider United States shoes the best simply because they are from the United States, but some day they will learn that what they are now buying can be obtained cheaper at home.

The writer has personally tested several United States shoes, and has in every case found them inferior in durability at least to the Canadian made shoe. He had heard a lot about the $3.50 shoe from across the line, and tried several of them, but concluded that it paid to buy a more expensive shoe. For his own satisfaction, however, he determined to try a Canadian shoe of the same price, and after wearing quite a number, each pair of which far outlasted any United States' make, he cannot be blamed for his greater faith in the shoe made at home.

There can be no question about the appearance of the average United States shoe, as the makers pay the greatest attention to this point, but it is evident that in perfecting this feature, the more important one, durability, is neglected. Very many stores that in former years considered the United States shoe a necessary part of their stock, are now confining themselves solely to our own make, and report perfect satisfaction. With a 25 per cent. duty our neighbors may continue to load on us at certain seasons their over-production, but the regular business will soon be on the decrease if our manufacturers progress as they have been doing.

NO MAIL ORDERS IN SHOES.

ONE of the most gratifying features of the boot and shoe business is the fact that the mail-order house cannot cut in on the trade of the local merchant. In almost every other line there are orders sent by mail to the city departmental store, and the buyer knows that he is fairly sure of getting something that will do. But in shoes, everything depends upon the fit, and only trying on can guarantee that this will be satisfactory.

A number six shoe may differ greatly from any other of the same number, and the fact is, no two are exactly the same. One number six may fit a foot perfectly, and any other of the same number be unendurable. The foot must be there to try the shoe on, and therefore the only chance a man has of buying a shoe in the city, is when he is present to purchase it.

Shoes are not a thing that can wait for any length of time. If it is worn out, a new one must be bought, or some special occasion may require a new boot. The one who needs it cannot go to the city for it, and so the local merchant cannot but get the sale. Any man who risks sending a mail order for a pair of shoes, deserves what he usually gets—a shoe that for fit and appearance can be beaten at home. And then when he pays express two ways, he is likely to come to the conclusion that the local shoe store is the proper place to deal.

There is a case on record of a mail-order house, in order to build up its business, guaranteeing the fit of the shoes sent out. After this feature had been freely advertised orders began to come in quite freely. But during the first month so many pairs were returned, and the greater number of these returned twice, that the expenses upon each shoe frightened the firm. Having guaranteed fit, expressage had, of course, to be paid. When the month's business was totalled up, and the expenses deducted, it was found that, instead of the large profit, which they had expected, they were really doing business at a loss. The guarantee had to be stopped, and with the notice that fit could not be guaranteed, customers got the idea that it was not expected to be satisfactory, and they would not risk a mail order.

This freedom from competition with the mail-order house should not, however, give the local shoe merchant the idea that he can get rid of any shoddy or old-fashioned line he may wish to carry. The public is proud of its shoes, and if neat ones cannot be got at home, it is going to make a special effort to get them elsewhere, and more trips to the city house will be the result. This must be prevented at all cost, and the progressive shoe merchant will rather order a special pair for a customer, than allow him to go to get them himself.



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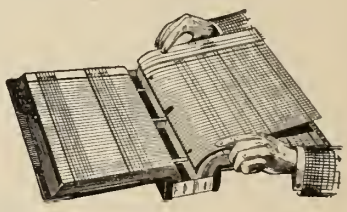
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THE OFFICE

DEVOTED TO THE OFFICE STAFFS OF BUSINESS ESTABLISHMENTS

MERCANTILE SECRET RESERVES.

By Seymour Walton.

At the time of a large defalcation in one of the New York banks, it was stated by the officers of the bank that the entire amount could be taken up without charging any of it to the undivided profit account. A great many persons were unable to understand how this could be done, and only a few were any wiser when told that the bank had a secret reserve.

It appears that the practice of accumulating secret reserves is a growing one, and that it is by no means confined to banks. It consists of an undervaluation of assets during the prosperous years, the difference between the market price and the value carried on the books forming a fund which can be drawn on at any time, either by a sale of a portion of the securities or by an entry placing them on the books at a higher value, not greater than the market price. This is more easily done with the stocks and bonds account than any other in a bank, but in a mercantile or manufacturing company the manipulation appears in the inventory or the valuation of the plant.

The question of the advisability of such a proceeding has been hotly argued. Those who defend it seem to look upon the bank or company as an unchanging entity, claiming that it is better to conceal abnormal profits one year so as to provide against the necessity of showing unusual losses in another year. In the case of a close corporation whose stockholders know all about the company, there would be no serious objection, but there would also be no special reason for doing it. In the case of a company or bank, whose stock is somewhat scattered, and may be sold at any time on the basis of the published statements, it seems impossible to find any justification for the practice. The seller of such stock is unquestionably defrauded out of the increased price that he could have obtained for his stock if the true condition of the company had been known to him and the buyer. In the case of the bank mentioned the one item referred to amounted to fourteen per cent. of the total capital. All sales made prior to the discovery of the shortage were based on wrong assumptions, to the detriment of the sellers.

To obtain a clearer idea of the justice of such a practice it is necessary only to look at the true nature of a corporation. It is not probable that any one would defend the managing partner of an ordinary copartnership if he deliberately understated the profits as as to prevent his partners from drawing out a greater dividend than he thought proper. But the president and directors of a corporation are simply the managers of a partnership affair, the act of incorporation being for the purpose of limiting the liability, and for greater convenience, but not in any other way causing the company to differ from an ordinary partnership.

The accountant who is acting for the stockholders of a company is not justified in signing a certificate to a statement which contains a secret reserve or any other element that is not exactly in accordance with the facts. Not only is he bound to tell the entire truth for truth's sake, but he is also under obligations to give all the stockholders all the information in his power. Those accountants who take a different view of this question defend their course on the ground that they are employed by the president and directors of the company, and are not supposed to criticise their management of the business. While it is true that it would be better to follow the English plan and have the auditors appointed by the stockholders as their special representatives, it does not seem clear that the appointment by the directors absolves the accountant from his duty to the stockholders. Although not made directly to them, his report is to be used with the stockholders, and it should be as carefully prepared as if made originally to them, and should contain nothing which would cause any stockholder to make an incorrect deduction as to the true condition of the company.

CO-OPERATION IN REGARD TO CREDITS.

By D. H. Kirkland, Atlanta, Ga.

One of the most striking facts in the economic history of the United States for the past 40 years is that in each decade the losses by failures have equalled one-half the capital employed in manufacturing and mercantile pursuits. In the ten years from 1890 to 1899 inclusive, the proportion of bad debt loss to capital employed was even greater. It amounted to the stupendous sum of one billion eight hundred million dollars. In order more readily to grasp the meaning of these figures a few comparisons will be of value.

It was more than three times the capitalization of all the national banks of the country.

It was five hundred million dollars more than the fire losses reported during the same interval.

It was nearly equal to the entire sum of money in the country, which, according to the report of ex-Secretary Gage, was two billion two hundred and fifty million dollars.

It is difficult to comprehend what is included in this array of facts and figures. It staggers me to read of the immense loss of bad debts. The wonder is that as many persons succeed in business as do, considering the chances taken in selling goods; the meagre information upon which it is necessary for the credit man to predicate his decision.

It is pertinent to ask, are the foregoing results the effect of too meagre credit information or the over-eagerness to sell, which makes credit so cheap? If it is the result of too meagre credit information, are not the merchants to a certain extent responsible for the meagreness by withholding information from the organized agencies, the acknowledged channels through which mercantile information is transmitted, in the mistaken idea that in secrecy and in the withholding of information from the trade generally they control the trade of a customer. If, on the contrary, these results follow an over-eagerness to sell, can the formation of a credit league control that over-eagerness and prevent these astounding results?

The great anxiety to increase the volume of business, the jealousy of each other, and the natural cupidity, inherent and inborn in all of us, have brought about a state of affairs that is anything but complimentary to those who indulge in it. The failure of the agency to furnish us with information that we desire, upon which to predicate a

credit, is not wholly chargeable to them, if merchants feel that such information is wrongfully placed in their hands.

Credit is too cheap, and its increasing cheapness requires additional safeguards in the shape of more detailed and specific information concerning a certain risk. On every side we hear the old story of going into business with a few hundred dollars, and by the end of the year owing several thousand, with most of the assets outstanding. Once a retail merchant's capital is on his books, and it is only a question of time when he will go under, as he can never figure on prompt collections, but is always asked to meet his maturing bills. For a little while he may manage to buy from one merchant, when his line with that merchant is full; based upon a show of success he easily transfers his account, while owing his original creditor, to another over-zealous merchant desiring to increase his trade. In the course of a little while he becomes slow with his second creditor, and must transfer to a third, and so on down the line, until his reputation for slow pay is established, and then his doom is sealed; it is only a question of what job or jobbers will be the victim and to what extent.

These results are of simple explanation; it is the same the country over. A retailer need never refer to a jobber; all he needs is to let the over-zealous salesman know from whom he has bought goods and the balance may be safely left to the salesman. The reasoning in the majority of cases is about as follows: "If A can carry this account, why cannot I carry it? Why should I bring the fact to A's attention that his customer is about to divert his trade to me?" Discretion, secrecy, diplomacy, if you please, is looked upon as sound business doctrine. Information, instead of being freely circulated is withheld. Sooner or later comes to the surface the startling intelligence that a bankrupt who has been buying from a dozen different jobbers, victimizing them all, has credit extended to him beyond all reason and beyond anything to which he was ever entitled.

If we feel inclined to charge these results to insufficient practical credit information received through the commercial agencies whom we pay for this service, is not their inability to furnish this information so much to be desired largely chargeable to that class of merchants who feel that in giving valuable information to the mercantile agencies they are doing so under protest? Is it not due to a large extent to that old credit system of secrecy and self-delusion which was in vogue 25 years ago? What a commentary on the selfishness and egotism of the man who believes that he is better prepared, more experienced and more invulnerable than his fellow merchants, and that his information is more valued or more valuable than that which he can derive from all his competitors combined! Credit would not be so cheap, nor losses so high, if a rigid system of interchange of reports were thoroughly carried into general practice. There is no better way of learning a merchant's credit worth than by comparing notes with his creditors as to what he owes in all the markets in which he buys. There is no better way of finding out whether or not a man's line is full than by competing trade centres comparing notes as to his debts, purchases and methods of payment.

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IT is no new thing—the use of a talking machine in the office to receive dictation. Business men have been dictating office correspondence on a graphophone for a long while; but Thomas A. Edison has now perfected his idea of such an instrument and the commercial world will look forward with interest to its introduction. The new machine will employ cylinders nine inches long, each of which holds a number of letters. The cylinder may be shaved 175 times; thus making its use as cheap as the present blank book. There is also a foot stop, and arrangement for repeating the last part of a dictation.

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"Saving of labor is the greatest possible saving in the advancement of any art; and we should welcome the devices that effect it and seek to conform to the new conditions of their adoption."

ANALYZING A BUSINESS PROPOSITION.

By W. T. FENTON.

NO general rule in regard to the consideration of important business problems has been of greater service to me than that which may be tersely stated in the words: "Let the other man do the talking." The soundness of this maxim has been so conclusively demonstrated, so far as my own experience goes, that I do not hesitate invariably to adhere to it and to urge it as a cardinal rule that will serve on all occasions. The logic of this procedure is apparent when it is remembered that every man who is charged with the responsibility of presenting an important business proposition goes to his task prepared to answer questions and objections which the man with whom he desires to treat is most likely to offer. I doubt if there is an exception to this rule. "What questions will he ask me and what objections will he raise?" furnishes the groundwork for the preparation which every man makes for the presentation of a business proposal to the man he hopes to interest.

When these questions are brought forward he is ready to answer them; by asking the questions naturally suggested by his statements you are playing directly into his hands and are doing precisely what he desires you to do, carrying out the line of campaign which he has devised. He is ready to meet you at every point with the answers and arguments carefully prearranged and best calculated to win success for his cause.

But what is the result if you place the burden of conversation on him, force him to do the talking and fail to come forward with the questions which he has prepared himself to answer? Simply this: He is thrown off from his predetermined line of attack. This naturally disconcerts him and he finds himself obliged to adopt a new line of campaign. So long as you are attentive to his arguments he must keep on presenting them until he has literally "talked himself out."

In the course of this process he is bound, sooner or later, to drop a word here and there which will give you the clew to his motives and aims and which will place in your hands the possibility of getting to the bottom of the subject.

Consequently I would place particular emphasis on the simple rule of forcing the man who submits a business proposition to do the burden of the talking. This is a very simple point of practice, yet so far as my own observation is concerned, it is more effective than any other in bringing to light the weaknesses of any business proposal.
—System.

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This list is for the purpose of placing retailers, manufacturers' jobbers and other readers in touch with reliable and competent accountants and auditors whose services are so frequently required for such purposes as opening books, adjusting and auditing accounts, arranging partnerships or organizing joint stock companies, devising special office systems, making collections and investigations, handling estates, making valuations, etc.

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IMPRESSIONS OF THE GREAT WEST

Gathered During a Transcontinental Tour with the Canadian Manufacturers' Association.

By W. L. E.

(CONTINUED FROM LAST MONTH.)

WE had our introduction to the prairie shortly after leaving Winnipeg, under auspicious circumstances. The day was an ideal one and the monotony of the distant horizon on either side of us was relieved by mirages in which were seen numerous woods and lakes. For two or three hours these optical illusions accompanied us. I have no recollection of seeing a mirage afterwards at any time during our journey. We had all seen mirages on lakes, but there were many of us who had never seen them on land before, at any rate on the vast and boundless prairie. Naturally we were all very much interested, and scarcely noticed the fields, reaching as far as the eye could see, from which the golden grain had just been garnered. "Now we get some idea of how easily thirsty travellers on African deserts have been led on wild goose chases after water and shelter," remarked a fellow passenger. We all acquiesced and continued to feast our eyes on the imaginary lakes and imaginary scattered clumps of trees, and when the optical illusion had vanished we found enough in the realities of the surrounding prairie to excite our interest.

* * *

The soil of the prairie, which the farmers here and there were beginning to plow in strips that often reached as far as the eye could see, by its very darkness and richness was enough to excite the interest of the veriest tyro in agricultural matters. The very rich inky-blackness of the soil almost made one's mouth water and excited a desire in the breasts of more than one of us whose days are spent within city limits, and whose vocation is confined to office, factory or shop, for the life on the prairie, where the air is dry, always in active circulation, and invigorating. But what must the rich prairie land be to the traincd farmer? No wonder so many thousands of experienced agriculturists from the United States and eastern Canada are taking up their homes on the dark soil of the Great West, rich in those properties which produce No. 1 hard —the best wheat in the world—and good healthly, sturdy livestock, to say nothing of sturdy citizens.

* * *

But the prairie is not only a paradise for the farmer, it is also a paradise for the sportsman. Prairie chickens are easily obtained by the man who can shoot straight. We had at least one man in our party who could shoot straight and he demonstrated this to our entire satisfaction. He had travelled all the way from Halifax to journey across the prairie with us, and he refused the two days' pleasure which Winnipeg offered for the purpose of supplying the 170 passengers on our train with a taste of the famous prairie chicken. When we picked him up at Virden, the morning after we left Winnipeg, he had with him many brace of prairie chickens, or as one man in our party remarked, "chairie pickens," and a couple of large cottontail rabbits, to say nothing of an odd mallard or two. Some of our passengers joked Mr. Frank Simson (for he it was who was our good provider) as to how much he had paid for his birds and rabbits, but Mr. Simson is a crack shot as well as an expert curler and it was his own unerring aim that killed all but one of the rabbits. When the would-be wits were threatened with the elimination of prairie chicken from their bill of fare, they protested that they were not serious in their allegations, and were accordingly forgiven. That night prairie chicken graced the menu card of the two dining-cars that accompanied our train; and then everybody called Mr. Simson blessed, for prairie chicken is good, particularly when you are indebted to the prowess of a friend for the supply of the toothsome bird. Mr. Simson was shortly afterwards presented with a handsome pipe as a token of esteem. It could not be called the pipe of peace, for after that dinner in which prairie chicken so largely figured everyone had the most kindly feelings toward the man from Halifax.



Messrs. Noel Marshall, J. M. Fortier, J. O. Thorn, and W. C. Gurney looking on.

* * *

It was the wild duck, however, and not the prairie chicken, that most excited the spirit of sportsmanship in the breasts of our gentlemen fellow passengers. The prairies of the Great West are not barren of water. Indeed the water spirits have been good to the Great West. Here and there rivers and streams are encountered and the surface of the prairie is liberally indented with ponds and small lakes of fresh and saline water, and quietly feeding in nearly every pond and lake wild duck innumerable met our astonished view. Talk about sparrows in eastern Canada, if wild ducks are not relatively as plentiful in the Great West, my eyes for once very much deceived me. I said wild ducks, but that name requires some modification. The species were wild, but I never saw wild ducks so tame. They seemed to be no more concerned about the presence of our train as it rushed past the ponds and lakes, on the bosom of which they lazily swam, than if they were ordinary domestic ducks from eastern Canada farmyards. It would have been quite possible to have killed many of them with stones, even if the stones had been in the hand of the average woman. A friend of mine who is an alderman in Toronto told me the other day, when I was speaking to him about the large number of ducks that I had seen in the West, that he was certain that during his visits to Manitoba, covering some years, he had killed at least 1,000 wild ducks by knocking them on the head with a stick. A

smile of doubt passed over the faces of some of those within hearing, but he positively declared that he was telling the truth. Notwithstanding that he was an alderman, I am inclined to believe him ; in fact what I saw of the tameness of the wild ducks on the prairie I am prepared to take as corroborative evidence. Possibly the ducks on the prairie of the Great West may be beneath the contempt of the average sportsman in eastern Canada, where ducks are so wild that it is only by the merest accident that one can get within half-a-mile of them, much less within gun shot ; but as for me, give me the wild duck shooting of the prairie ponds and lakes. The very multitude of their number is a guarantee that I should be able to bag some of them. Even if I could not shoot straight enough to hit a barn, I could secure an occasional duck, for in case my aim failed me I would still have recourse to my gun for use as a club.

* * *

The alkaline lakes and ponds are quite interesting, particularly to those who for the first time see them. They are scattered far and wide over the prairies of the Great West and are without apparent inlet or outlet, while the white incrustations around the edges of many of them appear at the first glance like light sprinklings of snow. That the buffalo in their day drank of the waters of these alkaline ponds and lakes is evident from the trails which converge at them. The late Principal G. M. Grant, in his book on "Ocean to Ocean," which is in reality a diary of his journey across the prairies in 1872 with Sandford Fleming, deals at some length with these alkaline lakes. In speaking of the theories as to the causes of these lakes and ponds he says that several are suggested, and adds: " Here is one that explains all the facts so far as known to us. Suppose that formerly a superabundant quantity of alkaline matter was diffused through the soil generally over our Northwest, as we know it is over a wide extent of the American desert and in sections on the Pacific Coast. We found it so in some places where there are no lakes and where it could be carried off by rivers. On the bank of the Assiniboine, near Fort Ellice, similarly on the Saskatchewan near Edmonton, and at other points it was observed. If it had once been generally diffused through the soil, what must have happened in the course of centuries wherever there was an ordinary rainfall ? The water percolating through the soil would carry off the alkaline matter into lakes and rivers, and it would be retained only in those lakes that had no outlet. This theory explains all the features of the case and starts no new difficulties. It suggests, too, that the one great reason why the American Desert must remain both desert and bitter is that there is no rainfall on it, whereas further north in the same longitude there is abundance of rain."



Putting in time at Schreiber Messrs. J. P. Steedman, and F. M. Ellis in the foreground, Mr. A. Ramsay, of Montreal, can be seen in the background.

When crossing the prairie, by train at any rate, one does not see the bleached bones of the buffalo that the guide book so vividly describes. But while the trans-continental traveller does not see bones, flesh or hides of the buffalo, there are not wanting evidences of the day when that lordly monarch roamed the prairie. These evidences are the buffalo trails and buffalo wallows, which are to be seen in every direction. These trails are pathways, not at most more than a foot wide and two or three inches deep. But though no buffalo has trod them for a score of years, they were trod so well that time has not effaced them. And the traveller on the swiftly-moving train has no difficulty, after they have once been pointed out to him, in discerning them as they cross and re-cross each other like a huge piece of network over the prairie leading to and from water-ways. The wallows, the half-moon shape indentations which the buffalos had made in the prairie while in the act of rubbing off in the Spring their Winter garments, covered the prairie everywhere. To-day, where a couple of decades ago were to be seen herds of buffalo which for number could not be counted, are scattered herds of healthy-looking cattle, fattening themselves for the markets of Eastern Canada and Great Britain. Occasionally one finds an odd steer or so chewing its cud in the wallow which some industrious buffalo had formed in the prairie surface probably a generation or more ago. And thus is the old giving place to the new throughout the Great West. Many thousand cattle now reign where buffalo roamed, and by and by, as the Great West becomes more thickly populated, domestic cattle will exceed in number the wild buffalo that once held sway on the prairie, providing the Indian with his meat and a good deal of the material which contributed to the comforts of his home, such as it was. In some parts of the Great West, however, ranching has reached its limit. This is not due to any falling off in the possibilities of the country, but due to the fact that as the Northwest becomes more settled, individual farms become more numerous, and the agricultural industry is not confined to raising live stock. As one husky-looking man in McLeod remarked to a couple of us who were conversing with him: "You don't see much ranching after barb wire fences begin to be put up." Besides cattle, one when crossing the prairie frequently sees droves of horses, which temporarily stop feeding as the train approaches, and gallop off with tails elevated and mains flowing in the breezy prairie air. The horses which one sees grazing on the prairies are fine, substantial-looking animals as a rule, much more, in fact, than I had expected to see. Twice a year the cattle and horses which range the prairie are rounded up and branded ; and the animal which hereafter bears his owner's peculiar mark is as safe as though he were cooped up in a narrow field in Eastern Canada.

* * *

Writing about buffalos calls to my mind the fact that the buffalo is not exactly as extinct on the plain as a short time ago he was supposed to be. It has been learned within a comparatively recent period that away up north on the Lone Lands is a herd of about 350. While in Edmonton I met a trader from the far north who is well acquainted with this herd. At any rate, he sees it at least once a year. " But," said he, in reply to a question of mine, "the number seems to keep about the same. The wolves kill the calves, and that prevents the herd from multiplying as it otherwise no doubt would."

* * *

When Nature laid out the vast prairies of the Great West and built its magnificent mountains he was in a bountiful spirit. The people of the Great West seem to have inherited that same spirit; towards us at any rate they exhibited it. It is true we were occasionally told that the east did not know as much about the Great West as it should, but the next moment they took us to their bosom and were lavish in their kindness toward us. I am sure that if we could have put the mountains in our trunks, rolled up the prairies like a scroll, and carried them away under our arms, we would have been welcome to them. As we were travelling along in a sort of free and easy style, without much regard to schedule time, the hour of our arrival at different points was by no means always certain. But this did not deter the citizens of several places from sitting up nearly all the night or waiting nearly all day for the purpose of giving us a hearty welcome. In one or two instances they waited fully twenty four hours for us. The good people of Deloraine, for example, waited fully that

long. When we reached that progressive and pretty little place they had a feast prepared for us in the town hall, which reminded me of an old time Methodist tea-meeting on account of the multiplicity and variety of the good things with which a number of the tables were loaded in the hall, to say nothing of the cordial handshaking with which we were greeted. But their patient waiting seemed to have made all the keener their desire to entertain us. At any rate, if any one place in the Great West exceeded all others in the warmth and heartiness of its entertainment it was Deloraine. The vastness of the prairies and the magnificence of the mountains in the Great West are indelibly impressed upon our memory, but so is the hospitality of its people. Personally I am in a quandary between two opinions as to which to admire most — the Great West or its people.



The Chalet at Lake Louise.

* * *

If there is any doubting Thomas in Eastern Canada in regard to the fruit growing possibilities of British Columbia I wish they would take a trip to that province about the same time of the year that we did. British Columbians do not boast a great deal about their grapes and peaches, and even these fruits are by no means foreign to that province, but when it comes to apples, pears and plums they do not hesitate to sing their praises. Their plums are delicious, but the particular pride of the British Columbians is in their apples. In size these apples put Ontario fruit to blush. They are simply giants in the apple family, one of which in some varieties would be more than enough to satisfy the appetite of any apple stealing boy. Some of the apples seem by nature to be more designed for a family feast than for the appetite of an individual. Even the varieties common to Ontario and Quebec when grown in British Columbia seem to become ambitious to conform to the peculiarities of the Pacific province and they invariably succeed, at least as far as I could see, and this I had a good opportunity of doing at the Exhibition in New Westminster, where the extent and variety of the display simply astonished our party. Eastern apples like Eastern people when they go to British Columbia seem to take on so much flesh as to in time become almost unrecognizable by their friends. The climate of British Columbia also imparts beautiful and delicate tints to the apples grown in that province. As to flavor and comparison with the fruit grown in Eastern Canada I am not competent to judge. Mr. Palmer, a well-known authority in British Columbia, claimed that in point of flavor the apples in his province compared very well with those grown in the east, while the thicker skin which characterized them gave the western apple better cooking qualities. One thing at the New Westminster Exhibition that astonished the most of us a great deal was a display of dried prunes grown and cured in the province. Mr. Palmer, who represented the provincial government, informed us that the prospects for the development of the prune industry in British Columbia were fairly good as far as climatic conditions were concerned. In some of the valleys in the interior Italian prunes were being grown extensively and a year ago one firm had evaporated about 10,000 pounds, but what surprised us as much as the exhibit of provincial grown and evaporated prunes was the packages which contained them. One lot for example was put up in a box which at some distant period or other contained California dried apricots, even the label being retained. Another was in the box of an eastern starch company and again the original label was retained, while the third lot was packed in an old biscuit box. The quality of the prunes was not bad although no attempt had been made to size them, small and large being all packed together, but it struck us as poor judgment indeed that the fruit should have been packed in old, second-hand boxes But the fact that the defects were not inherent in the prunes themselves, but in the methods of those who produced them was reassuring. It is a new industry and like all new industries those taking it up have a great deal to learn. Prunes in British Columbia are cured by evaporation and not sun dried as in California. I was given to understand that evaporation is also the method employed in Oregon. Mr. Palmer is hopeful of the success of the industry in British Columbia.



Main Street, Winnipeg.



The end of Car 7 — Major J. S. Hamilton on Duty on Reception Day.



* This department is conducted and prepared by Miss Nora Laugher, advertising specialist, Toronto, and one enjoying a high reputation as an expert and authority on all advertising matters. She will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to her. It is intended that the department shall be helpful, practical and well up-to-date. Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

"The yearly course that brings this day about
Shall never see it but a holiday."

Christmas Greeting to my Readers—Nora Laugher.

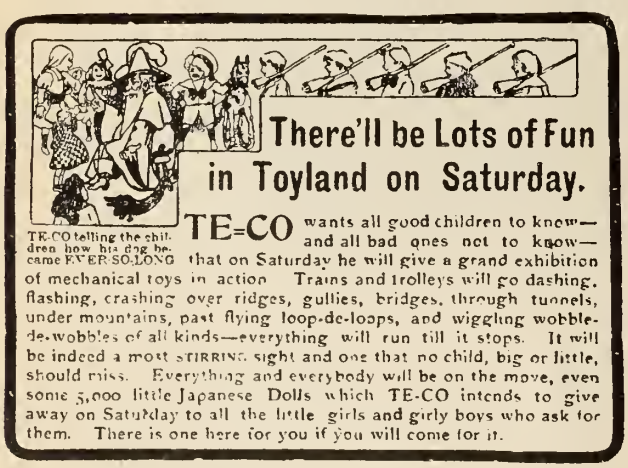
* * *

OH, these Thanksgiving Days, these Christmas Days, these New Year Days, they fly past us on the restless pinions of time and their joyous memory is as fragrant flowers dropped by angel-hands upon the dull, grey work-a-day path of our upward, plodding way. Oh, the lessons of the bells—Christmas bells—the music nighest bordering upon heaven to the heart of the brain-wracked, harassed business man. "Peace on earth." The sweetest, purest message ever told. "Don't worry; don't fret; there never was a business sorrow that could not be lived down," floats to us in the voices of the bells.

* * *

The memory of past favors, bright and beautiful, is conjured up in our Christmas thoughts, and as we look back we

A Toronto Christmas Ad.



see clearly that our business difficulties have been mostly brought about by our own carelessness, our lack of foresight or lack of industry.

* * *

We are the weavers of our own fate; life is much as we make it; the best part of it is the right performance of our daily duty. When this is neglected we suffer—the natural sequence. 'Tis then we must not sink beneath imaginary sorrows, but "take arms against a sea of troubles, and by opposing end them."

* * *

If to take things as we find them is the art of living, then to cross over the bridge and meet our griefs half way is the art of dying.

* * *

"A plague of sighing and grief, it blows a man up like a bladder," said merry old Sir John Falstaff.

The trials of our lives borrow their smartest stings from our own impatience—our fretting and galling of the load we have to bear—our foolish inactivity.

* * *

A plague of Micawberish waiting-for-something-to-turn-up. If the cows are in the corn, the wise farmer does not grizzle around the house, or go to his housetop to pray, or stamp around and swear. He gets up quickly, hustles to the corn field and puts them out. If business is slack and customers to the store conspicuous by their absence, the wise merchant does not sit down bemoaning his woes, but seeks how to remedy them. He goes over his stock carefully to find out if

Weekly Store News.

HUNTER BROS.

NEWMARKET AND BARRIE.

Specials for this Week

20c. Wool Sox 15c
3 dozen Men's heavy wool Sox, ribbed tops, well knit, very special 15c pair, or 2 pairs for 25c.

Men's Knit Top Shirts 50c
3 dozen Men's heavy knit Top Shirts in Blue and Heather, good large fitters, very special at 50c each.

Fleece Lined Underwear 39c. ea.
5 doz only Men's Fleece lined Shirts and Drawers, sizes 32 to 44 satin faced, regular 50c. value, Saturday at 39c each.

THE SALE OF
Foster's Boot AND Grocery Stock
STILL CONTINUES.

One week ago we announced that we had purchased the Boot and and Grocery Stocks of Mr. Foster, and that we would place the entire lot on sale at Bargain Prices until it was cleared. During the past seven days our store has been a veritable bee hive, thronged with eager buyers who came in response to our announcements, and went away loaded with Genuine Bargains in Reliable Footwear. This week we have selected several lines as leaders, which we quote at from 25 to 50 per cent. less than regular values. So come along on Friday if you can, as we're sure to be busy on Saturday—first choice is best choice.

Specials for this Week

50c. Ties 25c.
10 dozen of Men's Latest Style Ties made, in the new all round Derby style, 38 inches long, a manufacturer's clearing lot, now on display in our show window, Saturday, your choice for 25c. each.

Ladies' Correct Collar 25, 50 and 75c.
We have just passed into stock the nicest range of Ladies' Correct Style Collars that it has been our pleasure to present to the ladies of this vicinity, and at the prices we quote they should sell like "hot cakes." See them in our show window this week.

Women's Kid Boots $1 25
30 pairs Women's Buttoned and Lace Dongola Kid Boots, made on the latest style last, sizes 2½ to 7, regularly sold at $1 75 to $2.25 per pair, now on sale at $1 25 per pair.

Women's Vici Kid and Box Calf Boots $2 25
24 pairs only Women's Vici Kid and Box Calf Boots, Goodyear welt, made on the latest style last, sizes 2½ to 7, regular $3.00 and $3.25 goods, now on sale at $2.25 per pair.

Boys' and Youths' Boots 90c.
40 pairs Boys' and Youths' Boots, sizes 11 to 13, and 1 to 5, worth $1 25 to $1 50 per pair, sale price 90c.

Misses' Boots at 75c.
21 pairs Misses' Dongola and Pebble Button and Lace Boots sizes 11, 12, 13, 1 and 2, regularly sold at $1 00 and $1.25 sale price 75c. pair



Grocery Specials:

Art Baking Powder with graniteware premiums, Foster's price 50c. lb., Sale Price 42c. lb
Foster's Own Baking Powder, reg price 15c, Sale Price 10c.
Large Bottle Heaton Pickles Foster's price 20c., sale price 17c.
2 lb. Canned Peaches, Foster's price 20c., Sale price 15c.
Sliced Canned Pine Apple, Foster's price 15c., now 2 for 25c.

it is an out-of-date or unworthy one. He interviews his employes carefully to see if they are the kind that watch the clock all the time for closing hours—those who feel that pay-day is the only day worth living for. He looks into his advertising department carefully to see if the true tonic of printer's ink should not be used more liberally or more effectively. (Perhaps the wisest of merchants would look to his advertising department first, because he realizes that advertising is the life-blood of trade).

* * *

Yes! Hustle around and see what is the matter. Investigate! Then, if you come to the conclusion that your stock is worthy, the location of your store desirable from a business



Christmas Shopping!

These are bright, busy days at our busy store. Such bowers of holiday brightness that it seems Christmas every day here. If you are puzzled what to buy, come and let us help you out. We are headquarters for everything in gift goods. 'Tis well to bear in mind though that early buyers enjoy many advantages over those who put off their purchases until the last few days. We can't quote everything, but here are a few items that should prove interesting to those with limited pocketbooks.

(Follow on with list of goods and prices.)

S. ANTY CLAUS,

Chimney Pot Store. - - Toyland.

point of view, your clerks industrious and polite to customers, your values good, there must be some other reason for stagnation of business. This investigation will, doubtless, show you that you must do more publicity work.

* * *

Advertise to-day;
Advertise to-morrow;
Advertise to make a loan;
Advertise to borrow;
Advertise if you want a room or insurance on your life;
Advertise for a boy or girl or even for a wife;
Advertise for money lost (but not for money found);
Advertise for a house to rent or for a piece of ground;
Advertise your business, advertise it well;
Advertise in truthfulness, a lie you must not tell;
Advertise judiciously, and always this remember:
Start your ad. in January and run it till December.

* * *

The good old days of putting up a little sign in front of your store and expecting that to bring people—the waiting-for-something-to turn-up—has long since passed into oblivion. It is deader than the crinoline. The change has been brought about by the live advertiser.

* * *

Although in your daily or weekly talks to the public you are practically standing before the audience of hundreds, speak as though you were speaking to one alone. Throw your whole heart and soul into it. That "one touch of nature" in your ad. will make the one person (really the hundreds) kin with you. Strive to reach the heart of one person in an advertisement and you will reach the hearts of one thousand and one.

Sound the "Home" note strongly in your Christmas talk, for the Christmas air breathes of "the resort of love, of joy, of peace and plenty, where friends and dear relatives mingle into perfect bliss." The song of home, "the sacred refuge of our life," is the song to reach the heart at this the gladdest season of the year

* * *

Sound the "Gift" note strongly, because Christmas is ever the season of gift-giving and shoppers are out in all their glory with full hearts and full pocket-books. Strike the right "Home" and "Gift-giving" notes and you'll get your fair share of the Christmas trade.

* * *

Many merchants believe with the immortal Tupper that "Policy counselleth a gift given wisely and in season." The business man who presents his customers or employes with some souvenir of his good-will invariably reaps the benefit in the near future, "for great is the influence of gifts."

* * *

Put plenty of the joy of living into your Christmas and New Year ads,—leaven them with the true open-hearted Christmas spirit. Advertise special items that a man may give to his wife or a wife give to her husband. Invite a woman into a man's store to purchase gifts for father, husband, son or brother. Invite a man to purchase by suggestions of appreciable gifts for wife, sweetheart, sister or daughter. It aids selection in the holiday season to classify them "Gifts for men," "Gifts for women," "Gifts for children" and facilitates sales.

* * *

Make every effort to have a first-class exhibit in your windows—the index to your store. Sound the "Gift" note strongly in window-decoration for Christmas and New Year's. Show goods especially prepared for gifts, make them as attractive as possible and bring out the price prominently with attractive window-cards.

* * *

I herewith append a few advertisements which may be of use at this season,—ads which really could be altered and adapted to any other time of the year.

Present Purchasing Period!

Now is the time to be thinking of what presents you will make. We can help you—our splendid new stock will help you. What better gift could you give than a beautiful new gown, a silk blouse, an umbrella, an odd chair, a table, a lounge? There are many things a visit here will suggest. Come and see them. We'll be glad to show you around even if you only come to see. However, we'll print a few of our unprecedented values just to show you the little wreckage prices.

(Follow on with list of goods)

R. E. Putation & Quality,
Velvet Street.

Wanamaker, whom I always term the king of advertisers, invariably "toots his horn" and makes a good Christmas show. I call to mind his "Olde Philadelphia" of two years ago. People were delighted when they stepped out of the elevator at 13th and Market streets and came upon the ancient market place, and saw the vendors apparelled in the costume of 1776. The landing of Penn and his treaty with the Indians was also well worked out a little farther on, and

beyond all this was the home of the renowned Betsy Ross, the house in which the very first "Old Glory" was made. Betsy herself was there, too, in the dress of the period. A unique attraction was an old spinet, at which a young girl in quaint attire sat playing the tunes of the day. Carpenter's Hall was another pleasing spectacle, as also the Old Blue Anchor inn, one of the ancient landmarks, but rendered even more

GIFT IDEAS



We give the idea, "you do the rest." True the papers are full of them, but there's room for one more good one.

FOR HER

a handsome rocker. This one at $12.00 is in curly birch, hand-carved, mirror-like polish, silk tapestry upholstery.

Buy it now and we'll do the rest---
Deliver it at the right time and place.

M. A. HOGANY, TRUTH AND REASON STREETS

interesting as an up-to-date cafe, where choice edibles could be procured by hungry visitors. There was Independence Hall, too, where the Declaration was signed, and what pleased the young idea immensely was a barn, where a merry, real, old-time husking bee was in full swing. Last, but not least, there was a band of Indians, the delight of the small boy. The Wanamaker salespeople of "Ye Olde Philadelphia" were also dressed in the fashion which prevailed at that time. It was a Christmas show not only interesting in itself, but highly instructive, and, above all, it was a huge ad. for Wanamaker, as, of course, intended.



To Give Gracefully—Select Thoroughly

Don't wait until the last day to select your gifts, or you'll be caught in the terrible whirl of the busiest day of the whole year. You know what that means in this busy store.

(Follow on with list.)

B. HIVE & CO.

Honeyset.

Some very good Christmas pointers have come over the border to us from our cousins in the Quaker City. Last year G. P. Snyder & Co, local agents for the Sorosis shoe, formed a good plan of gift-making. For $3.50, the standard price of a pair of Sorosis shoes, they furnished an engraved certificate, which they guaranteed to be honored at any store where Sorosis shoes were sold in any city in the United States in payment for a pair of shoes or slippers, "any leather, any style, any size, at any time the recipient may present it." The certificate made an acceptable Christmas gift, and saved exchange, annoyance of misfits and troubles of choosing for another. It was a capital scheme, but, I think, not quite an original one, as I remember something of the kind in London, England, a few years ago, but it was gloves there instead of shoes.

—

CONVINCING CHRISTMAS CATCH-PHRASES.

Hundreds of glad-faced Christmas shoppers will come tomorrow for these enticing price-reasons.

Christmas price-values positively without precedent.

Rockbottom prices on Gift goods.

Prices that provoke popular patronage for Christmas shopping.

Prices cut down to where you'll be glad to see them when you have so many presents to purchase.

Prices that will not flatten your pocket-book materially

For a Shoe Store.

Shoes and Christmas



Seem to go hand in hand. Ladies', Misses', Men's, Youths' and Children's Boots, Shoes and Slippers are going from hand to foot here. People are realizing this season that footwear makes excellent gift-goods. Here are styles direct from the cradle of fashion, yet shoes that fit the feet as nature intended---a storeful of sound, substantial, sensible, serviceable shoes.

(Follow on with list.)

A. HEELER,
SOLEVILLE.

Almost anything you want in Men's Furnishings at a price you want to pay.

Cravats seem to go well with Christmas.

Neckwear for Christmas Gifts would please the men-kind.

Choice cuts in Clothing for clever Christmas customers.

Spend prudently—give wisely—we make this perfectly easy.

Every Christmas counter is a bargain-counter here.

A Fur Flurry for Christmas Eve.

Our Christmas Sale keynote is big Dry Goods' worth for not much money.

A happy happening this to the snapper up of gift goods.

Clothing facts are saving facts here this Christmas.

Dress Goods at prices that make every yard a distinct bargain.

Why not buy her a brand new Gown for Xmas?

Our Christmas prices are less high than you'd imagine, in fact no one underprices us.

Friend-making prices for the Christmas week.

Off with the old—on with the new Coat for New Year's.

GOOD ADVERTISING

DEPARTMENT OF

CORRESPONDENCE AND CRITICISM

This department is specially conducted for the benefit of advertisers throughout Canada. It invites correspondence on all matters relating to advertisements and advertising. It requests copy of advertisements for suggestion, criticism or review; it also requests sample advertisements for reproduction in these columns. Its aim is to be of practical value to advertisers.

W. B.—A good, catchy advertising name for something you want to put on the market is not the easiest thing in the world to find—almost like the proverbial needle in the haystack for one unaccustomed to using his brains in an advertising sense. Why not insert an ad. in the daily papers offering a a small cash prize for the best name submitted? You could thus secure many—perhaps hundreds—from which to select. You would pay, of course, only for the one you use.

J. A. H.—The ad. sent in. had a very fair heading, but the body of it was disappointing, and it really ended up very badly indeed—left the impression that you do not advertise

A Skeleton Ad. that could be filled in for almost any line.

Now Don't Forget Anything For Christmas!



We bid for your custom. It's our business to learn exactly what you want and provide it at the proper price. Now, just think again. Have you decided to give——— ?

(Follow on with list of goods.)

Have you bought——————— ? We have them at these special prices:

(Follow on with list and prices.)

Have you heard of——————?

(Follow on with list and prices.)

Have you ordered ——————?

(Follow on with list and prices.)

Have you decided to surprise your husband with——?

(Follow on with list and prices.)

BARGAIN & SMALLPRICE,

Cheapside.

all the time. Don't be lukewarm. Throw your heart into your advertising work. I'd throw a few more brains into it, too.

B. B.—Your brochure is very bright—does not contain too much matter; is well written and well displayed. It is well dressed, too, as a solicitor of business should be.

H. W.—You'll find my ideas of Christmas gifts to customers on another page of these columns.

C. S. G.—No, I do not think that bill posting is profitable to anyone except when it is very extensively done by very large advertisers. Then, no doubt, it is a business-bringer.

A. L. J.—The mediums you require are the ones that reach women. You'll find them in the good mail order journals—the kind that a woman reads and rereads, and then hands to her next-door neighbor.

When high values go at low prices



—then is the time to buy.

Why not take advantage of the prevailing low prices and furnish your vacant chamber now? We have had a carload of these elegant bedroom sets wheeled into line with the special purpose of interesting late buyers.

If you have a Christmas obligation to discharge, isn't this just the department to visit?

Just think of these wonderful values:

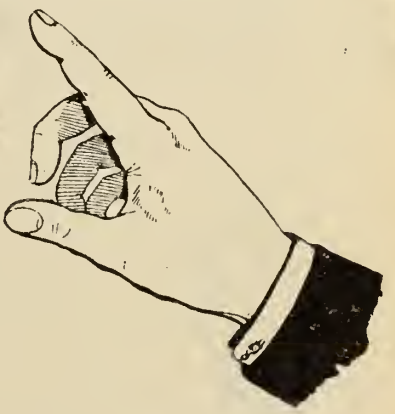
(Follow on with list.)

FURN. ITURE & CO.

Wood Street, - Loungetown.

H. Bros.—Ad. submitted should bring good results. Prices are well quoted and good values clearly shown. A plain, heavy ruled line all around ad. for border and lines ruled across ad. instead of the weak, fancy border you have

We are Selling Christmas Goods for Less than Others!



It is a plain business proposition. It is on the same principle that a baker will make more by selling three cakes for 60c. than he will by selling one for 25c. There is nothing wonderful about it---simply a policy which we have mapped out and which we will adhere to.

(Fill in with list of goods.)

N. Terprise & Catchem,

Smallmarginville.

would have made it more attractive and more prominent. However, it is a very fair ad., and therefore I reproduce it in these columns:

WE INVITE YOU

To call at our new Show-rooms and see our display of store fixtures.

The Toronto Brass Mfg. Co.

98-100 LOMBARD ST.,
TORONTO.

THE ROOF

Gets the worst of it.

There's no shelter for it.

It shelters the rest from the elements.

That's why everyone needs the very best shingles.

EASTLAKE SHINGLES

are absolutely fire, lightning, rust and leak proof, and easy to apply.

They've long since been proved the most reliable, perfect and longest lasting kind to be found.

Made of Steel, either Galvanized or Painted.

THE . . .
METALLIC ROOFING Co.
Limited
TORONTO MONTREAL WINNIPEG

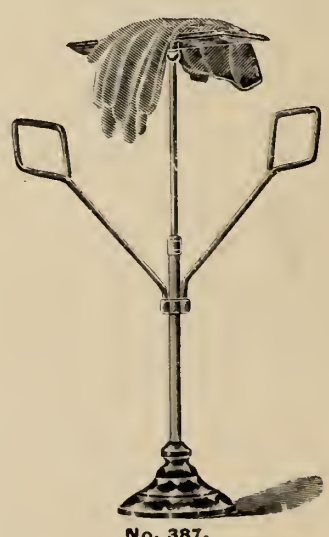
In Selecting Goods

from our catalogue you can be assured that you are getting the best and most up-to-date fixtures on the market. We can supply you with everything practical in



No. 520.

Metal Display Fixtures,
Papier Mache Forms,
Wax Figures,
Triplicate Mirrors,
Show Cases.



No. 387.

Hugh Lyons & Co.,

NEW YORK SALESROOM, 679 BROADWAY.

LANSING. MICH.

CHICAGO SALESROOM, 238 MADISON ST.

WINDOW DRESSING

THE ART OF DISPLAY

INTERIOR DECORATION

MEMBERS of the window-trimming fraternity who have profited by the experience of former years have their preparations for holiday trims now well in hand. It is the trimmer whose time is taken up by multitudinous other duties who now finds himself beset with a number of perplexing problems, the chief of which is, perhaps, what design or effect he can arrange that will, to an extent, startle the people of his community, and, at the same time will be more or less easy of construction, and the cost of which will come within the limits of expenditure decided upon for decorating the establishment. We take it for granted, of course, that a small amount at least is apportioned for the decorator's use at this season, if only sufficient to buy standards and thin lumber for arches and ledge trims.

CHRISTMAS EFFORTS.

It goes without saying that you're going to add a touch of brightness here and there to the holiday decorations, and welcome the customers of your vicinity who have left their dollars with you for the year just closing, and also make a strong bid for that profitable business of the stranger, the traveller, and the occasional visitor.

Tickle the public and get them in,
The more you tickle the more you'll win.

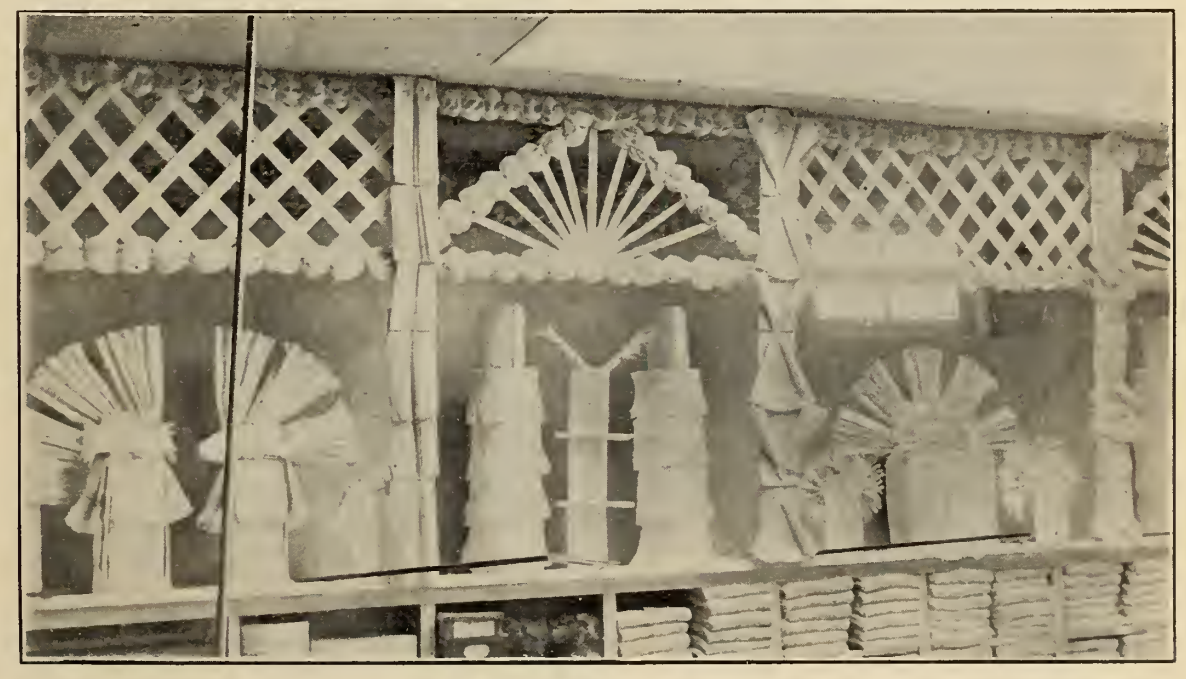
There is no season when the public are in firmer fettle than the Christmas tide. They are prepared to be pleased, and looking for everything novel, curious or quaint. The decorator who allows this month to pass without exerting himself to the utmost with telling displays is missing an opportunity that will not come his way for another year.

If you have hitherto been conservative in your ideas about decoration, drop it, and be progressive for once. Don't be listed with the "has beens" any longer. Ride somewhere near the head of the procession—a pace ahead if you can; this is the twentieth century and progressiveness the cry.

Your windows are read by every nationality at a glance with practically the price tag in one hand and the goods in the other; yet you didn't think of it in that way perhaps. Where can you get such an advertisement at the price? and where such an audience?

PRACTICAL RESULTS.

Most stores spend hundreds of dollars yearly for publicity, mostly in printers' ink, to tell an uninterested public about their wares and they do well; yet which advertisement (outside of the cities) brings quickest results? Any retail dealer will tell you at once—the windows, of course. We cannot let an instance pass that came under our notice yesterday. The blinds were just raised after completing a pretty trim of wrapperettes, when two ladies came along and admired the way in which the goods were draped. They came in and bought a wrapper from stock inside, but still thought the patterns in the window of the same lines "looked so much nicer."



No 1.

Another customer has just asked for a length of that black and white striped dress goods at 25 cents that was in the window last Saturday.

CHARACTERISTICS THAT COUNT.

These, to us, are every day occurrences and can be corroborated by any house that dresses windows properly. By properly dressed windows we mean not freakish, nor eccentric shows, but the ability to so arrange merchandise that it will attract attention to the store, and excite in the public a desire for possession of the goods displayed. Around these two requirements all the various details centre.

The trims may be simple, but that is an advantage; they may be put in by amateurs, but that is no argument against them—some amateurs have more sterling ability than so called professionals; they may not cost much, but that should commend them to every retailer. It is perhaps your very best advertisement, and it works night and day as a silent salesman, if you furnish the light.

THE CLOSED DOOR.

Did it ever occur to you that the door of your store, which all Summer has stood open so invitingly, has now been closed? To counteract in some part the barrier thus raised between yourself and your customer you should resort to your windows more assidnously, for it should be remembered that the average man will "drift" into a business place more easily with an "open door policy" than when the door is closed for any reason.

THE VALUE OF PRICE TICKETS.

Window displays that are particularly well designed and executed are sure to attract attention at any and all times, and an impression is always made on a certain number that will prove lasting.

The man who doesn't want anything may stop in front of a good window simply to kill time, yet may notice an article that catches his fancy because the price attached appears reasonable. He steps inside to look at it, and good salesmanship does the rest—a demand has been created and supplied.

You will notice it was the price ticket that took him inside. It cannot too strongly be urged upon those appealing to men's trade to place, when possible, price tickets upon each article.

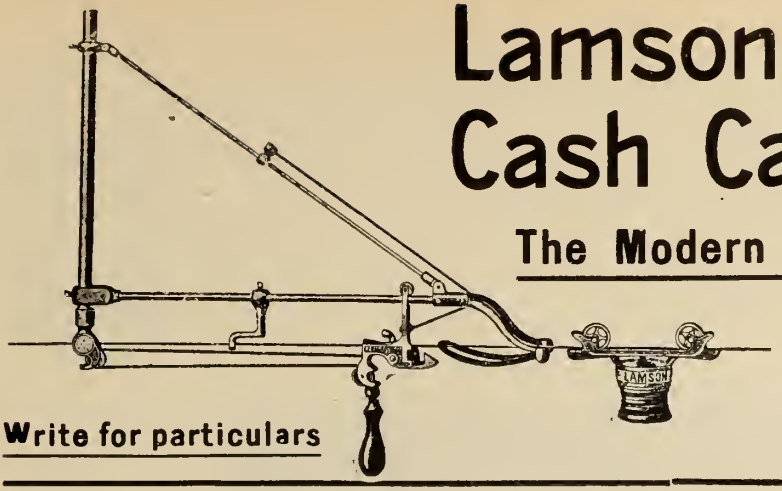


No. 2.

The wisdom of this course was recently brought forcibly to our notice through a conversation with a Toronto business man, who said that he wanted a hat, and had noticed in a prominent Yonge street dealer's window something that suited him, "but there was no price ticket on it," and he disliked going inside to ask prices, fearing it might be more expensive than he desired.

It is the price that tells—so tell the prices.

To be sure it will require some trouble, and occasionally a little expense, but it never fails to return an excellent dividend on any outlay of time or money expended.



Lamson Rapid Spring Cash Carrier

The Modern Labor and Money Saver.

Write for particulars

FREDERICK C. CUTTING,

73 Adelaide Street West, TORONTO.

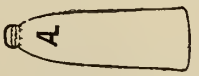
OUR TRADE A MARK — AUER LIGHT MANTLES LONGEST LIFE & BRIGHTEST — OUR TRADE A MARK

The Value of Annealing.

Annealing is the most costly step of mantle making—consequently a cheap mantle cannot be properly annealed—That is the reason a cheap mantle caves in like this if you lay it on its side, after burning off the coating—Try one—They injure your trade.



Mantles branded A are thoroughly annealed over pressure gas A—They fit the burner —They don't shrink—They stand up this way—They are reliable—They help your trade. —We are the sole manufacturers of A mantles. —Write us if you are interested.



Lowest prices on Mantles, Shades, Chimneys, Globes and Sundries.

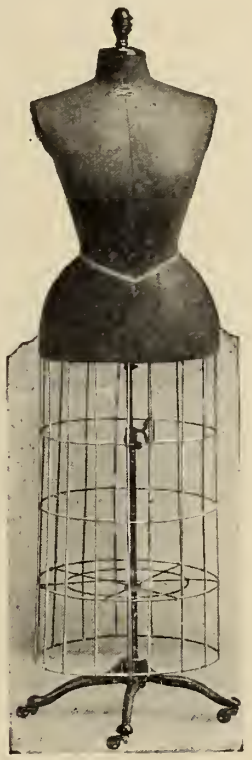
AUER LIGHT CO., MONTREAL.

YOU WILL PROMOTE YOUR OWN BUSINESS BY INSISTING UPON HAVING

THE

PALMENBERG FORM

(Patented September 15, 1903.)



Cloak and Suit Model.

For Manufacturers and Retailers

It is made in latest shapes, absolutely correct in style and measurements and is constructed so that operators in fitting a garment over it can determine the exact position of the center lines by grooves in front and back which can be readily felt through the material of the garment which is being fitted.

Arm-hole caps are made exact size and shape of human arm so that the distance from waist line to armpit can be determined accurately.

Of course this form, being the best made, is also indispensable to RETAILERS for their store displays.

J. R. PALMENBERG'S SONS

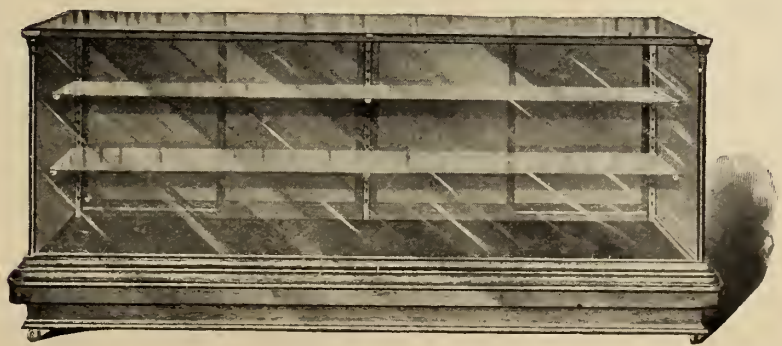
710 BROADWAY, **NEW YORK, U.S.A.**

(ESTABLISHED OVER 50 YEARS)

Factory: **89 and 91 West Third Street**

Manufacturers of Papier Mache Forms, Wax Figures, Finest Metal Display Fixtures, etc

The "Dominion" Goods



THE "CORONATION."

If we could show you what amount of thought has been expended, the labor and skill required to produce our patent "CORONATION" floor case, we are sure you would not fail to fully appreciate its very high quality and many desirable and superior advantages. EVERY DETAIL in its construction and composition has been most carefully considered and re-considered from the standpoint of ARTISTIC BEAUTY and EXCELLENCE, ATTRACTIVENESS and DURABILITY. REGARDLESS OF ANY PREFERENCE you may have, it will be to your VERY BEST interest to consult us when desiring to purchase FLOOR CASES, WALL or COUNTER CASES, BANK, OFFICE or STORE FITTINGS OF ANY KIND. Our goods are made of the VERY BEST materials, are designed, made and put together, and finished by HIGHLY SKILLED mechanics and artizans, and our prices ARE REASONABLE.

Designs and Estimates, Suggestions or Information cheerfully furnished to prospective buyers on application.

Send for beautifully illustrated catalogue, free for the asking.

The WISE man NEVER HESITATES but pushes right on to the BULLS EYE OF SUCCESS. Why not you, by BEAUTIFYING, IMPROVING and making MORE ATTRACTIVE YOUR store? By so doing you WILL DRAW a LARGER and PROBABLY BETTER class of trade, which WILL prove a grand and PAYING investment.

DOMINION SHOW CASE CO.,

N. R. Lindsay, Manager.

Phone Main 3611 **53 Richmond St. East, TORONTO**

THE ILLUSTRATIONS.

No. 1. A Christmas Linen Trim.—The standards are made from board 1x2 inches, and run from corner to ceiling-pole, to which they are attached, and each is trimmed with towels folded in a different design. Each section is five feet long and the lattice work at top is done with embroidered insertions. The arched section is done with quarter-inch basswood, bent to shape desired. The radiated designs are formed from half-inch lumber or stock boards upon which towels are pleated in fan shapes. The draped cylinders are trimmed with fringed towels folded in tiers, with the fringe hanging down.

rows of white, colored, and morning handkerchiefs. The stock is easily reached and replaced when sold, and the result is at least not commonplace.

No. 3. Ferris Wheel.—This design, while not new, lends itself nicely to display, being especially appropriate for handkerchiefs, collars, smallwares, dolls and toys. Around window top close to glass hang embroidered muslin in long loops; upon each loop lay a pretty lace collar to make the loop pointed. From front to rear suspend four rods gnd drape with loops of embroidery. Around window wall and background arrange four rows of tucked embroidery or apron lawns in overlapping flounces.



No. 3

No. 2. Nosegays.—Flat ceiling stretched over poles from front to rear and composed of embroidered insertion. Wall and window-back of white India lawn. Take two wooden circles forty inches in diameter and with strawboard form a cone top for each, and suspend to ceiling. Trim the edge with wide lace and shingle the top with dress shields. Find the centre beneath and draw a somewhat reduced circle on window floor and insert screweyes, running tapes from cones to floor, and trim with alternate

The wheel is six feet in diameter with eight-inch face, with laths for spokes, and a four-inch round axle. Make eight cars thirty inches long and ten inches square, and tack between the wheels. Wind the axle with cardinal ribbon, papered, and cover the edges of wheels with No. 9 ribbon, also treating the braces in the same manner. The cars can be filled with dolls, hosiery, smallwares or any desired line of suitable proportions.

TURNER ARC GAS LAMP



Newest Improved Method for Lighting Stores and Factories.

It is a 4 Mantle Arc Gas Lamp giving 500 candle power, costing only 1½ cents per hour.

Perfect illumination at smallest cost—half the cost of regular gas jets, one-third cost of electricity.

IT PAYS. IT PAYS. IT PAYS. to have your store well lighted. You can sell more goods.

The leading wholesale and retail stores in Toronto are using **Turner Arc Lamps.**

AMONG WHOM ARE:

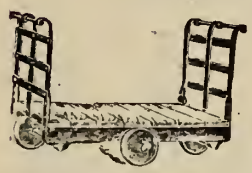
Gordon MacKay Co., Limited,	Wholesale Dry Goods
W. R. Brock Co., Limited,	Wholesale Dry Goods.
J. D. Ivey Co., Limited,	Wholesale Millinery.
F. Robertson & Co.,	Wholesale Fancy Goods.

Every Lamp sent out ready to fit up and guaranteed—Price, $15.00 each, 2 for $25.00.

TURNER BRASS CO., - 8 and 10 King St. E., Toronto.

TRUCKS

FOR WAREHOUSE AND FACTORY.



Save You Money.
Do Men's Work
Draw No Salary.

Our Trucks are guaranteed satisfactory. Turn in their own length.

MADE IN CANADA.

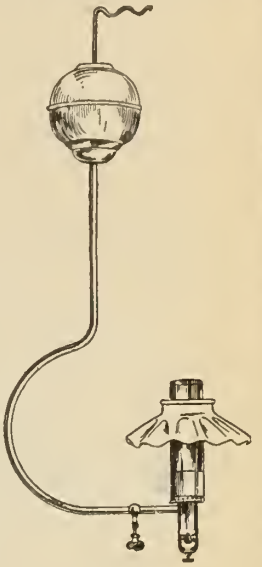
H. C. SLINGSBY FOR CANADA.

Factory, Ontario Street. Temple Building, **MONTREAL.**

The Auer Gas Lamp.

"TURNS NIGHT-TIME INTO DAY-TIME."

New Styles. Lower Prices.



Are you interested in a lamp which gives 100 candle power?

Are you interested in lighting your store brilliantly? You know it draws trade?

Are you interested in saving half of your bill for coal oil?

Are you interested in having the agency for a lamp which does this?

No. 28
100 Candle Power.

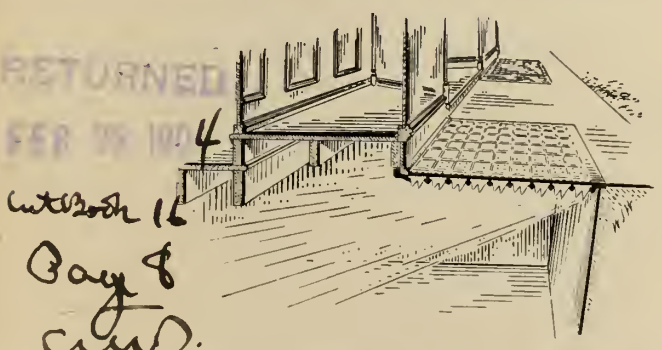
Then write for our Catalogue and Discounts.

EVERY LAMP GUARANTEED.

AUER LIGHT CO., 1682 NOTRE DAME ST., MONTREAL.

LUXFER
Sidewalk and Window
PRISMS.

The Best Improvement for Business Premises



Method of Installing our Standard Sidewalk Prisms.

SEND FOR CATALOGUE.

LUXFER PRISM CO., LIMITED

100 King Street West, TORONTO

Montreal Agency: F. T. Blennerhassett, 783 Craig St.

GLASS...

FOR

STORE FRONTS

We make a specialty of all glass materials for the latest, most up-to-date

STORE FRONTS AND INTERIOR DECORATION

WILL SEND DESIGNS.

LUXFER PRISM CO. LIMITED

100 King St. West, - TORONTO.

Montreal Agency: F. T. Blennerhassett, 783 Craig St.

Make a prominent display of

"PIT"

ON YOUR COUNTERS AND IN YOUR WINDOWS. IT WILL PAY YOU!

RETURNED



RETURNED

THE LATEST CRAZE
PIT
THE GREAT GAME

"Pit is it."
—N. Y. World.

"Pit is the most exciting of all games that have become popular fads."
—Boston Herald.

THE NEW GAME "PIT"

REPUBLISHED BY THE COURTESY OF A NEW YORK PAPER.

"PIT" is such an exciting game, so easily learned, so novel a fun-maker that EVERY COPY SOLD SELLS MANY OTHER COPIES. It is the most laughable and exciting game on earth. You do your customer a favor when you sell him "PIT!" He cannot get so much fun for 50 cents out of anything else in the world.

Special Canadian Agents.

NERLICH & CO.,

146-148 Front Street West,
(OPPOSITE UNION STATION.)
TORONTO, ONT.

FANCY GOODS

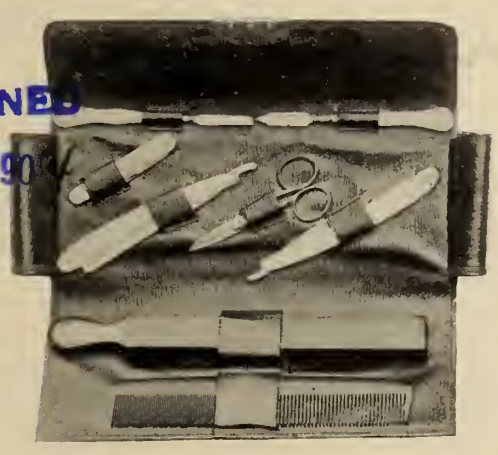
"IT IS PIT." There's a new game on the market and its success is assured. "Pit" is a game of the kind that takes so well at Christmas time, a game whose jollity and general good humor is far more suited for Michaelmas good cheer than those thoughtful, studied games which impose perfect quietness and close attention, and put a damper on the high spirits and fun that make Christmas what it is. As the name denotes the game centres around the "pit" or grain-market. All the grains come in and each has its value; everyone can learn it in a few



Cartoon from Boston Record

PIT IS "IT".

seconds and everyone likes it as soon as they learn it. If a player can stop laughing he is supposed to be talking "bidding," "trading." It is of the pillow dex style of game where every action and word means a laugh, and where rest must be taken between each game. Buy it and try it. The cut shows a game in progress, as viewed by The Boston



A Razor Case.

Herald, and from the writer's experience it is not exaggerated The game is sold by Nerlich & Co., Toronto.

* * *

All the travellers are now off the road, save those making short excursions from the supply houses. From now on wholesales will work night and day to fill orders, not only on account of the volume of trade done, but more on account of the slowness with which the raw materials or importations have come to hand. Much of the German goods were slow in coming forward, and this has greatly delayed the filling of orders. A source of much satisfaction to the trade is the quality of article demanded, particularly in leather goods. Lines which in other years have been bought either in small quantities or in cheaper material have taken well for this Christmas trade and wholesalers, retailers and consumers will be better satisfied.

* * *

Among the leather goods trade there is a conspicuous demand for travelling cases of different kinds, such as the complete outfits, razor cases, collar and cuff cases, writing cases, etc. The hand bag business has not fallen off, but with

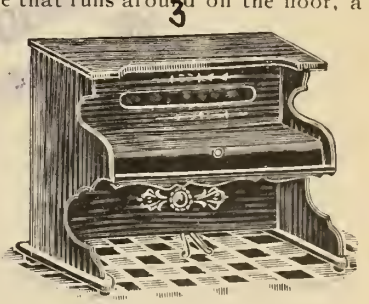


A Ladies' Card Case.

it there is a great sale of ladies' purses and card cases. The latter come in all leathers and fitted out with few or many compartments. Snake skin is the most expensive leather and its bright odd colors, combined with its cleanliness for handling with delicate gloves, has made it a prime favorite. Seals, walruses and sea bears are of course taking well and crocodiles are also included. In the more expensive card cases there are ticket and stamp pockets and compartments for small sums of money and papers, in addition to the calling-card pocket, the whole making a small conveniently-sized hand case.

* * *

Mechanical toys are the children's Christmas presents that are always sure to be enthusiastically received. A revolving or tumbling figure, a vehicle that runs around on the floor, a boat that moves in water, is of lasting interest to any child. This year the variety is enormous, the acts that are performed amusing an surprising, and yet with it all there is a reasonableness in price that brings them within the reach of the poorest. Automobiles are obtained for a very small sum, that when wound up will circle around the floor at a great speed, the horn blowing at the same time; tumblers and stilt walkers do their several acts; figures nod, wink and move their arms; Santos-Dumont circles around at the end of a bar, moved by a rapidly-revolving propellor; whales spout water and ships float around; and it is all done by the simplest clock work that will run for several minutes.



A toy Piano that can be played.

* * *

Make a special display of the fancy goods department for Christmas, as there is no department in the store in which there is more choice and more opportunity to effect a sale. Everything in it is suitable as a present, and the front of the store is none too prominent a position. Every taste and every purse can be satisfied from the articles in the fancy goods department.

HOLIDAY SUGGESTIONS.

THERE is one time of the year when, if only the right thing is shown in the right way, trading is easy, and the articles sell themselves The question of what shall I give for my Christmas presents is agitating most minds now, and part of the retailer's mission in life from now on is to suggest answers to this question. Not verbally so much as through his counter and store displays. Many women like to give something that is their own work, and novelties in fancy work are eagerly sought after.

To this class the fad for Indian bead work will strongly appeal. The interest in this class of work is on the increase, and bead luncheons and teas are being given in New York and



Loom for Bead Work.

other parts of the States at the present time. Indeed, this may be said to be the paramount form of fancy work over there this Fall. Once the loom is obtained it is so easily and quickly done that many articles can soon be made. The effects obtained are extremely good, if only the smallest amount of taste is exercised, and for those who are gifted with an artistic eye some really beautiful work can be done—neck chains, belts, girdles, bags, handkerchief pockets, change purses, watch bags, fobs and hat bands.

A good plan is to have one of your salesladies take a few lessons in this bead work and let her give demonstrations. Many looms will be sure to be sold, as the manner of working them is so simple that the idea is easily grasped.

The beads stocked have many fancy work uses this season, and all stores should have a supply. The old-fashioned crochet work with beads is again coming to the front, and bead-worked bags and purses in 1830 styles are now being made.

Another attraction from now until the time of the holiday rush is "the ready-to-burn" novelties. For those who have a certain amount of artistic skill there is a great deal of fascination in this class of work. The pyrographic outfits have been much improved, and for $2.50 an outfit can be bought that will give very good service, but of course the higher-priced ones are more effective. Within the last two or three years manufacturers have brought out a large variety of these "ready to-burn" novelties, including many useful articles on which designs have been drawn, thus enabling the amateur to produce very creditable work. Many articles are very suitable for Christmas presents, such as photo frames, key racks, match strikers and holders, smokers' tabourettes, etc.

It would not require a large investment of capital to put in a stock of pyrographic outfits and a selection of "ready-to burn" novelties. It is a suitable line for the present season and profits are good. The best way to introduce it is to have one of your clerks learn it or to have someone that understands it give lessons at your store. A pyrography class held at your store and all the materials used by its members to be bought there, but otherwise free, ought to be a good advertisement in more ways than one.

AFTER THE SHUTTERS ARE UP.

AN ad. in a recent Philadelphia newspaper attracted the attention of a bright gentleman out of employment, who evidently thought the $3 a week offered for "an experienced stenographer and typewritest" was a lot of money to pay for that class of work (?). Following is the letter, said to have been actually sent; and if so, we trust the recipient was led to see the folly of his ways:

"B" 293, Ledger Office:

Dear Sirs,—I beg to offer myself as an applicant for the position advertised in this morning's Ledger. I am a young man 37 years of age, having had a business experience of 23 years, being connected with the United States Embassy at Madagascar for some time, and feel confident, if you will give me a trial, I can prove my worth to you. I am not only an expert bookkeeper, proficient stenographer and typewriter, excellent telegraph operator and euridite college professor, but have several other accomplishments, which might make me more desirable than ordinary mortals. I am an experienced snow-shoveller, a first-class corn-husker and peanut-roaster, and have knowledge of removing superfluous hair and clipping puppy dogs' tails, and a medal for reciting "Curfew Shall Not Riag Tonight." I am a skiful chiropodist and a practical farmer, can cook, take care of horses, crease trousers, open oysters and repair umbrellas, and am also the champion tobacco chewer of Pennsylvania, my spitting record being 39 feet 6 inches.

Being possessed of great physical beauty, I would not only be useful but ornamental as well, lending to the sacred precincts of your office that delightfully artistic charm that a Satsuma vase or a stuffed billygoat would. My whiskers being luxuriant and extensive, my face could be used as a door-mat, pen-wiper or feather duster. I can furnish high recommendations from Chauncey M. Depew, Jacob S. Coxey, Kaiser Wilhelm, Capt. Clark, the Prime Minister of Dahomey, the Dog-Catcher General of Timbuctoo and the Akoond of Swat. As to salary, I would feel that I was robbing the widowed of bread and swiping sponge cake from the orphaned if I was to take advantage of your munificence by accepting the fabulous sum of $3 per week. I would be entirely willing to give my services for less, and by accepting $1.37 it would not only give me a clear conscience, but would also give you an opportunity of increasing your donations to the church, pay your butcher's bill, keep up your life insurance, found a home for fly-paper salesmen and endow a free bed in the cat home. Really, old man, your unheard-of charity borders on the supernatural, and to the ordinary mind appears like reckless extravagance. I can call to see you any night after 11 o'clock, or can be seen any Sunday morning in the loft of our church (Broad and Dock streets), where I am at present employed as first assistant organ blower and understudy of the janitor.

Hopefully yours,

"SOCRATES MCGOO."

P.S.—Now, honestly, what kind of a man do you expect to get for $3 per week? Do you want one made of tin, or would a nice, juicy, newly-laid putty gentleman fill the bill?

S. McG.

* * *

"What is your rule of business—your maxim?" we ask of the Wall street baron.

"Very simple," he answers. "I pay for something that I can't get with money that I haven't got, and then sell what I never had for more than it ever cost."—Pittsburg Dispatch.

* * *

"This is a good bill," said the lobbyist. "Why won't you vote for it?"

"I have conscientious scruples that prevent me," replied the legislator.

"Come off! When did you ever get those things?"

"I've always had conscientious scruples against doing something for nothing."—Philadelphia Press.

"The Bargain-Counter Supply House."



Send for a List of Business Booming Specials

Holiday Novelties, Fancy Goods, Mirrors, Stationery, Smallwares, Jewelry, Notions, Printing.

"All of our lines" are eye-catching arguments that bring business.

G. A. WEESE & SON,

Wholesale Jobbers, 44 Yonge St., Toronto.

Your Goods

are valuable, therefore use good wrapping paper. Our brown and manilla wrapping paper is the kind that can be depended upon to protect the parcel. It is tough and strong.

MADE IN CANADA

BY THE

CANADA PAPER CO.

Limited.

TORONTO, MONTREAL and WINDSOR MILLS, QUE.

DRY GOODS NOVELTY.



THE

Ingersoll

American Watches.

RETAIL PRICES, **$1.25 to $2.50**

ARGUMENT.

We now offer a practical time piece for the Dry Goods Trade of Canada, and base our statement upon the following:

First—It is absolutely guaranteed to keep accurate time.

Second—It stands rough usage and does not get out of order easily, **makin it the only watch for dealers outside of the jewelery trade to handle,** and also making it a practical one for sportsmen, boys and all men who give a wateh hard usage.

Third Its low price and high quality insure a tremendous sale, which we further augment by furnishing many handsome advertising devices for your store.

Fourth—Last but not least, these watches offer a **handsome profit.** Price cutters are not supplied.

Sold by several leading Dry Goods Jobbers of Canada. We will tell you who they are upon request.

Trial Offer—To any Dry Goods Dealer who will write to us upon his **business letter head** and inclose 75c. we will send a sample watch (duty not paid) and our catalogue, so that he can test its accuracy and durability.

INFORMATION ON REQUEST.

ROBT. H. INGERSOLL & BRO.

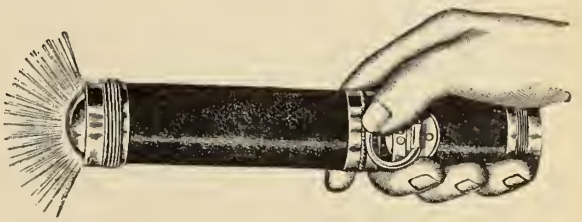
51-53 Maiden Lane, - - - NEW YORK, U.S.A.



"Ever Ready" Electric Candle.

Wake up!

Sell Electrical Novelties



"Ever Ready" Electric Flash Light.

What others have done and are doing with much profit, you can do. Novelties, especially Electrical Novelties, smarten up trade. Best of all, they multiply profits.

THESE NOVELTIES ARE NOT TOYS.

They are eminently useful, and they are practical. For Xmas trade they are ideal. They appeal to gift givers, and please those who receive them.

Write for our illustrated catalogue with trade discounts.

Branches

London, Eng.	Chicago, U.S.A.
Sydney, Australia.	Paris, France.
New York, U.S.A.	Berlin, Germany.

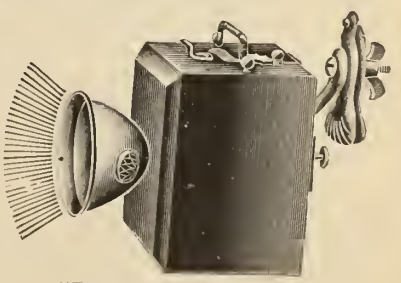
American Electrical Novelty and Mfg. Co.

232 St. James St., MONTREAL.



"Ever Ready" Electric Clock.

"Ever Ready" Trade Mark.



"Ever Ready" Carriage Lamp.

GEO. H. HEES, SON & CO.
LIMITED

HAVE IN STOCK NEW ARRIVALS OF

Cushion Tops. **Lace Panels for Doors.**
Bobbinet and **Muslin Curtains, our own make,** New Designs.
Lace Curtain Materials, all kinds.
New Patterns of Tapestry Curtains and **Table Covers.**
New Patterns of Chenille Curtains and **Table Covers, our own make,** at Special Prices.
Silk and **Cotton Velours,** plain and new fancy designs.
Couch and **Furniture Covers,** new designs from **our own looms,** and also latest attractions in Imported Lines of these goods.

Lace Curtains.

We make a specialty of Lace Curtains, and carry in **stock ready to deliver** an immense quantity of these goods, from **20 cents** to **$30.00** a pair. Having bought many of these saleable goods before the advance in price, we are giving the benefit to our customers. Please compare our Lace Curtains and prices and you will find it to your advantage to buy from us.

Window Shades, Curtain Poles and Fixtures, Brass and Metal Goods, and a Full Stock of Upholsterers' Supplies.

N.B.—We sell these goods at a price that affords the RETAILER LARGE PROFITS.

MONTREAL WAREHOUSE,
No. 20 St. Helen St.

GEO. H. HEES, SON & CO.,
LIMITED,
TORONTO, ONT.



CARPETS.

THE IMPORTANCE OF EXPERIENCE.

WHEN a store contemplates the opening of a carpet department, there is more than the amount and style of stock and the arrangement of the goods to be well considered. After all these things are most carefully provided for, after assurance is felt that the season, the patterns and colors, the custom of the store, ensure a successful business in this branch, there is still one point that is just as important as everything else, and that is the man in charge of the department. So much does the manager count, that as soon as the inauguration of this branch is decided upon, before much else is considered, a man of experience, a man who knows his goods and all branches of it, should be chosen.

The plan that many merchants adopt of first laying in and arranging the stock to suit themselves, and then procuring the services of the man to manage the stock, is unsatisfactory in the end to both proprietor and manager. The experience of the salesman is of the most value in the buying and the arranging of the stock, and no man should attempt to buy without having had some experience. The salesman who knows can save many a dollar in the buying, and can select quantities and qualities with far greater judgment and final saving than the proprietor who does not know carpets, however well he may understand the buying in every other line handled in a dry goods store.

In the arrangement of the stock, it is simply impossible for an inexperienced man to economize space or consider convenience as he should. The experienced salesman can make use of the hundred and one little ideas that, when used, save half the space, lifting, and handling, and when not used, will tell on the appearance of the goods, and the wear and tear on both carpets and clerks. In addition to this, most experienced salesmen have certain plans in the arrangement, to which they are accustomed, and which save them many steps and moments of thought. To necessitate the change of their habits to conform with the ideas of another, whether he has had experience or not, will only mean a waste of much valuable time, and the uncalled for expenditure of much energy.

There are many reasons too, why the buyer should also be the seller. By the inspection of the samples shown by the different supply houses, he gets an idea of the popular colors and styles of pattern, of the varieties shown, of any changes in price, and of the respective merits of the different mills. For selling the goods, and for re-ordering, such knowledge will be found of the greatest advantage. The ability to inform a customer that a desired color is not among the new samples, or the knowledge of where a certain type of pattern may be obtained, are matters that are worth considering. In conversation with the travellers, many items of information or bits of news can be picked up that can be used to advantage.

However, it is not alone in the buying and placing of the stock that the experience of the salesman has such a great effect upon the success of a carpet department. The clerk who is the most effective salesman in some other department may not be of any use among carpets, and it is safe to say, he will not be. Any customer, however ignorant, does not take long to fathom the depth of knowledge of the stock possessed by the salesman, and once given the idea that that knowledge is not great, there quickly follows a prejudice against stock, store and salesman. Every prospective buyer readily observes and appreciates a perfect understanding of carpets in the clerk, and not only forms a higher estimate of the goods, but is more inclined to buy, if the clerk can tell at a glance the respective merits of two rolls, or of two kinds of carpet. If the salesman's judgment cannot be trusted, the customer loses confidence in his own judgment.

There are ways of handling a customer in a carpet department that prevail in no other part of the store, and only the experienced carpet man can use them. Little tricks in the showing of patterns, in the giving of information, in the support of certain colors and patterns that are known only to the carpet man, effect many a sale. And there are numerous things to know about the best way of showing rolls, mats, rugs, etc., and the best light to use.

Few customers enter a carpet-room with a preconceived idea of what they want, and unless assistance can be given them by the salesman much time is consumed and unnecessary wear and tear on the rolls. The experienced salesman knows how to save much of this by inquiring size, position, use, and prevailing tone of the room, and then applying his practical experience to the solution of the problem as to what carpet would be best. Customers are better satisfied with results and impressed with the knowledge possessed.

The merchant whose stock does not warrant a special salesman should, nevertheless, educate himself to make the best of the experience he gets, and to conceal his ignorance from his customers. Points can be gathered from trade newspapers, travellers, from an inspection of other stocks,

and attention to the methods of other salesmen. But if a sufficiently large business can be done to pay for the services of an experienced man, it will be found to increase the efficiency of the department to an extent few merchants would believe.

CARPET FACTORY AT DUNDAS.

THE Empire Carpet Co., which was burnt out in St. Catharines a few months ago, is shortly to commence business in Dundas, Ont. A by-law recently submitted to the rate-payers of that town has granted a loan of $10,000 to the company for a period of ten years, at four per cent. interest, by a vote of 451 for and only 12 against.

The carpet company will take over The Ontario Felt Company's premises at $10,000, and instal a plant valued at $17,000, expert appraisers being chosen by the town to decide upon the value. The factory will start at the beginning of 1904, with not less than forty hands during the first six months, and this must be increased to fifty during the balance of the ten years. All employes must reside in Dundas. The company pays school and water taxes, and, by the hands brought to the town, will no doubt be a benefit to Dundas.

In St. Catharines the company manufactured union and wool carpets, art squares, Axminster and Smyrna rugs.

WALL PAPER.

MAKING SUGGESTIONS.

THERE is more for the wall paper merchant to do than to simply show the papers he has in stock in a mechanical way. His experience should render him invaluable to the buyer, and he should not be backward in proffering it. What would a patient think of a physician who, after diagnosing the case, asked what medicine the patient preferred to use.



No. 1493. An Attractive Wall Paper for Dining Room, Hall or Library. Made in Canada by Stauntons Limited, Toronto.

The dealer should first find out for what room the paper is sought, and after enquiring about light and the other points which must be considered in choosing color and pattern, he should offer his advice, whether solicited or not. Wall paper is different from anything else, in that it is chosen in such a different position and light from the conditions when hung, that the buyer is very often apt to be favorably impressed with a style that would be very unsatisfactory when hung. Handling so much of it, the merchant knows of this, and can prevent the spoiling of many a room by a few timely suggestions.

A customer, when selecting wall paper, is seldom decided upon what he wants, and welcomes the assistance of the merchant. Of course the customer has tastes which will make him refuse certain papers however suitable they may be, and these preferences should be considered, but in almost every case the preference can be satisfied and at the same time a really suitable paper be sold. The dealer cannot say that a certain paper chosen by the customer would be very bad taste, but he could show that there are a few qualities of that paper which might injure its value for the particular room, and at the same time draw attention to another paper as similar as possible to the one chosen, but possessing more fully the qualifications required in that room. The imperfections of a paper can be pointed out without offending the customer.

A further point that makes it important that the merchant should help the customer is the fact that a badly-chosen paper on a wall makes those who see it feel that the one who sold such a paper does not know his business. A paper which suits in every way the room in which it appears is the best advertisement the merchant can have, so it behooves him to do his best to see that the paper is the best that could be had.

A NEW WALL PAPER FACTORY.

MR. R. E. MENZIE, formerly well known as a manufacturer of window shades, art furniture, etc., is opening a wall paper factory in New Toronto. For a number of months he has been purchasing first-class machinery in the United States, and with the plant of two large factories has equipped his new mills for the manufacture of a full line of wall papers. A United States exchange says that the machinery bought makes up the largest transaction of its kind that has taken place in several years.

The factory is now almost in running order, but Mr. Menzie does not intend to push actively into the market until next Spring, although a full range of samples has been set up in the Toronto offices, on King street west.

WALL PAPER MANUFACTURERS

You want Wall Paper that will sell quickly — bring a good profit — please your customers—and be an advertisement for you when hung.

The trade say our goods fill these requirements. Why not give us your order and get the results you are looking for?

STAUNTONS LIMITED
FORMERLY M. STAUNTON & CO.
TORONTO
944 YONGE ST. CANADA

DOWN COMFORTERS,
WOOL COMFORTERS,
COTTON COMFORTERS,
BED PILLOWS,
WHITE CUSHIONS,
COSIES, MUFF BEDS, Etc.

FANCY CUSHIONS.



FANCY COSIES.

Price lists on application.
Feathers Bought

THE TORONTO FEATHER & DOWN CO.
74 KING ST. WEST, TORONTO. Limited.

December Department Leader in
Cotton Comforters

We offer 100-DOZEN "PURITAS" Comforters

Covered in American Silkoline, choice designs and colors. Mill orders called for 60 in. x 72 in., but finished slightly under 72 in. in length.

Regular Price, - $15.75
Job Price, - $12.90
} Grade New York

Put up in bales of one dozen.
No charge for baling.

ORDER NOW. IMMEDIATE DELIVERY.

THE ALASKA FEATHER & DOWN CO., Limited
MONTREAL.

CURTAINS AND DRAPERIES.

LACE DOOR PANELS.

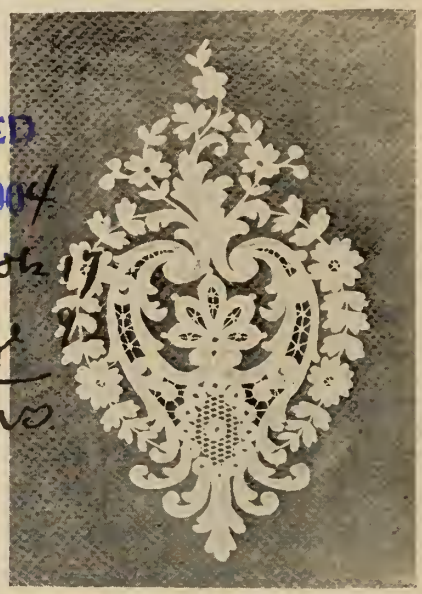
THERE have been, from time to time, a great variety of methods of curtaining the front door glass, and until the last year or two there was no settled style, but each woman used what suited her taste. Of late, however, nine out of ten doors are finished with the lace panel.


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and

Nottingham Net.

That something is necessary to take off the plainness of the sheet of glass required for lighting the hall, as well as to close off the hall from the outside gaze, is certain, and nothing satisfies both these requirements so well as the lace panel. The old draped curtain was too elaborate in its folds and draping for the entrance of a house, being in form very much like that of the living or drawing-rooms. The decoration of a hall is properly plain, and designed more or less in straight lines. Thus it is the straight lace curtain is more suitable for the front door which opens into the hall.

These lace panels can be obtained in all styles of patterns and in the regular curtain fabrics. The cheap Nottingham costs very little and is very attractively gotten


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and

Irish Point.

up, and from this up there are all prices and sizes. Some beautiful Irish point panels in neat distinct patterns are shown and have caught on with the trade. With the great variety of shapes of door glass there must, of course, be a large number of sizes and shapes of patterns, some being long and narrow, and others round, some large, and some small.

BEDDING AND FEATHER GOODS.

"THE WITCHERY OF SLEEP."

SLEEPLESSNESS is a condition of poverty, both mental and physical. As one suffers through an occasionally empty purse, so one suffers both physically and mentally through occasional lack of sleep. Utter destitution pecuniarily can far better be borne than the destitution of sleep.

Our power to work is intimately related to our ability to sleep, and there is no more reliable indication of sound health than the capacity to sleep naturally.

Deprived of the nightly restoration of potential energy, the brain grows weary, and one's whole mental and physical vigor becomes impaired. Persistence in striving to work under these circumstances only encroaches upon that fund of reserved force to such an extent as to lead eventually to total nervous and physical bankruptcy.

Everything requiring mental exertion should be laid aside before dinner, and the evening entirely devoted to recreative enjoyment. Above all, avoid irritation; cultivate cheerfulness and a happy, contented mind; do not bring business cares home to jar the household. Drop them.

If you have anything on your mind, from a sonnet to a soup, "make a note of it." It is less nerve expense to use a paper tablet than to use the brain tablet.

Avoid being tense. When you think, use the brain alone. You cannot have repose of mind without repose of muscle.

Beware of the poison of over-fatigue; it spells danger. Rest is its only antidote.

An uncomfortable bed will induce insomnia in the healthiest, serenest person. Indeed, it is more often the cause of sleeplessness than any other known. An absolutely even, cool, elastic surface, springy yet firm, is the necessary quality of a good bed, and one of the greatest aids to sleep.

One that is non-absorbent of moisture or emanations of the body, that is clean and healthful, and not heating, is the great desideratum, and of such an one I shall have more to say later.—Copyrighted.

EXTENDING THEIR PREMISES.

THE Alaska Feather & Down Co. of Montreal are adding a curing room, 122 x 60 feet, to their already extensive feather department. The great scarcity of feathers during the past year has compelled the importation of large quantities of China and Japanese feathers, and these are always very difficult to clean, so as to remove all trace of odor. The ordinary process of washing, steaming and baking will remove this odor temporarily, but only a complete air-curing will permanently deodorize them. The new addition to the Alaska plant provides six rooms, each 20x60 feet, with a curing capacity of 2,000 pounds of feathers for each room, and these are constantly supplied with a current of cold, pure air.

This firm's business in feathers has grown to the enormous turnover of three hundred thousand pounds of feathers and down during the past year, and when the new addition is completed they will have one of the most complete feather plants in the world.

A. R. BURROWS & CO.

—Manufacturers of—

Rug Fringes,
Carriage Fringes and
Carriage Dusters

GUELPH, ONT.

Write us for Samples and Prices.

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of . . . .

CHENILLE CURTAINS
AND
TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART
27 Front Street West, TORONTO

SPRING 1904

Wholesale Dry Goods

MONTREAL SAMPLE ROOM,
210 St. James Street.

For the DRY GOODS trade ONLY

We exchange ***Cash*** for the products of the best ***Cotton*** and ***Woolen*** mills: ***therefore*** our ***prices*** must be of ***advantage*** to you.

Our buyers visit all the great ***Centers*** of ***fashion: therefore*** the ***styles*** we offer are the ***latest*** and most ***desirable.***

See our travellers' samples and be ***convinced*** of these facts.

Your ***orders*** will have our best attention, and our ***goods*** will give you the greatest ***satisfaction.***

P. GARNEAU, FILS & CIE.

QUEBEC.

DECORATION.

PLAIN FURNISHING.

By an English Decorator.

TO furnish well, begin upon the empty room, and decorate and furnish it upon correct æsthetic principles. Harmony and brightness of color and repose of furnishing would be my motto. I would cover the walls with a plain cartridge (or ingrain) paper in a pale straw color or old ivory tint, with a decorated frieze to match, in the tone of the ground color. The ceiling I would put in pale pink, with a light border in applique relief of renaissance tracery, enlivened with gold. If the house belonged to the occupant, I would advise for carpet a solid filling of velvet or axminster in Pompeian red, cut to fit the outline of the floor, as it would be laid to stay. But if the occupant were only a tenant, who might soon have to take his mutilated carpet to another house, where it might not fit, I would recommend the use of denim in Pompeian red, which costs only about 1s. 3d. per yard, as an inexpensive foundation for a fine rug, having a plain old-rose centre with polychromatic border.

Having thus secured a reposeful foundation for the furnishings, I would choose those of a kind that would harmonize in size and style with the importance of the apartment of the house itself. For a moderately-sized parlor, a three-piece marquetry suite in mahogany, not following too closely the lines of any given style, but more nearly Sheraton than anything else. The arm and side chair may be upholstered in straw-colored silk brocade and the divan in green brocade. The other furnishings will include a table, cabinet, piano music cabinet, tabourette for palm and a lamp.

The pictures should be well-chosen photo reproductions of celebrated paintings, artistically arranged upon the walls. The easel, piano lamp and pedestal might be dispensed with, and instead I would use a couple of the very comfortable Morris chairs, so that guests might have something in the way of solid comfort to sit upon. This much furniture will suffice for the average parlor and allow sufficient space in which to move about.

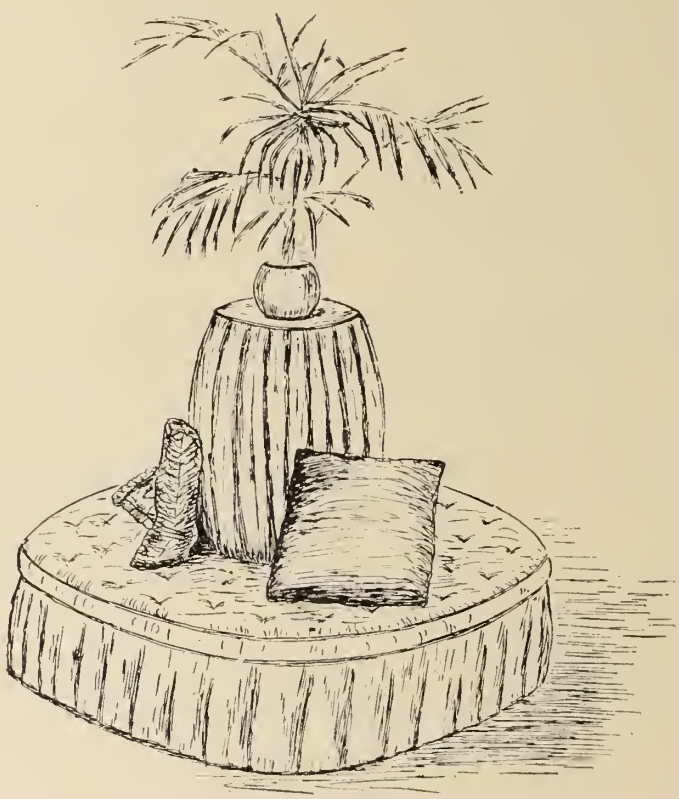
The draperies of doors and windows may be in striped flax velours, of a dead red-rose color, to harmonize with the carpet, and the color of the walls will neutralize any too great intensity of red in the room. On the windows I would also use for full length sash curtains plain Swiss net, with or without frill border.

Such furnishings, devoid of ornament for the most part, will give a sense of size and repose to the apartment that will be found very agreeable, and the color harmony will exhilarate and soothe the spirit, producing that most desirable of all effects in furnishings, a sense of enthusiastic rest.

A CIRCULAR SEAT.

THE centre table has become a thing of the past and has taken its proper position as a useful rather than an ornamental article. In large rooms, without a centre table, there is sometimes a feeling of vacancy that is disagreeable. To prevent this, and to supply an article of real decorative value as well as one of use, the centre seat shown is of great service.

Inexpensive and simple of construction, and yet concealing its cheapness, it can be built and used by any housekeeper, and should form a valuable stock-in-trade for the decorator, whose business it is to supply the best ideas in stylish furnishings. In the reception-room or hall, the drawing-room, the sitting-room and the den, there is very often an opening for such a seat, which, if filled, would add much to the artistic appearance of the room, and its comfort cannot be denied. The framework of the seat itself consists of two circles of wood with connecting pieces and six legs. The back is simply a barrel, padded and covered.



A Circular Seat for House or Store.

Not only is this seat of service in the residence, but merchants will realize its value as a seat and ornament in any open space in a store. The woman who shops needs a rest, and the inviting repose of this circular seat would be a boon to her. The seat and flower would be a means of beautifying the interior also, and the simplicity of construction places it within the reach of every store. The chair as a resting-place possesses disadvantages on account of its lightness and the room a few of them occupy, whereas this seat cannot be moved from its position, and will accommodate half a dozen women.

TO WIDEN A WINDOW.

There are many rooms in a house in which the windows, by some carelessness on the part of the architect or lack of taste in the landlord or owner, have been made too narrow for the size of the room, that is, out of proportion in appearance. Such a window presents difficulties in the draping of it, which few decorators seem to know how to overcome. A narrow window opening in a large wall surface will often interfere seriously with the scheme of decoration, and it is part of the decorator's duty to overcome this fault.

The modern style of straight draping is very unsuitable for narrow openings, as it accentuates the narrowness by making the opening appear higher. Curtains caught back in the centre, and a short overdrape by breaking the perpendicular lines, will make the window appear shorter and thus wider. But the best plan, and one that employs the straight draping if required, is to have the curtain poles wider than the window and to drape the curtains from this.

The W. R. Brock Company, (Limited)

MONTREAL.

HOLIDAY GOODS FOR DECEMBER.

We are now opening out light fabrics in Dress Goods for house wear, including **Violes**, **Eolians**, **Crepe de Chines**, **Japan Silks**, and fancy **Blouse Silks.**

We can fill your orders for our famous "**Sunbeam**" **Velveteen** in black and colors, and in all qualities for costumes.

We are showing a great variety of useful Xmas presents, such as men's, women's and child's **Lined Kid Gloves**, **Silk** and **Linen Handkerchiefs** and **Knitted Wool Goods.**

A clearing lot of **Ladies' Xmas Blouses**, cream with white stripe, pearl button trimmed.

Clearing a manufacturer's stock lot of **Child's Cashmere Dress Costumes** (beautifully trimmed), to clear in small lots at half price.

BEST THINGS FROM THE MAGAZINES

CHAMBERLAIN'S POLICY IN A NUTSHELL.

[From IXth Century and After.]

THE essence of Mr. Chamberlain's scheme is neither protection, nor reciprocity, nor retaliation, but the consolidation and unification of the Empire. It is founded on the proposition that in order to give preference to the Colonies we must tax food.

The proposal then is not to tax raw materials but to tax food, and in such a way that the tax on food would not add to the cost of living in this country. Mr. Chamberlain would, in the first place, impose a low duty on foreign corn, and no duty at all on corn coming from British possessions. The duty upon foreign corn would not exceed 2s per quarter, and maize would be exempt from duty because it is used by farmers for feeding stuff. He would make the duty on flour such that it would be a substantial preference to the British miller. He would put a tax of about 5 per cent. on foreign meet and dairy produce, but he would not tax bacon because it is largely used by the poorest of the population. He would give a substantial preference to our colonies upon colonial wines, and perhaps, upon colonial fruits. Against these imposts he would take off ¾ of the duty on tea, and ½ the duty on sugar, and he would give a corresponding reduction on cocoa and coffee. If the whole of the new duties were paid by the consumer, Mr. Chamberlain estimates that the net result of the new duties imposed and the old duties repealed would be, that the agricultural laborer would be ½ a farthing per week better off, and the artisan would be neither better or worse off. The whole of the duties would not, however, be paid by the consumer, and the agricultural laborer would, in fact, gain twopence per week, and the town artisan 2½ pence per week. The treasury would loose about £2,800,000 per annum, and Mr. Chamberlain would make up for this by putting a duty on all manufactured goods not exceeding 10 per cent. on the average, varying with the amount of labor employed in the manufacture. The object in imposing a higher duty where much labor is employed, would be to secure for this country the kind of manufactures which employ the largest amount of labor here. A duty of 10 per cent. on manufactures he estimates would bring the Exchequer at least nine millions a year, and ⅓ of this sum would go to make up for the loss suffered by the Exchequer in remissions. The remainder would be employed in reducing other taxations.

To the proposed remission of half the existing duty on sugar it is objected that the sugar duty was imposed as a war tax which ought now to be repealed. But a tax on foreign sugar has always been in contemplation as a means of breaking down the bounty system, and under the Brussels convention a countervailing duty must be placed on all bounty-fed sugar in the future. The proposed remission of three-quarters of the duty upon tea will be a saving, though a doubtful blessing, to the working classes who already consume too much of it. In the tea duty might be found some compensating preference for India, but it cannot amount to much seeing that out of 294½ million pounds imported last year only three million pounds were from countries other than British possessions. The most that India can hope for in this connection is that the reduction of the duty will increase the consumption of the better class teas. And that may be no inconsiderable advantage in the long run.

CO-OPERATIVE STORES IN CALIFORNIA.

A WRITER in Out West says that there are in California to-day no less than 52 local stores organized on the co-operative plan, a growth of the last seven years. The first store was started with a capital of $10 in cash and $14 in produce. The capital on January 1 last was $20,000 and the gain in business larger in proportion than the increase in capital.

THE COUNTRY MERCHANT COME TO TOWN.

"THE Country Merchant Come to Town," is the title of an article in World's Work for November. This article summarizes the result of 50 years of evolution in the character and business of the country merchant. He has tired of having the market brought to him in sample trunks. When he went to the city in days gone by it was solely to buy goods. Now he seeks ideas as eagerly as he eagerly as he seeks merchandise. Country customers are not slow to profit by his new ideas, and while they are pluming themselves on having the nicest things from the city, the merchant is filling his pockets with filthy lucre.

CANADA'S TIMBER RESOURCES.

IN The Canadian Magazine for November, E. Stewart, Superintendent of Forestry, says that the comparative scarcity of timber which now prevails must necessarily increase with even greater speed than in the past. The great increase in the use of brick, stone, iron and cement in structural works and of coal for fuel has not decreased the use of wood. The manufacture of pulp and cellulose alone is now consuming immense quantities of spruce and other woods. A timber famine is bound to be the outcome if timber-producing countries do not commence to husband their forest wealth, of which many seem to be oblivious. In the northern hemisphere Canada is rapidly becoming the only country that can afford to export timber. Russia, Norway and Sweden also possess it in excess of their manufacturing requirements. Canada has an area of timbered land of no less than 206,000,000 acres, which means in the first case a revenue of $532,000,000 to the State. In view of the fact that the eyes of the world are turned to Canada for its future supply of timber, she should pursue a forest policy tending to maintain this supply in the future. With the days of world scarcity not far distant, Canada, in the opinion of Mr. Stewart, will be wise to carefully conserve this as her most valuable asset.

THE WATSON FOSTER Co LTD MONTREAL.

THE DEALER WHO HESITATES

TO FULLY PREPARE FOR NEXT SEASON'S TRADE

IS

MISSING HIS CHANCE AND WILL HAVE

LOST

THE OPPORTUNITY TO REAP
EXCEPTIONALLY PROFITABLE RESULTS.

WE BELIEVE THE DEMAND FOR A BETTER CLASS OF WALL PAPERS NEXT SPRING WILL BE SPECIALLY IN EVIDENCE. . . . . WHILE FAVORITE PATTERNS OF EFFECTIVE CHARACTER ARE FAST DISAPPEARING FROM SAMPLE, YET OUR LINE IS STILL VERY ATTRACTIVE AND WE WILL EXPRESS SAMPLES FREE ON REQUEST, OF ANY OR ALL GRADES.

DEC. 1903

WALL PAPERS

WHITE GOODS

THE date when first deliveries of ladies' and children's whitewear for Spring, 1904, is due, is December 15. But it is very improbable that all orders will be shipped on time as, coupled with the fact that orders are much larger than those placed a year ago, is the fact that manufacturers are still somewhat hampered by the lack of competent help, although the conditions in some instances are not as acute as they were. Those retailers who were dilatory in placing their Spring orders will have to exercise a little patience before they get their goods. The fact that deliveries will be retarded will only inconvenience those firms that intend to hold January whitewear sales, as the time for brisk selling in whitewear is when the warmer weather commences. As Winter weather in most parts of the Dominion is too severe for the universal wearing of white cotton underwear fine flannel or flannelette is usually substituted by the majority of women.

* * *

It is a matter of wonder that some progressive manufacturer does not put on the market a line of Winter underwear made from some of the new unshrinkable flannels, as they seem to have all the properties to make them popular for Winter wear; and the fact that they are unshrinkable should be a great point in their favor. That they are rather high in price might be offset by the use of fancy machine stitches as a trimming and by the absence in elaboration in their make-up, as the material is not one that calls for much ornamentation.

WHITE PETTICOATS FOR DRESSY WEAR.

ONE new feature this season is the return to favor of the white washing petticoat for wear with the evening toilette. For some seasons past the silk petticoat has had no rival, but there is quite a call at present for the neglected wash skirt.

The materials used are of the finest and sheerest—handkerchief linen, batiste, nainsook, etc.

These petticoats are lavishly lace trimmed, and are frothy, foamy-looking affairs, as besides ruffles and frills they are liberally trimmed with lace inserted scrolls, of which the lover's knot is one of the most favored, medallions, etc.

Sometimes all the lines of the petticoat are of lace insertion, and boquets of lace are appliqued on to the flounces.

To hold out these skirts about the feet in the present day style, a flounce of white or pale tinted taffeta to match the gown is buttoned on underneath, and in the attempt to get the full, fluffy effect so much desired, the knee-flounce is often superceded by a number of small lace-edged frills.

PRINCESSE EFFECTS.

PRINCESSE effects are still very popular, particularly with the better class trade, and not only are the double garments—corset cover and skirt seen, but also a triple garment—consisting of corset cover, skirt and drawers is shown. These are all fastened into the one yoke, but it seems to be rather too intricate a garment to meet with popular favor. On the very finest of these garments, as on the skirts, such laces as Valenciennes, fine torchon, point de Paris, etc., are much used, but when intended for ordinary wear embroidery and cluny is very much favored.

GOWNS.

A GREAT deal of elaborate tucking and lace trimming characterizes the newest gowns. The Empire gown, cut square at the neck and with the pagoda, or, newer still, the sabot or wing sleeve, is the most fashionable style. These sabot sleeves have no seams and are open up all their length.

Night dress yokes follow the 1830 styles, and are plain and flat, finished with a frill, Bertha fashion. Quantities of both embroidery and lace insertions are used on gowns. The stole or tab effect is something new when applied to the neck of a gown.

What is known as broderie Anglaise, but which is in reality the old-fashioned Madeira work, is much used on high-class imported gowns.

CORSET COVERS.

AS transparent effects are by no means out of date in blouses, the new corset covers are very ornate, and are for the most part of cambrie or nainsook and Valenciennes lace.

Some of the prettiest corset covers are en suite with the other lingerie worn, and these sets are to be quite a feature of the Spring whitewear displays.

For the high-class trade corset covers are shown in wash silks, both in white and pale shades. These are expected to take well as a colored lining is demanded by many of the materials that will be worn next Summer.

A WHITEWEAR WINDOW.

A SEASONABLE idea for a pretty whitewear window was noticed this last month. An up-town store had a window dressed with dainty little frocks and coats for children from one and a half years to two or three, and an attractive card in their midst announced that they were intended for Christmas presents. Now many people do not like to spend a large sum for toys that however expensive in these days seem to be broken as soon almost as bought, and they do not think of anything that would be so useful as one of these pretty little dresses or coats.

The mother of a child that received such a present would be sure to be gratified, while, as to the child, anyone who has watched a small tot in a new frock will not have any fears on that subject, and the pleasure would have some chance of lasting, too.

The whitewear manufacturers are giving a deal of attention to this class of goods, and produce some very pretty and artistic effects. The finest of lace and muslin are used, and they are finished off with dainty wash ribbons. Japan silk, too, is much used for children's wear. This is a favorite material with mothers, as it washes easily, and does not require starching. In outer coats while "bearskin" is most in demand and some lovely little box coats are seen in this material.

Another firm have been showing a small but beautiful assortment of imported hand-made and embroidered underwear. Noticeable among them were the number of chemises. These were made absolutely without gathers, as the fulness was given in the cut and by a group of five pinch tucks in the centre of the back and front.

These chemises were exquisitely embroidered around the neck, which was cut very low. The flower motifs used were all familiar ones, such as forget me not, daisy, cornflower, etc. The laces used were real Valenciennes and fine Cluny.

The High-Class Washing Material

"Viyella"

(Registered)



The famous "TWO GIRLS" TRADE MARK (Regd.)

DOES NOT SHRINK.

The Greatest Textile Success of the Age.

FOR

Nightdresses,
Dayshirts,
Blouses,
Pyjamas, etc.

DAY AND NIGHT WEAR.

Wm. Hollins & Co., Limited

Spinners and Manufacturers

Friday Street, LONDON, ENG. (SOLE PROPRIETORS).

Canadian Agent, Mr. William C. Meredith, 3 Wellington Street East, TORONTO.

THE NEW PRESIDENT OF THE GAULT BROS. CO.

IT is unanimously agreed that the directorate of The Gault Brothers Company, Limited, made the wisest choice in their power when they decided that Mr. Leslie H. Gault was the man to succeed the late Mr. Andrew F. Gault in the presidency of that great dry goods business. Before the appointment was made one of the best authorities in the Canadian trade said that it would require the very highest business talent to follow the late president in the conduct of this firm's extensive commercial dealings. It was doubtless with the same idea in mind that the directors offered the position to Mr. Leslie Gault.

The new president has been closely identified with the company for the past twenty years, though that does not indicate the length of time he has spent in its service. But for that period he has been one of the most active partners.

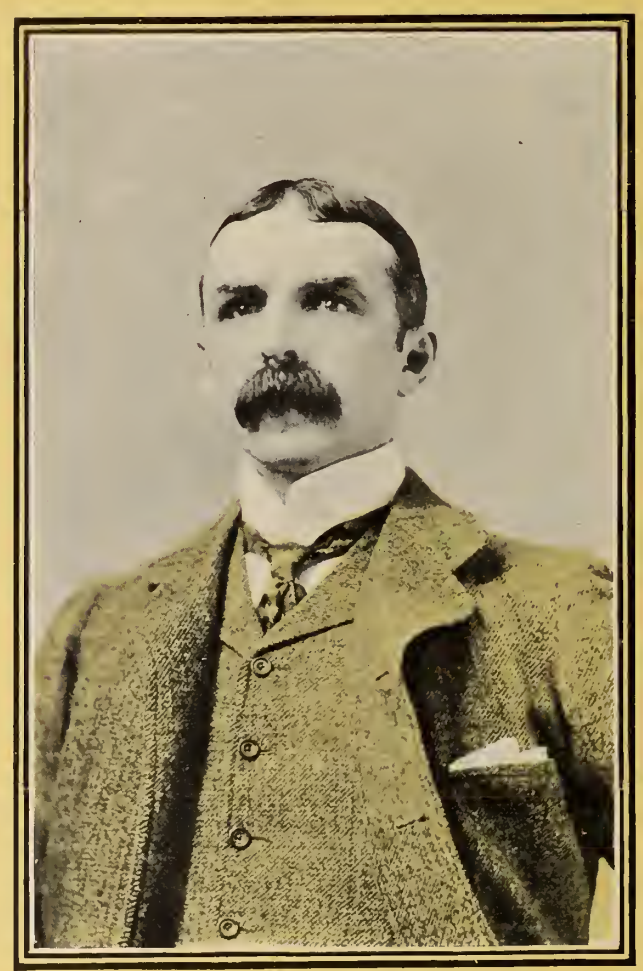
Mr. Gault is a native of Canada, having been born in Montreal in the year 1855. He received his schooling in the high school in Montreal, and afterwards at the Galt Grammar School, Galt, Ontario. When he had completed his education he went to England, where he commenced his commercial career in the house of Messrs. Leaf, Sons & Co., London, one of the greatest dry goods firms in the world. Here he gained an insight into the workings of a great wholesale business, which stood him in good stead when he became a partner in The Gault Brothers Company. While away Mr. Gault also spent some time travelling in Europe.

On his return to Montreal he entered the firm of which he is now president—at that time styled Gault Brothers & Company. In the year 1883 he was admitted to partnership, and very soon made himself a force in the concern. It has been noted as unusual that so many members of the Gault family were endowed with a business ability beyond the ordinary; that Mr. Leslie Gault is possessed of such ability in its highest form is recognized generally. Since his entrance into the firm he has advanced step by step to the highest position in its gift. No responsibility was too great for him to undertake for the firm's interests, and gradually more and more was placed on his shoulders, till some years ago he found himself as he was then referred to, "the mainspring of the whole concern." For many years Mr. Gault has done a great deal of the active management of the business. In his new position the company confidently look to him to do it all—and do it well.

Like the late A. F. Gault, he has long taken a keen interest in the cotton manufacturing industry in Canada, and has done much to further its progress and advance it to its present prominent position among the manufactures of the country.

Mr. Gault is a member of St. George's Anglican church. In politics he is a Conservative and a prominent member of the Sir John A. McDonald Club and the Young Conservative Club, of Montreal.

He is an enthusiastic supporter of all kinds of sport, particularly hunting, having indulged in that strenuous pastime both in England and Canada. He is a member of the Montreal Hunt Club and other sporting clubs. Mr. Gault also belongs to St. George's Club, London, England.



Mr. Leslie H. Gault,
President of The Gault Bros. Co., Montreal.

HOW TO GET RID OF DRUDGERY.

THREE things Ruskin considered necessary to that happiness in work which is the right as well as the privilege of every human being. "They" (men and women) "must be fit for it; they must not do too much of it, and they must have a sense of success in it—not a doubtful sense, such as needs some testimony of other people for its confirmation, but a sure sense, or, rather, knowledge, that so much work has been done well, and fruitfully done, whatever the world may say or think about it."

No man is original prolific or strong unless his heart gives full consent to what he is doing and he feels a glow of content and satisfaction in every day's well-done work.

If you are in love with your work, and dead in earnest in your efforts to do it as well as it can be done; if you are so enthusiastic about it that you fairly begrudge the time taken from it for your meals and recreation, you will never be bored by it; the drudgery which others feel you will never know.

A fond mother feels no sense of drudgery in her housework, in the infinite details of sweeping, dusting, cooking, mending and making for her loved ones. The long days and nights of care and toil spent ministering to the crippled, deaf and dumb or invalid child have never a thought of unwilling labor in them.

What are years of waiting, and hardship, and disappointment and incessant toil to an inspired artist? What cares the writer whose heart is in his work for money or fame compared with the joy of creation? What are long courses of seeming drudgery to the poor student working his way through college if his heart is aflame with desire for knowledge and his soul is athirst for wisdom? What does it matter how long a man works if his work, even humble, is a credit to him?

Greeting!

We wish to thank our numerous friends for the liberal patronage tendered us during the past year, and take pleasure in wishing all

A Merry Christmas and Prosperous New Year.

TOOKE BROS., LIMITED

MONTREAL.

Makers of the

Tooke Tailor-Made Shirt.
Hand-Ironed Collars and Cuffs.
High-Class Neckwear.
Ladies' Paris Shirt Waists, and
Dealers in Men's Furnishings.

Never Before Were **"P.D."** CORSETS in such Good Demand



Above cut represents our line 769.

The specially attractive appearance of **"P.D."** Corsets helps to a very marked degree to make them ready sellers. The many other desirable features found only in **"P.D."** Corsets have won for them a continuously growing popularity. Their style, their comfort, their durability have secured for them the foremost rank in the corset trade. One sale is instrumental in producing another. This is the kind of corset to recommend your customers.

For Samples and Prices write

KONIG & STUFFMANN

Sole Agents for Canada 11 VICTORIA SQUARE, **MONTREAL**

Shield Brand Garments
ALWAYS LEAD

When it comes to

Fit, Finish, Value, Style and Quality.

We make one grade only and that the BEST.

Novelties for Christmas Trade.



Made in Canada

SILK WAISTS, SILK JACKETS, SILK SKIRTS, FLANNEL WAISTS, EIDERDOWN KIMONOS.

Let us send you samples of a Christmas selling assortment. We pay all cost if you are not pleased with them. Shall we mail you our circular describing them ?

The New York Silk Waist Mfg. Co.,
40 St. Antoine St., MONTREAL.

HIGHEST GRADE MADE

"SALEM" WAISTS

SPRING 1904.

Have you placed your Waist Order for Spring ? If not, it will pay you to go carefully through our samples when they are submitted to you. If you have bought, it will pay you just the same, as you will see stylish, snappy goods that will be money-makers when the season is on.

Latest Styles, Newest Materials, Prices Right.

Boys' Waists Pyjamas Vests

MANUFACTURED BY

Salem Company, Limited

323 St. James St., **Montreal.**

COLLARS to retail 2 for 25c. 3 for 50c.

WAISTS

CANADIAN waist and costume manufacturers are now working both on Spring goods and on novelties for the Christmas trade. The Winter business in waists has opened up satisfactorily to Canadian manufacturers, who tell us that there has never before been a season when their own "Made-in-Canada" products took a place so much in advance of imported goods. Year by year imported garments of this class have been receiving less favor, which speaks well for the work done in our own factories. The waist manufacturing industry has been in good condition in Canada throughout the Summer and Fall season, and it bids fair to continue so during the Winter.

* * *

THE industry in New York, however, has not been in such a fortunate position. A Montreal buyer who has just returned from there found the largest manufacturers in rather a peculiar position, and they were anything but satisfied with the way things were going. The large mills it appeared had turned out much more goods than they could dispose of at regular rates. The large garment manufacturers having supplied themselves fully at the market prices, the mills found themselves with a good deal of surplus stock. This they turned over to the small garment makers at a considerably reduced figure, and the "little fellows" then placed on the market garments at a proportionately lower price than that at which their big competitors were selling. This produced something like a crash, and the big garment manufacturers have been feeling blue ever since. It has, however, had no effect on the Canadian market, which goes on serenely as before.

* * *

ALL interested in the new Spring waist styles kept a watchful eye on the New York Horse Show, and many new ideas have resulted therefrom. The colors which seemed favored in some of the most stylish garments, according to a Canadian visitor, were gun metal, pearl grey and several shades of brown, which leads us to believe that these will take leading places in the Spring styles. Gun metal is also strong in taffeta waists for the Christmas trade.

* * *

CREPE-DE-CHINE is selling remarkably well, the colors best liked being black, ivory, sky and pearl grey. There has been an excellent demand for lustre suits in black, ivory and navy blue. Most of these are trimmed with taffeta strappings. They retail at $10 to $15 per suit, which is excellent value, and leaves a good profit to the retailer.

* * *

CHINA silk waists, it is thought, will be used more extensively this coming Summer than ever before. One of our leading manufacturers says that he has already sold more for Spring than he did during the whole of the past year. In these white will of course sell best, though it will not do to overlook blacks. A great variety of styles is being prepared for the coming season at prices ranging from about $3 to $10 each. Louisines are again shown, but the tendency of this silk to split at the seams has raised a prejudice against it which may affect sales. Vestings are again good, and several other similar materials. Peau-de-soie is likely to be as good as ever; by some buyers it is considered stronger than last year. In this material, black, white, cream, sky and pink sell best.

* * *

AS to taffetas one manufacturer states that they will be "given a rest" for the coming season. Perhaps, considering the great popularity of a few other silks, taffetas may be given a second place, but they are bound to sell, and should be included in all stocks.

* * *

"NEW YORK manufacturers," said a Canadian buyer, who had just returned from that market, "are at present undecided as to whether light or heavy laces will be used in the Spring styles. In my own opinion, after the success of the cluny and other heavy laces, there will be a marked demand also for valenciennes and other light-weight makes. Persian trimmings are again shown, though I would advise the trade to give this article a wide berth for Spring. This also applies to steneil and other fancy braids and trimmings."

WHITE WASH WAISTS.

THE advance deliveries of cotton wash waists are due about the middle of next January, and some indications are now coming to hand as to what are to be the styles. The most noticeable change is in the disappearance of the exaggerated pouch effect—not that the bloused effect above the waist is gone—it is only modified, and with the new girdle belts that are wide in front and narrow at the back in direct contradiction to what has been worn, the fulness will be pushed up away from the waist.

These trimmings are often on the drop order, or are detachable motifs that can be used in this way. Thus two motifs will define the yoke, and another pair will continue over the sleeve below the shoulder. In the orders taken so far the preponderance of all white materials is very great.

Sheer and open effects will be as good as ever, and blouses of lawn, swiss, organdie, etc., are all selling. The white linen blouses that were introduced last year will be more popular than ever, and some lovely embroidered ones are shown. Piques are now superseded by the Bedford cords in cotton, and some pretty lace stripes in this material are shown.

China and Japan silks are almost staple in the trade, and the blouse manufacturers are making them for all seasons. When the usefulness of this fabric is considered it is not a matter for wonder that this material has such a wide vogue. The trimming that is generally used with these Japan silks is Valenciennes lace, but some pretty embroidered effects are shown. The lace stitch braids are also another popular trimming on these silk blouses.

For the cheaper line of washing blouses the Cluny lace trimmings seem to be greatly used, and this will be pretty much a Cluny season in whitewear generally. The use, however, of the cheaper laces will have its effect, and it is not likely to last above the season, as the cheap Cluny is not a good washing lace.

In colored blouses, the flaked linens and cottons are likely to sell. One firm have adopted a very sensible plan in respect to these fabrics. They make up both skirt and waist and sell them either together or separate.

Buyers must remember that the suit idea will be strong next season, and washing suits of this description are likely to be leaders next Summer. Insertions are the most widely used trimmings on blouses. The Mexican drawn work embroideries are likely to be very much used on the finer goods. This is a very fragile looking embroidery, but it is said to give good wear, in fact, much better than its appearance would warrant.

Notions from all Nations

Four Thousand Three Hundred and Fifty Six square feet devoted to **smallwares** and **notions** including the largest showing of **holiday goods** that this Department has ever made.

Dolls { Here you will find a veritable Kingdom of Dolls, any price and most any kind, to retail from 5c. up.

Purses { To attempt a description of what the makers of this line have placed in Our Hands would be impossible, suffice to say that the line is worthy of your inspection.

Greeting Cards { Put up in assorted packages, and the price so low that they are in reach of all.

Calendars { Like Handkerchiefs are always a big Holiday Line and are now being offered at such extremely low prices that they are worth their cost for interior decoration.

SUITABLE LINES FOR GIFT BUYERS

Brush and Comb Trays	*Photo Frames*	*Cigarette Cases*
Cuff and Collar Boxes	*Novelty Clocks*	*Match Safes*
Smokers' Sets	*Tobacco Pouches*	*Fancy Perfumes*
Good Linen Handkerchiefs	*Dressing Sacks*	*Kid Gloves and Mitts*
Handkerchief Boxes	*Hand Mirrors*	*Jewel Boxes*
Wrist Bags or Chatelaines	*Photo Albums*	*Manicure Sets*

This being the last issue of the Review for 1903 we take this opportunity of wishing our customers and friends a merry Christmas and a prosperous New Year.

John M. Garland, Son & Co.

OTTAWA, - CANADA.

DRY GOODS REVIEW

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Invariably in advance.

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Are based on $35 a page and will be furnished on application to Mr. A. B. Caswell or to the manager of the nearest office. The value of THE DRY GOODS REVIEW as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal to advertise in. Advertisements, to insure insertion is the issue of any month, should reach this office not later than the eighteenth of the month preceding.

MONTREAL AND TORONTO, DECEMBER, 1903.

THE SMALL CUSTOMER.

HE is not a wise manufacturer or wholesaler who ignores the one-horse customer or firm. The one-horse concern may in time become a team or even a four-horse tally-ho.

In other words, the customer who is small and insignificant may become an extensive purchaser. Then heroic efforts will be made to secure his trade. And it follows as certain as day the night that such an one will not give his preference to the merchant or the manufacturer who in his early days ignored him and belittled the importance of his trade.

Attention to customers, whether small or great, like courtesy, pays.

* * *

Sharp practices often sever long business relationships.

* * *

IN THE NAME OF THE CHURCH.

THERE are in every community a number of women—often society women—whose only work in life seems to be the engineering of church functions. This form of recreation and money-making is perfectly legitimate to a certain limit, but when that religious hold-up, the bazaar, is perpetrated, there is a great chance that neither law nor common sense are observed.

The scheme these women adopt in bringing to success their pet recreation, the bazaar, is to ask retailers to donate articles, which are then sold at exorbitant prices. With characteristic reasoning they often show that even the wholesale houses should join the good work. The retailer is asked, and in some instances even commanded, to aid in drawing supplies from the wholesaler. Trade is the threat held over him, and the retailer only too often complies. The wholesaler in turn contributes his mite.

The bazaar woman, in her dealings with the merchant, reminds one of the famous drawings of Dana Gibson's, which depicts two society women shaking hands. On each face is a smile, but behind each back the left hand clutches a hatchet.

In giving to bazaars the merchant not only gives the value of the goods, but deprives himself also of the sale of these goods by enabling his customers to obtain their supplies at the bazaar. Why a merchant should be expected to give to a bazaar, unless he is specially interested in the church promoting it, cannot be readily understood. And even if it is his own church, it would be preferable for him to give money.

* * *

Courtesy captures capricious customers.

* * *

TO AVOID MISTAKES.

IN the matter of sending in repeat orders to the wholesale houses, many retailers cause themselves annoyance from delays and mistakes made in filling the orders, when these are the result solely of carelessness in specifying as to the exact goods required. For instance, instead of giving any number of the goods, they cut off a small sample and request that similar goods be sent them. Often this sample is no more than an inch square.

From this the jobber is supposed to go through his assortment—usually a large one—of the class of cloth required, with the result that even when he comes upon it, it is difficult to identify it with the sample, so many variations in texture, shade and weight, of what is practically the same goods, being kept in stock.

Frequently a mistake is made and the wrong goods sent, when, of course, the jobber is blamed. If he does manage to find it, it is only after a delay that otherwise would not have occurred. All this can easily be avoided by giving the stock number and duplicate number when ordering by mail.

* * *

Penuriousness in business is economy gone mad.

* * *

MR. CHARLTON SHOULD COME HOME.

SINCE the close of the session at Ottawa Mr. John Charlton, M.P., has again crossed into the United States and resumed his self-imposed task of advocating commercial reciprocity between that country and Canada.

Mr. Charlton's persistency is to be admired. So is his courage. He believes that reciprocity in trade between Canada and the United States would be a good thing, and he is doing his best to bring it about.

But the services of Mr. Charlton seem to be scarcely wanted in the United States just now. There was a time, a decade ago, when there was scarcely any native missionaries in the United States to preach the doctrine of reciprocity with Canada. That day is now passed. Reciprocity with Canada is becoming a popular cry. Senator Fairbanks appears to be making it a part of his life's work. President Roosevelt is being imbued with his spirit and it is expected that after the

presidential election, if returned to the White House, will openly lend his influence to negotiating the desired treaty.

But whatever may be said as to the attitude of the politicians, it is certain that a strong sentiment in favor of reciprocity with Canada predominates the minds of business men in the Eastern, Middle and Northwestern States of the American Union.

Had the sentiment been so strong in the years gone by, when Canada was a suppliant for reciprocity, it is altogether likely the desideratum would have been secured.

Now, however, the order is reversed. As far as our memory serves us there is not a single newspaper in Canada advocating it. And, outside of Mr. Charlton, not a single politician either. There are no politicians so poor as to do it reverence. As a subject for practical politics it is defunct. Time has swallowed it as effectually as the big fish did Jonah. And is likely to keep it down much longer than the fish did the disobedient prophet.

It is obvious, therefore, that Mr. Charlton's place is at home. And if he is really concerned about reciprocity he will come at once. There is no one but himself to cultivate the reciprocity field. In the United States the field appears to be white almost unto the harvest, but in Canada the soil has been so long neglected that if our memories were not pretty good, and we had not the files of the newspapers to refresh them, we certainly would forget that the cause of reciprocity with the United States had ever been cultivated in Canada. There is not even a blade to be seen in the old field. And before even the seed can be sown a great deal of ploughing will have to be done. Really, if results are to be seen by the present generation it is imperative that Mr. Charlton should come home at once and get out his plough.

* * *

Poverty is often a better foundation for success than affluence.

* * *

HIDING FROM THE BUSINESS WORLD.

WHEN rushed with orders to such an extent that the demand is greater than the ability to supply, the manufacturer in such a position sometimes naturally wishes for a temporary decrease in the volume of business. It would be scarcely wise, however, for him to try and hide his business from the commercial world to which he caters in order to secure the temporary desideratum.

When a firm name disappears from the business world even temporarily, it is forgotten during the period of hibernation, naturally to the advantage of those who have remained before the public continuously. The only safe course for any firm to pursue is to keep persistently before the public. He is not then, when normal conditions prevail, put to the necessity of trying to make up for lost time—in other words, to rehabilitate himself in the public gaze.

A well-known Canadian politician recently remarked to a newspaper man: "Abuse me if you like, but for goodness sake do not ignore me. To be forgotten, even if it was only for a short time, would be the worst thing that could happen to me."

He knew that in politics as well as in business it does not pay to be hidden, even temporarily from the public.

COMPETITION WISE AND FOOLISH.

IT is only partly true that "competition is the life of trade." There are two kinds of competition, one of which is beneficial while the other works little except ill. The competition which will most readily occurs to the retailer is that which consists in a mad effort to gain trade by cutting prices. This is the kind of competition which very seldom does the retailer any good, for all his rivals immediately follow his example in self-defence, and even when trade is won there is no profit in it when prices are cut so low. Merchant No. 1 makes a cut in the price of a particular line of goods. His rival across the street is compelled to follow his example without delay, and the chances are that he will go him one better by announcing some special prices in another line of goods. By this price-cutting of his neighbors, Merchant No. 3 is seriously affected, and so ad infinitum. Quite naturally every merchant blames his fellow for this condition of affairs, when, as a matter of fact, it is very seldom that one man is more to blame than another.

This kind of competition requires little originality and very little brains. It is a game which all can play equally well and no one merchant has a very decided advantage. Any merchant can cut prices, no matter what the amount of gray matter secreted in his cranium may be. The one thing necessary is the possession of a capital which the owner is willing to dissipate in this foolish game.

It is time for the merchant with brains and originality to turn from a form of competition in which his superior ability gives him no advantage to a form of competition in which he should be able to outdistance his competitors and at the same time gain a substantial reward for his efforts. When competition means only price-cutting it is apt to kill trade rather than increase it. But the competition which tends toward giving a better store service, which aims at supplying customers with a better class of goods, which would substitute new and up-to-date methods of store management for old, antiquated, rusty methods of fifty years ago, this is the competition which tends towards profit, and is, in fact, the very breath of life to a store.

The old, destructive kind of competition is surely out of date. The game is too simple; any fool can play it. What is wanted now is a competitive game which cannot be played without brains. And it is close at hand. There is a wide field for the merchant who thinks and who is blessed with a spark of originality. Let him expend on brightening up his store and dressing his windows the money he has been accustomed to waste in shaving prices. Let him use in searching out new high-class goods and serviceable novelties suitable for his store the energy which he has been wont to waste in abusing his rivals for their cutting of prices. Let him make every possible effort to have a brighter, cleaner, more up-to-date store than any of his competitors. Let him strive to handle a better class of goods than any of his rivals and at the same time give a better store service. If he succeeds in making his store absolutely the first in these respects he will attract a profitable trade more surely than by any other method. But it requires brains to do it.

In endeavoring to educate the retail merchant to adopt this line of policy the various Associations throughout the

country are doing a good work. They deserve success. The average merchant, whether in town or country, works hard. He comes to his store early and leaves late. Long hours and hard work should bring him a profit. Of what avail is a large annual turnover unless a profit be derived from it? No profit can be obtained when goods are sold at cut prices.

The time and energy which a merchant can devote to his business have limits, and they should be expended to the best possible advantage. The object should be to capture the best class of trade. The trade that is won by superior goods and best store service is more to be desired than the class which is attracted by cut prices. It pays a merchant to attract that class of customers who are able and willing to pay for first-class goods and superior service, and want to get what they pay for. These people are more apt to be repelled than attracted by cut prices. Make the experiment. Others have found it profitable.

* * *

He who would by dishonest practices secure business, holds his reputation at a low price.

* * *

A CRISIS IN TRADES UNIONISM.

ORGANIZED labor has reached a crisis in its history. And it is of its own making. The day when it was held that labor had no right to organize is gone. Every reasonable man holds that mechanics, skilled and unskilled, are perfectly justified in forming themselves into unions. But organization and the direct and indirect benefits which it has brought them have not satisfied them. They have used the power thereby attained for evil as well as for good. It is therein that lies the secret of the danger that now menaces trades unionism.

For a long time it has been one of the tenents of trades unionism that he who does not affiliate with the union formed by the members of his particular trade shall be denied the right to work. But it is only during the last few years that the unionists have been powerful enough to enforce the doctrine to any serious extent.

Such a condition of affairs is serious enough for the men themselves whom their fellows are endeavoring to coerce and is sufficient to call for the intervention of justice. But the trouble is that it does not end there: it paralysis trade as well and sets a break upon the industrial development of the country.

The result is naturally a reaction. In self defence employers are organizing, and laws, which had practically become obsolete, have again been called into operation, and, in some instances, have proved effective for minimizing the evils resulting from the arbitrary and illegal acts of members of trade unions. The most important of these was the Taff Vale case in Great Britain in which the House of Lords decided that a trade union, although not a corporate body, was responsible for the illegal acts of its members, and in a subsequent trial before a judge and special jury, damages were given against the defendant union because of the conspiracy of its members against the plaintiffs, a railway company. As the legal opinion hitherto had been to the effect that an unincorporated trade union was not liable for the illegal acts of its members the importance of the decision in the Taff Vale case is quite apparent. In Canada the courts have so far held that an unincorporated trade union is not liable for the acts of its members, but it has been decided that the individual members themselves are responsible, and arrests and fines have been imposed for picketing and other forms of conspiracy and intimidation.

Mr. Gompers, the United States labor leader, when in Canada a few months ago, declared during an address that while legally it may not be right to prevent a man who was not a unionist from earning a living, morally it was right to so prevent him. Few people, we believe, sympathize with this vitiated view.

Whatever its legal aspect may be, morally it is certainly wrong to decree that a man shall be either a trade unionist or an outlaw in the labor world. And in this is the saving hope of the situation. In the reaction that is taking place against trade unionism it is possible the pendulum may swing farther than fair-minded men would desire. But as employes as well as employers have the right to organize, the existence of the legitimate trade union will not be impaired. The tendency of to-day is in the direction of the incorporation of the trade union, in order that there may be responsibility as well as organization. This will not impair the essential strength of the union, but it will tend to minimize the evils arising from conspiracy against both employers of labor and workmen who from conscientious and other motives, refuse to become members of labor organizations.

* * *

Customers become inattentive to the store that is inattentive to them.

* * *

BRITISH MERCHANTS AND CANADA.

IN conversation last week with the representative in Canada of a large English firm, THE DRY GOODS REVIEW was surprised to learn that the development of English trade with Canada is being hindered at present by a number of sensational reports of Canadian disloyalty now appearing in a few English papers. The firm which this gentlemen represents have taken these sensational stories quite seriously and, believing that Canada is about to separate from the Empire, they are afraid to invest any more money in Canadian trade. Hence they have written their representative instructing him to make no special efforts to secure new business until it is quite clear what is to be the outcome of the present situation. Quite naturally the agent is very much annoyed for, being on the ground, he knows as well as any Canadian how groundless are the fears of his English principals. It is not unnatural that there has been a general expression of annoyance at the Alaska award, but talk of separation, except on the part of a few irresponsibles whom no person takes seriously, there is none. As a people we are proud of our position as a not unimportant part of the Empire, for we know that only in unity is there to be found perfect security. Recent events in the Isthmus of Panama have given some indication of what might be the attitude of the United States Government toward Canada if she stood alone.

It is very much to be regretted that these foolish stories have been sent to England and it is disappointing to find that they have gained some credence among English business men. If generally believed, they are bound to do harm to business for English capital is naturally cautious and conservative. If British business men had an opportunity to visit Canada the mischief might very soon be remedied, for they would then see for themselves how groundless are their fears.

Gebruder Herfurth

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THE DIFFERENCE BETWEEN

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Buyers Are Invited to Inspect the Lines. Prices Always Right.

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The Largest and Best Equipped

Dye Works

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Dress Goods, Cloth, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.,

DYED, FINISHED AND PUT UP.

Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

All work guaranteed unequalled. Send for Price List.

NO EXAGGERATION—Our statement, also Cut of Works, is absolutely true and unexaggerated.

SUGGESTIONS FOR CHRISTMAS PRESENTS.

Cut this list out and paste on cardboard, so that it will be convenient for reference to yourself and your customer.

FROM now to Christmas time the merchants will be constantly called upon by customers to suggest Christmas presents for relatives or friends. However carefully he may have thought out the situation, and however quick-witted and ingenious he may be, there are dozens of articles which will not at the moment come to his mind. This list should be pasted on cardboard and hung in a convenient place, so that it can be readily consulted or handed to the customer to supply suggestions. The intending purchaser will appreciate the thoughtfulness of such an act and the merchant will be saved much time and thought, and will find it extremely easy to sell his Christmas stock. For convenience the list is divided into three divisions containing presents suitable for ladies, gentlemen and children.

PRESENTS FOR LADIES.

DRESS GOODS AND LADIES' WEAR DEPTS.—

- Material for dress, suit, waist or skirt in silk, crepe-de-chine, cashmere, flannel, mohair, cloth, etc.
- Coats.
- Evening coats or cloaks.
- Raincoats.
- Silk, sateen or white underskirts.
- Kimonas.
- Dressing sacques.
- Lingerie.
- Bath robes.
- Golf vests.
- Fascinators.
- Knitted shawls.
- Hosiery.
- Garters.
- Belts—fabric, leather and bead.
- Girdles.
- Stock collars.
- Embroidered cuffs.
- Handkerchiefs.
- Ribbons.
- Collar protectors.
- Fancy combs.
- Fancy hairpins.
- Bead chains.
- Lace and chiffon stoles.
- Gloves—kid and knit.
- Slippers.

FUR DEPARTMENT—

- Fur or fur-lined coats or cloaks.
- Fur muffs.
- Fur or ostrich boas, stoles and sets.
- Fur gauntlets.
- Fur-lined slippers.

LINEN DEPARTMENT—

- Aprons.
- Table cloths.
- Table napkins.
- Five o'clock table covers.
- Tray cloths.
- Sheets.
- Pillow cases.
- Towels.
- Doilies.
- Centrepieces.

HOUSEFURNISHING DEPARTMENT—

- Cushions.
- Cushion tops.
- Rugs.
- Mats.
- Pictures.
- Art furniture.
- Curtains.
- Draperies.
- Blankets.
- Fancy china cups and saucers.
- China sets.
- Statuary.
- Bric-a-brac.
- Jardinieres.
- Berry sets.
- Lemonade sets.
- Lamps.
- Vases.

FANCY AND LEATHER GOODS DEPT.—

- Traveling cases.
- Writing folios.
- Music folios.
- Wrist bags.
- Purses.
- Card cases.
- Diaries.
- Address books.
- Suit cases.
- Valises.
- Grips.
- Work boxes.
- Pin cushions.
- Fans.
- Blouse sets.
- Hand mirrors.
- Fancy clocks.
- Calendars.
- Match scratchers.
- Fancy baskets.
- Stamp boxes.
- Shopping bags.
- Photo frames.
- Toilet sets.
- Glove and handkerchief cases.

MISCELLANEOUS—

- Umbrellas.
- Books.
- Games.
- Traveling rugs.
- Soap.
- Hat whisks.
- Brushes.
- Lamp shades.

PRESENTS FOR MEN.

MEN'S FURNISHING DEPARTMENT—

- Bath robes.
- Cravats.
- Cravat pins.
- Collars.
- Cuffs.
- Cuff buttons.
- Cuff links.
- Dress protectors.
- Dressing gowns.
- Evening dress jewelery.
- Gloves.
- Garters.
- Golf-hose.
- Half-hose.
- Handkerchiefs.
- Knit gloves.
- Mufflers.
- Night shirts.
- Pajamas.
- Scarfs.
- Slippers.
- Smoking jackets.
- Smoking caps.
- Shirts.
- Suspenders.
- Traveling rugs.
- Umbrellas.
- Underwear.
- Waistcoats.
- Walking sticks.

FANCY AND LEATHER GOODS DEPT.—

- Card cases.
- Purses.
- Bill books.
- Dairies.
- Address books.
- Traveling cases.
- Toilet cases.
- Shaving sets.
- Calendars.
- Match scratchers.
- Match safes.
- Pipes.
- Collar cases.
- Cuff cases.
- Fancy clocks.
- Military brushes.
- Glove and handkerchief cases.
- Suit cases.
- Valises.
- Grips.
- Memorandum Books.

MISCELLANEOUS—

- Cushions.
- Soap.
- Fur gauntlets.
- Fur cap.
- Books.
- Games.
- Pictures.

PRESENTS FOR CHILDREN.

- Toys.
- Dolls.
- Games.
- Musical instruments.
- Tool boxes.
- Sleds.
- Building blocks.
- Picture books.
- Lengths for dresses.
- Raincoats.
- Slippers.
- Furs.
- Toboggan caps.
- Mitts and gloves.
- Underwear.

PENMANS PEN-ANGLE BRAND of UNDERWEAR



RETURNED
JUL 29 1905
Book 37
Page 11

The smile this little chap has on
Is not produced by "Force",
He wears "Pen-Angle Underwear"
So it's natural of course!

Our winters are usually severe – Why not wear goods that will insure your comfort & that for warmth, durability & genuine satisfaction are unsurpassed?

GRANT

Men's Furnisher and Clothier

Devoted to the Canadian Dealer in Men's Goods

CLOTHING
NECKWEAR
UNDERWEAR
HOSIERY

SHIRTS
COLLARS
GLOVES
NICK-NACKS

FLOWING ENDS OF TALK.

ALL Europe's protestations have at last changed the policy of the Sultan, and he has flashed upon the eyes of the astonished world as a reformer. He still continues to massacre unoffending Christians and to execute a few suspicious characters each morning as an appetizer; but he has made a start, and that means much in the Sultan.

The Sultan as a Reformer.

One of his latest edicts has been to forbid the wearing of strange fantastic hats in imitation of European fashions. Turkish subjects must hereafter adhere to the simple Turkish bonnet, without any ornamentation, and appear as good honest followers of Islam. When a man whose picture has been generally accepted as a fair likeness of his Satanic Majesty changes anything because he thinks it wrong, it is an opportune moment for the foreign missionary societies to take advantage of.

* * *

THE Frontenac Electric Laundry and Dye Works which has hererofore included in its business several branches that have made it an ideal gentleman's laundry, has branched out still further, and now embraces departments for cleaning, dyeing, reblocking and setting up silk and felt hats of all shapes. It includes besides these, cleaning, sponging, pressing and "My Valet" departments, and can now almost be called a "man renovator." Extension of the laundry business is noticeable all over, and it is almost invariably followed by encouraging success. These departments follow more or less closely upon the laundry branch of the business, and it is no doubt a boon to a man to be able to have all his clothes completely attended to under one roof.

A Quebec Laundry.

* * *

ALTHOUGH the turban is commonly believed to have originated among the Moslems, its earliest appearance dates back as far as the earliest periods of Jewish history, when it was a sign of authority and honor. The term used in the Hebrew Bible for putting on the bonnet of the high priest is from the root meaning "to bind round." The words mitre, hood, diadem, as used in the Old Testament, are variations of the word turban. Jerome says that the turban has a place in the oldest records of history. The variations, as adopted by Mooammedant, are many. Their own authorities hint at 1,000 methods of religious distinction, but even the personal peculiarities of arranging the turban, which shows not only the tribe and the wearer. An old legend traces the turban to an act of desperate courage recorded of the ancient Levantines. A brave band of these warriors are said to have wrapped their winding sheets around their heads, as they devoted themselves to certain death to ease their comrades on the battlefield.

The Origin of the Turban.

* * *

THE frequent accidents to machinists and working men through having their clothes caught in belts and pulleys, have spurred inventors to the designing of a garment that will give when strongly pulled, and free the wearer. This safety coat has been patented. It has five different sections, which are held together by spring sockets, instead of being sewn. The result is that when the coat is caught by belt or pulley, the resistance of the weight of the wearer will pull the sections apart, and instead of being pulled up by the strength of the material the coat, or part of it, alone is caught up. The idea is good, but it will take considerable enterprise to make such a suit popular among working men. A coat fastened only by sockets will not fit as closely as a sewn coat, and will therefore provide more projections and loose parts to catch in the machinery.

A Workman's Coat.

* * *

A CERTAIN well-known hatter at a recent election conceived an idea, which, after minute consideration, promised to pay into his coffers a goodly sum of money. He bet a hat on the election with one of his most talkative friends, and by giving the bet prominence, worked it out that dozens of his friends would register the same bet. As he was a very popular man among his customers, of which he had a large list, he foresaw that whichever way the election went there would be a great demand for hats immediately afterward, and his store would of course get most of the business. As he thought, a great deal of betting was done in which a hat was the wager, and nightly the hatter would talk over with his wife his great stroke of genius, and smile to himself at the way he led his friends on. They, however, were not so slow as he thought them. The day after the election the bets were straightened out. The hatter had lost his bet, but the man with whom he had made the wager had lost a hat to another friend, the latter to still another, and so on through almost the entire list of his friends. The result was that the hat the hatter gave to pay his bet was passed on through the list to the last man, and the only hat figuring in the wager was the one the hatter had used to pay his debt.

A Hatter's Bet.

AS SEEN ON LONDON STREETS.

Office of "The Dry Goods Review,"
109 Fleet street, E.C., London, Nov. 16, 1903

JUST now, as the Winter season is approaching man's thoughts are turned principally to the evening suit for formal and informal occasions. The informal or dinner jacket illustrated shows the style almost always worn, and is published by Winter & Co. In the evening dress there is almost no change from year to year, the most minor points alone being left somewhat to individual taste.

THE SEMI-DRESS.

The dinner jacket is being worn more and more by well-dressed men on semi-dress occasions, and its comfort and appearance will keep it in great demand. It has a long narrow roll, and a step appears in the collar. The back is cut without seam, there being only a slight fitting at the waist. The bottom front has just a noticeable rounding. There are two hip pockets, jetted in, without flaps. The lapels are covered with silk facings to the edge and up to the collar seam. The vest is double-breasted with three buttons, cut quite low and U shaped. The trousers with this coat are of medium width.



The Dinner Jacket.

THE FULL DRESS.

The long roll on the collar, which has come into favor on all coats, is accentuated on the evening dress. A point occurs at the junction of the la[illegible]or, and the silk facing covers the entire lapel, which is fairly narrow. An imitation cuff is made on sleeves of moderate width, and there are three buttons on it. The skirt at the back, and the corners below the lapels have a rounding shape. Only one button hole is seen below the lapel, on each side, but there is also a button hole in the left lapel for a boquet.

The vest is almost always a single-breasted white, the single-breasted style being for the moment extremely popular in all waistcoats. It has often a roll collar, and the bottom corners are cut away to make an opening like an inverted V.

Evening gloves this Winter are all white, and the back seams are of white silk, rather than of kid. No black is seen at all. The shoes are patent leather, buttoned; the collar, of the standing variety, and the tie white with square ends. The muffler is all white and the material either of silk or cashmere.

THE RIDING DRESS.

There are very many men who prefer the morning coat as an equestrian costume, and on elderly men it looks best and is most worn. The lapel is fairly short, and the coat has three buttons. The skirt is long and of sufficient fullness to look well on horseback. There are three pockets, two on the hips and an outer breast pocket, the hip pockets having flaps. The material is of melton, as also is the waterproof hunting overcoat. The breeches are loose over seat and thighs, and are usually laced with silk laces almost in the centre front. The material in the trousers is either of Bedford cord or of a newer plaid which is attracting quite a bit of attention at [illegible]ent.

A number are wearing a covert overcoat with the riding costume. This coat has no centre seam, but vents at the bottom of the side seams. There are three pockets, each having a flap, two on the hips and one on the left breast. A heavy appearance is given the coat by means of double rows of stitching around all the edges and flaps, and by four or five rows on the cuffs. The seams, too, are heavily lapped, and the overcoat is usually unlined.

DOUBLE BAND COLLARS

The double collar, in spite of the strong efforts that have been made to oust it from its hold on the public affections, is growing into greater favor, and is now recognized as the general collar for general wear. There are a few who even carry their love for it to the extent of including it in the evening dress, but this is decidedly bad taste, and the correctly-dressed man, however fond of it he may be, will keep it to its place—informal day wear. There are now some stylish men and some style writers who insist that it is the only correct collar with the business or informal day suit, but this, too, is a trifle extreme, although there is no doubt that it looks extremely well with the business suit, and is worn nine times out of ten. The height of the collar as it is now seen is greater than it has been, but the same close front and rounded corners are demanded. There has of late appeared a double collar which savors very much of Yankeeland. There are as yet very few of the kind, and it is to be hoped that its popularity will be confined to a certain class, to whom white means an unsightly collar. This new thing is a collar with a black or colored pattern, after the style of the existing fashions in shirts. The pattern consists usually of a neat stripe which runs around the collar, but once such a collar comes into general use, the pattern will not long be confined to small black stripe patterns, but some manufacturer who has an eye for novelties will push some reds or greens or such ridiculous colors, and it will be exceedingly difficult to draw a line. It must not be understood that this colored collar has come into any demand as yet, but the fact that it is a novelty and appears in the very popular double-bander may ensure for it a sale that is not based on its merits.

There are a few brown hats being worn, but the usual run is in black felts, and the browns that are shown must be very dark to sell. The brims are smaller than has been worn and the crowns higher and more gradually sloped, making the entire hat look much smaller.

JOHN FISHER

SON & CO'Y,

WOOLLENS

— AND —

Tailors' Trimmings

WAREHOUSES :

Victoria Square, Montreal,

and

Dalhousie Street, Quebec.

SAMPLE ROOM : 160 Bay St., TORONTO.



The Collar House

THE LARGEST LINE OF

COLLARS AND CUFFS

IN CANADA.

We are still showing the largest line of Collars and Cuffs in Canada.

Our stock is now complete and includes an extra large assortment of Cuffs.

We would recommend to our many customers the desirability of placing orders now for Christmas trade.

Full range of **Rubber Collars and Cuffs** always on hand.

ORDERS SHIPPED THE SAME DAY AS RECEIVED.

THE CANADIAN UNDERWEAR CO.

10 St. Helen St., MONTREAL.

CURRENT STYLES IN NEW YORK.

Office of "The Dry Goods Review,"
New York Life Building,
New York, November, 21, 1903.

WITH the coming of the Winter season has appeared the evening dress in all its simplicity and distinct definition. The man to whom the evening dress is more than a display apparel, there is a set style of everything, from shoes to hat, and the simpler and more uniform his cut is to whatever other well dressed man wears, the better he is pleased. There are of course those, particularly among the younger men, who eagerly grasp any idea that promises a departure from the plainness of the evening garb, and there are others who insist upon some distinguishing mark on coat or trousers, shoe or waistcoat, whether it is worn by others or not, but he who considers the evening dress as nothing more than a becoming formal garb for use after sundown, still, and will ever, wear the plain coat, which has varied so little in so many years.

THE EVENING DRESS.

A few men are seen with tucked and gorgeously embroidered white shirt bosoms, and a few fashion journals and the daily press light upon it as the style, but the men who set the fashions—the men whose length of purse and



The Evening Coat.

good sense place them above displays of this kind persist in donning only the plain white bosom. And with it the same man will wear nothing but the plain tie, despite the fact that some appear in fancy ties, although, as yet, they have been very mild in nature. The correct tie for formal evening dress is the white dimity lawn. The collar is always the poke, lap-front of straight stander, and never the wing collar, which a very few men are trying to bring into fashion. The wing collar is in place during most of the day, but not with the evening suit.

The waistcoat is almost universally the double-breasted white, although, of course, the single-breasted black is not in bad form, and some particular men are wearing the single-breasted white. The coat is very little different from the well known style in cut. There is, as usual, some variation, according to taste, in the width and length of the lapel, or in the exact shape of the skirts. Little padding is used in the shoulders, and a clean-cut waist line is required. The lapels are usually faced to the edge with silk or satin, but some choice is allowed in the corners where lapel and collar meet. A few freaky individuals are seen with velvet collars, but they do not count in the world of fashion.

Trousers change less from year to year than any other part of this conservative suit. They are still quite broad and full, with little shaping. Braid is still used on the outer seam, some using a double row, but the majority only one, and it about a quarter of an inch in width. Of course the braid is straight.

The style of shoe is, to a great extent, a matter of individual taste, many preferring the laced shoe, but still more the patent buttoned style, except when dancing requires the pump.

In accord with the studied simplicity of the entire suit, very little jewelry is worn. No gold of any kind is seen, the cuff links and shirt studs being of pearl, rather than gold. Watch chains are never used, and even fobs are out of fashion. The latter are still worn by a few, but they are the same as wear the ruffled shirt and fancy tie for the most part.

The old-time shirt that opens only to the bottom of the bosom has given place to the jacket shirt for evening wear. The latter opens all the way down the front and is slipped on or off like a jacket, instead of being pulled on over the head, to the risk of wrinkling the front and ruffling the hair. Those who have used it will use no other, and the same style is rapidly coming into popularity in all kinds of shirts. It has taken some time to bring this cut to the front, but it is here now, and to stay.

The hat is of course the silk, and no man who dresses correctly dons the opera hat unless he is going to the theatre. The opera hat is becoming a less and less important part of the well-dressed man's attire. It can be done without at any time, as the silk hat is worn largely to the opera. The gloves are white glace with three rows of self stitching down the back and one pearl button in the front.

The handkerchief now used is usually of great size, made of either plain linen or Japanese pongees. The former is decidedly preferable when of light, thin material, so that it occupies little space in the pocket. The hem is about half an inch wide, and the initial in white is commonly seen.

To protect shirtfront and collar fancy mufflers are shunned by particular men, and the made-up shape has been supplanted by the one that is folded when donned. White or black are the only colors, and, being folded, has no lining or stitching. The stiffness of the old ready-to-wear muffler has quite properly brought about its disuse.

On every occasion, particularly in the evening, the man who dresses the most simply—the most inconspicuously—is the man who is the most correctly apparelled. Flashy cravats, noticeably new cuts in coats or trousers are all tabooed by well-dressed men, and the evening dress without any oddities or frills is the one that will ever be correct.

Important to the Trade:

The 'Hero' Shirts

(Registered Trade Mark)

For Men and Boys,

DEFY Hard Wear and Bad Washing.

For all Climates and all Seasons.

Wm. HOLLINS & CO., Limited,
Friday St., LONDON,
Spinners and Manufacturers, England.

Agent in Canada:
Mr. WILLIAM C. MEREDITH,
3 Wellington St. East,
TORONTO.

Dr. Deimel Underwear
(LINEN-MESH)

The demand for this *best* underwear is growing—yes, booming!—increasing by leaps and bounds. Scores of stores have recently added it to their stocks; thousands of purchasers have been and are being sent into these stores by our extensive magazine and newspaper advertising campaign.

WRITE FOR TERMS AND BOOKLET.

ADDRESS:

The Deimel Linen-Mesh Co.

(ORIGINATORS OF "LINEN MESH").

2202 St. Catherine St., Montreal, Canada.

DR. DEIMEL'S LINEN-MESH UNDERWEAR Registered

THIS LABEL ON EVERY GARMENT.

LONDON, E. C., ENG.,
10-11-12 Bread St.

THERE'S A DIFFERENCE IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc.

W. H. STOREY & SON

THE GLOVERS OF CANADA.

ACTON, ONT.



RETURNED MAR 24 1904

Unshrinkable Underwear.

None so good for the price.
None better at any price.

The Truro Knitting Mills Co, Limited

TRURO, N. S.

DOMINION SUSPENDER CO.

NIAGARA FALLS

MAKERS OF

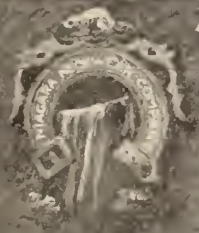
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SUSPENDERS

GUARANTEED

NIAGARA NECKWEAR Co. LIMITED

NIAGARA FALLS



MAKERS OF

AMERICAN STYLES OF NECKWEAR

EFFECTIVE WINDOW CARDS.

A Pair of These Braces at
HALF A DOLLAR
Will Improve the Trouser "Hang."

The Best Fit, The Best Workmanship, The Best Style, in These Overcoatings When Made Here.

ARE YOU WILLING TO PAY
- - $1.00 - -
FOR THIS RICH SCARF ?

"Men May Come, and Men May Go"
But These Go On Forever.

JUST AS CHEAP AS GREY HOSE
AND BETTER LOOKING.

A NOVELTY THAT IS NOT A "FREAK."

WINTER WEIGHTS
—IN—
EARABLE WOOLLENS.

NICE, NATTY NOVELTIES
COUNTLESS CHOICE OF COMFORTS.

THEY LOOK DIFFERENT
BUT THEY ARE ALL ONE PRICE.

COOL WEATHER
—CALLS FOR—
WARM CLOTHING.

DID YOU EVER REALIZE
THE COMFORT OF PYJAMAS ?

Fleece-Lined Underwear is Most Comfortable. And Most Durable, And So Cheap.

Look up the Winter Styles
-:- THEN -:-
LOOK AT THIS HAT.

Light Overcoats Are Supplanting Rainproofs
Don't Be Old Fashioned.

These Cravats are Leaving
"A BLAZED TRAIL."

A NINE DAYS' WONDER
THEY WON'T LAST ANY LONGER.

HOW CAN WE DO IT ?—
THREE FOR A DOLLAR.

THESE NIGHT GOWNS BANISH
WAKEFULNESS.

STOCKKEEPING OF HATS.

THE fact that the hat stock properly kept will tend to greatly increase sales and add to a retail firm's prestige is beyond dispute. A properly kept hat stock is primarily one which enables the salesman to wait upon a customer with the greatest possible dispatch, and to place in his hands in the most expeditious manner the style which he desires. Secondly, stock to be properly kept must be so arranged as to enable the buyers to ascertain without needless delay just how many hats of each size, dimension, style and quality he has in stock, and just how rapidly each variety is being sold, so that he may be enabled by the exercise of his best judgment, to replenish his stock as he may see fit, so that no sales may be lost through the inadvertent absence of some particular hat, which should have been on hand.

No sane man would attempt to question the statement that a firm's prestige will assuredly become more firmly founded, and, consequently, its business increase, through the establishment and maintenance of a reputation for waiting upon customers expeditiously and satisfactorily, and for always having in stock all popular styles. In order that all stylish varieties may always be in stock it will be necessary for the buyers to be able to easily ascertain in just what condition of depletion his stock is. Everything depends of course upon the locality, size aand even shape of the store, as to the best methods of keeping the hat stock, and it remains for each manager to inaugurate the system which he finds best suited to his particular ease.

Now that the importance of properly keeping a hat stock has been dwelt upon, naturally the next consideration is the best method of keeping one's stock, and I will set forth the manner in which my stock is kept. While it may not be the best method in use, at the same time I have found it most efficient.

All my stock is kept in boxes, with the exception during the Summer months of straw goods, which, as will be seen, are sold from shelves. While I do not consider this the best method of retailing hats, and while I think the use of small cases or racks much more advantageous wherever possible, yet lack of enough wall space and inadequate floor space compelled me to adopt this manner of keeping stock.

I might remark right here that I have noticed that the hat man of the present day, who is used to selling hats from wall cases and racks, cannot so readily handle stock from boxes, the reason for which is, I think, that he has never taken into consideration in selling his goods the dimensions of the hat which he presents to his customer for approval, and this is one of the most important details in keeping a hat stock.

Experience has taught me that the best way to keep my stock in boxes is to run them in columns vertically, each column containing one style exclusively. This gives me a row five boxes high, one size to a box, after which comes my reserve stock, which is arranged according to depths of crown and style and width of brim, which method I have found aids the salesman considerably in selecting a hat for the customer. My first row of hats consists of small sizes, $6\frac{3}{8}$ and $6\frac{1}{2}$, while my last row of hats consists of large sizes from $7\frac{1}{2}$ up, also arranged one size to a box. Thus the customer with a rather large or rather small head does not meet with any undue delay, for the clerk knows just where he can find the size required. When a man with a large head finds that he is satisfactorily and rapidly waited upon, he leaves the store with the impression that one's stock must be enormous, which impression, although to many it might seem trivial indeed, let me assure the reader, will certainly prove of no inconsiderable value, not only in securing this individual's patronage permanently, but also in the possibility of securing that of his friends.

On the other side of the store, and under the straw hat counter in the Summer, I keep my soft hat stock, which is arranged in the same manner as the stiff hats on the opposite side, according to size, color and width of rim.

Of course, between each hat in the boxes, a stay and some paper must be placed by the stockman, to ensure the hats being kept in the best condition, and to prevent the bands from wrinkling.

To carry straws in a manner similar to that which prevails in the stiff and soft hats would require the use of too much room, and therefore I use a different method, although the same prineiple is applied in each case. I have temporary shelves built for the straw hats, leaving room between each shelf for two rows of hats. The shelves are divided into bins, and hats of the same size are kept in one bin.

Each hat contains a gummed label on the inside, with lot and price on same, and on the outside of each hat, at the rear, is placed a size ticket. The size mark, for obvious reasons, is never placed at the front of the hat. In making a sale the gummed label is taken out of the hat and pasted on the sales check, by which means mistakes are avoided on the part of the clerk, and, at the same time, when the sales are checked off at night,the buyer can know at a glance, just what hats are selling. The size tickets on the outside are removed and deposited in a smaller box, by which procedure the stock clerk is enabled to readily fill in from reserve.

My stock is filled in every morning, and on Monday the entire stock is gone through and brushed, and inventory taken, so that the buyer may know just how he stands. I personally superintend the keeping of stock, and see that it is kept up in the proper manner.—The American Hatter.



A CHILD CAN OPERATE IT

Make Your Own Buttons

WITH THE

NEW DEFIANCE BUTTON MACHINE

Makes all kinds of covered buttons, rim, half-ball or flat, complete to make three sizes of buttons.

$7.50

Call or send for samples of our work.

Defiance Button Machine Co.,
266 Greene St., Cor. 8th St.,
NEW YORK, U.S.A.

Your Customers Hang Trousers On 'Em!

TRADE BERLIN MARK. "We fear nae foe."

The BERLIN SUSPENDER.

Made IN ALL Grades.
Protect Home Industry!

The Berlin Suspender and Button Co.
C. K. HAGEDORN, Manager.
BERLIN, ONT., - - CANADA.

Wreyford & Co.

Romain Building, TORONTO

WHOLESALE MEN'S FURNISHINGS. Specialists in Underwear.

We can ship you for Christmas trade very latest style in

LADIES' GOLF BLOUSES



NO. 19. As sketch in black, and black and white. Price, - $2.25
White. Price, - - - - 3.00

NO. 30. As sketch in black, white, and black and white, embroidered.

Slr. and Women's - - -	$4.00
O. S. - - - - - -	4.35
White—Emb'd. Self and Gold, -	4.00
Black— " Gold, - -	3 50
Green— " White, - -	3.50

SELLING AGENTS FOR

Young & Rochester, Manufacturers'
LONDON, ENGLAND.

Full ranges for Spring 1904 now with our travellers.

Y. & R. SUMMER VESTS

have no equal for style and fit.

If our travellers have not called on you, we will mail you sets to select from. Early delivery is asked for this season, so it is essential to place orders now.

Tress & Co.

High-class Manufacturers, LONDON

HATS and CAPS

LATEST IN SILK and FELT HATS.

The Hat trust and Freak shapes have "scotched" American Hats. English styles are correct for Spring. Values unequalled.



Oxford Tweeds

(Winners of Gold Medals everywhere)

We guarantee our goods to be

Strictly High-class Pure Wool Fabrics

They bring satisfaction to both dealer and wearer.

See our trade mark stamped every three yards on reverse side 6/4 goods.

FRANK W. NELLES
301 St. James St., Montreal, Representative P.Q.,

OXFORD MANUFACTURING CO., Limited
OXFORD, NOVA SCOTIA.

HINE PARKER & CO.,

LIMITED,

HOSIERY AND UNDERWEAR MANUFACTURERS

SPECIALISTS in all kinds of HOSIERY and SHIRTS

London, England.

Men's and Boys' Underwear
" Half-Hose
Boys' Knicker Hose
Cardigans, Sweaters and Jerseys
White and Colored Shirts and Tennis Shirts
Collars, Pyjamas, Bath Robes
Dressing Gowns, Smoking Jackets
White and Fancy Waistcoats
Women's and Children's Hosiery, Vests, Drawers and Combinations.

Look for our Spring Line.

SOLE REPRESENTATIVES FOR CANADA AND UNITED STATES

E. A. CUFFE & CO.
67 YONGE ST. - TORONTO.

THE CANADIAN DRESS CHART.

Article.	BUSINESS AND MORNING WEAR.	CHURCH, AFTER NOON TEAS, SHOWS.	DAY WEDDING, MATINEES, DAY RECEPTIONS.	EVENING WEDDINGS, BALLS, DINNERS, RECEPTIONS, THEATRES.	STAG PARTIES, CLUB, INFORMAL DINNERS.
Coat.	Cutaway or sack. Covert or Chesterfield overcoat.	Frock or cutaway. Chesterfield or skirted overcoat.	Frock. Skirted or Chesterfield overcoat.	Evening dress with Chesterfield or skirted overcoat.	Evening jacket with ordinary overcoat.
Waistcoat.	Of same material as or different from coat.	Same material as coat or of white duck.	Double or single breasted, of same material as coat, or of white duck.	S. B. or D. B. white or S. B. same material as coat.	S.B. or D.B. white or S. B. same material as coat.
Trousers.	With S.B. coat to match, with D.B. either to match or not.	Striped worsted.	Striped worsted or dark cheviots.	Same material as coat.	Same material as coat.
Shirt.	Colored stiff front preferred, quiet colors.	White.	White.	White.	Plain or pleated white.
Collar.	Wing, standing, poke or double band.	Wing, standing or poke.	Wing, standing or poke.	Standing or poke.	Standing, poke or double band.
Cravat.	Ascot, once over, Four-in-hand or flowing end.	Ascot, flowing end or once over.	Light or black, Ascot or once over.	White tie with broad ends.	Black silk or satin with broad ends.
Hat.	Derby or Fedora with sack, Silk with cutaway.	Silk.	Silk.	Silk or opera. Latter only to theatre.	Derby or Alpine.
Gloves.	Tan or grey, the former preferred.	Tan, or light grey suede.	Grey suede.	Pearl or white glace.	Tan or grey.
Shoes.	With sack calf, with cutaway patent leather, high or low.	Patent leather.	Patent leather.	Patent leather shoes or pumps.	Patent leather high or low.
Jewellery.	Gold studs, links, pin and watch guard.	Gold studs, links and pin and guard.	Gold links, studs and pin.	Pearl studs and mother-of-pearl links.	Gold studs and links

This Chart is corrected to date by a Canadian authority on men's fashions.

ALWAYS AT THE TOP.



Are you selling Wing Collars ?

Is the demand for Poke Collars increasing with you ?

Can you meet the demand if it is coming to you ?

Have you got the up-to-date models in these shapes ?

You can't sell them if you haven't got them !

We have them.

The Williams, Greene & Rome Co.

Berlin, Ont.

The A.B.M. Co. TRADE MARK

RUBBER COLLARS

MADE IN CANADA

PRICES AS FOLLOWS . . .

If you cannot obtain these from wholesale houses write us direct.

The A. B. MITCHELL CO.,

HIGH POLISH OR DULL FINISH. QUALITY THE BEST. **16 SHEPPARD ST., TORONTO, ONT.**



KING Front 2 in. Back 1¼ in. $1.50



METEOR Front 2¼ in. Back 2 in. $1.20



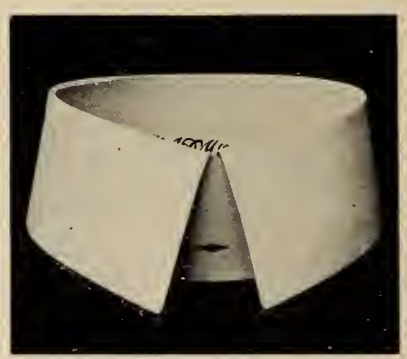
REGINA Front 2½ in. Back 2 in. $1.75



REGENT Front 2⅛ in. Back 1¾ in. $1.50



OUR GAIT Front 2 in. Back 1¾ in. $1.20



REX Front 2⅜ in. Back 2 in. $1.75



DUKE Front 2¼ in. $1.30



PRINCE 3½ in. wide $2.60



AJAX Front 2½ in. Back 1¼ in. $1.30

STOCK CARRIED IN TORONTO AND MONTREAL.

DUNCAN BELL, Agent for Montreal.

SHIRTS AND COLLARS

THE new Spring samples in shirtings show a considerable variation in colorings from what has prevailed. Although the complete samples are not as yet available there can be seen a tendency to darker grounds. This year white grounds have been the proper thing, and furnishers could sell little else. Among the new things are, however, included a large assortment of grounds that are anything but white. Gunmetal is one of the newest, and although the term is rather deceiving the color being a very dark grey, the differance from the old whites is very great. The grey grounds come in all shades, and the man who will not risk the gunmetal can choose a light grey that is a compromise. The color is made up of irregular lines of black and white the whole presenting a grey appearance, although when examined at all closely, the several lines are distinct enough. On these grey grounds come patterns, mostly in figures, in any color desired, black, white, red, blue, etc., but in almost every case the general effect is not "loud." In addition to the percales, which include the long popular white grounds as well as the dark, there are attractive patterns in Madras, Zephyr and Oxford. The usual run in the former two shows a decided leaning to colors, pink being very prominent. Colors will be far more general in the Spring lines than during the past year, and they are certain to take, as a reaction is almost due.

* * *

Too much carelessness is allowed by many manufacturers of shirts, particularly in the popular striped patterned which shows up so distinctly any mismatch of pattern. A glance over a furnisher's stock showed that in over a half of it, no attention had been paid to the position of the pattern on the cuffs, and the two sides of the front. Where a stripe is the pattern both cuffs chould be cut so that the lines will come in the same place on each. It gives a man's wrists a rather odd appearance to see one cuff end with a line and the other with a large white space. Where the goods are patterened with figures, it does not make so much difference as the irregularity does not demand a distinct spot for the figure, except in certain cases. In the bosom, too, a stripe will often run just beyond the edge of the lap over, on the lower side, and another line near the edge of the upper side, making the two lines perhaps only a quarter of an inch apart, whereas the pattern places them an inch apart. In figured patterns the bosom requires more care than the cuffs. This matching of pattern is observed by some manufacturers, but others neglect it, and the result is that neither furnisher nor consumer are pleased. A mismatched pattern will ruin the appearance of a shirt, while the customer may not understand why he dislikes it. The public and the trade are watching far more closely these details of a well-dressed man's apparel, and the manufacturer must govern himself accordingly.

* * *

A lady has invented an improvement for gentlemen's shirts that has for its object the doing away with the front stud holes, or where such may be desired to use them only to hold a stud for appearance sake, and not to connect the two half fronts. By this, it is claimed, friction will be obviated, and the wear and tear on the button holes diminished. In carrying out the invention the patentee provides a strap or band of cotton, linen, or other material, which is suitably stitched to the underside of one of the half fronts, thus forming a flap which is provided with a suitable number of button holes. On the upper side of the other half front, buttons are sewn opposite the button holes in the flap. The shirt is thus held together by the flap being buttoned to the lower half, and the studs are merely inserted in the upper half.

* * *

Notwithstanding that in the United States there is some falling off in pleated front shirts, there is great confidence in them here for Spring, and they are being made up in fair quantities. White, as usual, is the prevailing color. The new black and grey effects are taking well with the trade. The neat appearance of these shirts wins the favor of the best buyers, and for Spring they will, doubtless, be good sellers. There is a fair business doing in them for the present season.

* * *

A number of American importations in Christmas novelties are shown, which, we understand, are doing well.

* * *

Furnishers throughout the country have bought liberally of the collars that are expected to be worn most during the Winter season, and in the majority of cases the orders placed for wing shapes were heavy. Doubtless, the wing will sell well this Winter, particularly in the cities. In many country towns it has made very little progress against the fold collar, which, being perhaps more comfortable than an open front collar, is preferred by the average customer.

* * *

According to Canadian manufacturers the extreme small wings are not selling, the demand being almost wholly for medium sizes. Square corners still have the preference, though round points are by no means dead. Fold collars still sell in all sorts of trade in standard heights, and since the coming of cold weather there has sprung up an increased demand for straight standing collars and poke collars—principally for evening wear. One manufacturer has brought out a collar that laps slightly in front, but this style is not being given any great prominence by the large city furnishers, who find it easier to sell those shapes which just meet in front. In all these, except the poke collars, not many of the extreme heights are taken, though there is always more or less of a demand for such.

* * *

It has been remarked that at the Horse Show in New York (where some men, as well as the ladies, try hard to be the most conspicuous part of the show—and succeed) some of the young men wore collars to match the patterns on their

shirts. It is to be hoped that this does not mean that the old fancy collars are to come in again. If they do it should not be difficult to improve on the patterns that used to hurt our feelings some years ago. In England, too, the patterned collar is sometimes seen, and fashion writers report that it looks better than one would expect.

Collars nicely put up in boxes make suitable Christmas presents. They can easily be drawn to the attention of lady customers or ladies passing the store window, if well displayed. But for that matter almost any of the furnisher's lines will do for gifts. All he has to do is to place them where the would-be Santa Claus will see them.

* * *

Prices of linen and all raw material that goes into the making of collars are high and firm, which leads to the belief that an advance in the price of collars may shortly be made. A wholesaler states that there will very likely be an advance of at least 10 per cent. in the near future.

HATS AND GLOVES.

DURING the month of November the Pope granted five red hats, which is the common phraseology to denote the elevation of five dignitaries in the Roman Catholic Church to cardinalships. The origin of the red hat and customs connected with it, are matters concerning which no two authorities are in agreement, but its antiquity is well founded. Innocent IV. is generally supposed to have been the first to ordain its use for cardinals, and it was at the Council of Lyons in 1245 that it was first granted. Previous to this the cardinals a latere had worn the scarlet cap, and this was continued as the only headdress of many until the death of Gregory IV. in 1591 A.D. Some ascribe the inception of the red hat to that date and ignore the earlier form granted by Innocent. The hat is a huge unwearable affair of silk and hanging tassels, containing originally only three of the latter on each side, but now 15. It is the chief insignia of the cardinal's dignity, but the cap is the only covering worn. Some authorities maintain that the hat is burned with the cardinal, but others say that it remains suspended in the church of the cardinal's title.

* * *

Archbishop Ireland's name was one of those proposed for the red hat in the United States, and one of his admirers said that if the archbishop received it, it would be the first change in headgear he had made for 17 years. The only occasion upon which the archbishop could be induced to don anything but his old Stetson was about five years ago at a dedication of a public building in St. Louis, at which he was to officiate. It was suggested to him that he would have to wear a silk hat or he would be conspicuous. With great regret the dignitary purchased a silk hat, but wore his old one during the drive to the grounds, and was unrecognized when he donned the new hat upon stepping from the carriage. Immediately upon the conclusion of his address, he hurried to his carriage, hustled his new silk under the seat and pulled on his beloved slouch. It is not uncommon for men to become thus attached to hats. A man across the border lays all his discarded hats aside with a paper attached, giving date of purchase and setting aside, and a few short notes upon the principal events of his life during the time he has been wearing the hat.

* * *

A New York paper recently published a half column article which was intended to impress upon men the fact that baldness and derbies were indissolubly connected. The derby is called "a sort of skull hat with a gutter around the edge to catch the rainwater," "a shapeless, characterless monstrosity," "the foolish derby imitation skull," and a few other selected terms that reveal an immense vocabulary of vituperation. The gist of the article is contained in the italicized sentence: "The tight-fitting derby hat accounts for 99 one-hundredths of all the bald heads," and quite reasonably draws its inference from the fact that bald men always have hair on the back of their heads just below the line of the hat. When a derby is taken off a red mark is often noticed on the forehead, and this continues around the head. Above this the blood cannot circulate when the hat is on, and after a number of years the constant pressure of the hat causes the veins on the scalp to shrink and the blood supply ceases. Baldness begins at the top, at the centre of the squeezed-in scalp region, where the blood supply is weakest. With advertising instinct, worthy of a soft hat manufacturer, the writer finishes with "We advise the man who has a new hat to buy this Fall to buy the soft hat, and help kill off a foolish, harmful fashion." Strange to say many of the New York hatters display the article in their windows, and for the moment are selling more of the soft hat than formerly.

* * *

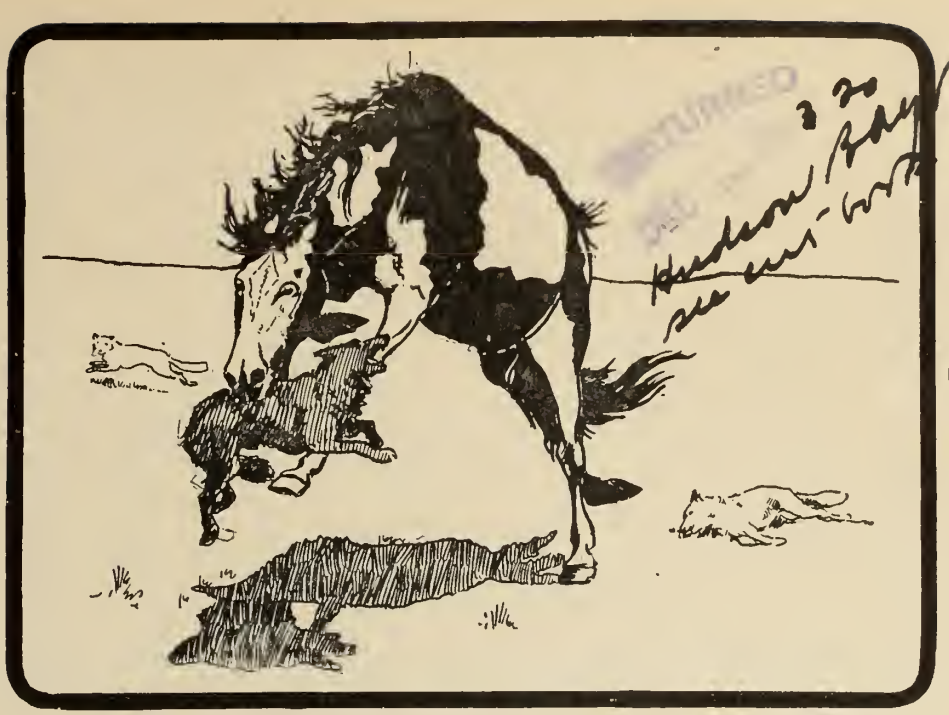
As predicted by The Men's Furnisher during the past Fall season, the splits and sennits are sure to be the principal sellers for next Summer's trade. Their neat appearance and lightness, their general "becomingness," won for them a place that it will be difficult to take from them. All houses are prominently showing them in exactly the same shapes as were worn last season, with any amount of allowance for taste in width of brim. The black and white straws which were sold so largely in some parts of the United States, and in small quantities here, are not in it, either here or across the line. Panamas will, no doubt, still sell in the higher class goods, but they will be confined mostly to the young man, and for use outside of the city streets.

* * *

Before the Boer war, Germany had carried on a very large hatband business with England, but upon the commencement of that war, England ceased almost entirely to obtain this line in Germany, but favored Austria and Italy. After peace was declared, Germany thought to step back into her trade again, but Italy has the English market cornered, and German manufacturers are unable to touch it. It seems strange that England should import any of this class of goods save in pure silk, as the cotton yarn required in a great part of the hatband production, can be manufactured in no place save in England, on account of the evenness and cleanness necessary in the yarn. It is only another proof of England's slowness to grasp opportunities.

* * *

Some vandal during the early part of November entered the factory of the Union Hat Works, Brockville, and destroyed about 100 dozen hats by punching a hole in them. Suspicion pointed to a former employe, who, upon being arrested, implicated in his confession a former partner of the firm. McQuigge, the employe, says that he was paid



"Pinto" Toughness.

Almost the toughest thing in the whole of creation is a "Pinto" Bronco when he is in fighting humor.

Now his hide is just as tough as he is and that part above his hips and back is the very toughest and most pliable —it is the "Shell."

That is the part used to make the famous "Pinto" Shell Cordovan Mitts and Gloves.

Wind, rain, tear, rip, scorch and boil proof—almost wear proof.

Made only by

Hudson Bay Knitting Co.

Montreal Winnipeg

by Altman, the former partner, to destroy these hats, valued at about $1,000, and, on his statement, Altman was arrested, although the evidence against him was not very strong. He has been committed for trial.

* * *

The Espenscheid Hat Co., of South Norwalk, Conn., is sueing Charles C. Little, of Newark, N.J., over a trademark. Little issued letters to his customers in Ontario, telling them that if they used the label of the plaintiff's, they would be infringing his rights. The Espenscheid company then brought this action, claiming that the letter has injured their business. Mr. Little's defence is that he registered the title with the Canadian Government, and sent out the letters with no illegal intention.

* * *

The walking glove is a comfortable affair this year. Thick of skin, almost rough in appearance through the harness stitching, it is not the light affair that has been so often affected. Such a glove as requires five minutes to don and care in taking off is exceedingly ill suited for a walking glove, and the correct thing fights shy of such difficulty of handling. Easy to put on and easy to take off; serviceable on account of its strength and thickness, the walking glove is suitable and sensible. Lined gloves are now receiving the most attention, and genuine mochas are selling to the high-class trade. A stockinette lining makes this glove very warm and durable. The reindeer skin that was prized so highly several years ago, is practically unobtainable now. In appearance resembling a mocha, its excellent wearing qualities made it a favorite with the men who wished to pay the price. Water did not injure them in the least, and the objectionable "shininess," seen on most gloves other than glace, did not appear until after much wear and rough usage.

* * *

Smith & Baker, glove manufacturers, Dundas, Ont., who were reported as being in financial difficulties, have amalgamated with The Double Use Mitten Co., of Morgan Park, Ill., and will hereafter make the patented double use mitt in addition to their own lines. Smith & Baker went to Dundas only a few years ago from Brockville, and purchased the Gray property, employing at that time only four hands. The growth of their business necessitated about a year ago the purchase of new property, and the large amount of money needed for this temporarily embarrassed the firm. There are now about 80 men and women employed, and the closing up of the business would have been a serious blow to Dundas. It is reported that the new company will be capitalized for $40,000, and will purchase additional property and install new machinery. It is to be hoped that the new business will fulfil all the expectations of the company.

IN CRAVATDOM.

IN three weeks Christmas will be upon us, and in all that three weeks every retailer will be called upon to supply suggestions for Christmas presents for brother, father, son and other relations. No time should be lost by the mens' furnisher in preparing a list which will include everything in his stock suitable as a gift. On another page is given a fairly complete list of articles that should be supplied from the furnishing stock. If the section that pertains to this department be cut out and shown to the customer, it will prove of great value as a time saver. Among the various lines which can be pushed at this Season, cravats stand near the top. To every man a cravat is a present which is gratefully received, as, although it is a necessary article of wearing apparel, one given as a gift is always considered as a luxury. Ties can be given any number at a time, according to the money set apart, thus enabling the giver to spend fifty cents or five dollars. Furnishers should draw attention to this, and suggest ties to every customer who is in doubt as to what he wishes to give.



The Four-in-One Unfolded.

* * *

The window display, if thoughtfully arranged, will sell more ties than any other method. Fixtures are required by every furnisher, not only in showing cravats, but for any other line which he carries. Their use presents the goods in more pleasing, natural and distinct form, and keeps the fabrics from the dust on the floor Cravats can be displayed in no other way. The window should not contain too great an assortment at a time, but changes can be made every day, and the window with two or three fixtures and a half dozen or dozen ties will sell more than the stocky display in which no color, pattern or material is distinctly brought out. In such a window it will be found well to place a neatly-printed card, containing the words: "Christmas suggestions for husband, brother, father, lover." In fact, from now to the 25th, an excellent plan is to trim the windows with nothing but articles suitable for Christmas presents, and keep the card in a prominent position, moving it from time to time to vary the appearance. Such a bid for the holiday trade will prove exceedingly profitable.

The grade of ties that have been sold during the past two months for the Christmas season has been exceptionally high. Wholesale houses report a gratifying business in the lines that are sure to please everyone handling them. The better class tie is receiving the favor that it deserves, and the public is rapidly finding that a seventy-five cent tie will outlast and outlook many of the cheap quarter ties. A cheap tie is no bargain even to the man who wearies of a pattern in a month. Such a man usually discards a cravat on account of its effect on his appearance, so that the cheaper quality is not satisfactory even when it is brand new, since the observant person can detect a poor material, however neat the pattern.

* * *

There is apparently a tendency towards brighter colors than have been fashionable for some months past. The quiet colors were so extremely popular that many men, particularly of the younger class, grew tired of the monotony of black, white, and grey, and rebelled against the restrictions on their natural thirst for cravats that talk for themselves. With grim determination they seized the moment, when styles are accustomed to change a little, and demanded a combination of colors that three months ago would never have been seen. At present the furnisher finds a sale for colors that he had almost despaired of being able to dispose of. A compromise is, however, made with the prevailing style of months ago, by keeping the colors down to reasonable levels. Red ties appear to be receiving particular attention, but they are in quiet figures, that diminish the "loudness" to an endurable point. This new demand for colors does not imply that the quiet tones are not correct. On the contrary they are always correct, however popular colors may become. The careful man is always well-dressed with a neat black and white, while he runs chances of appearing otherwise in a colored cravat. The risks are great, the gain can be but small.

* * *

The Jackson Suspender Company has passed into the hands of the Canadian Neckwear Co., and hereafter the travellers of the latter firm will carry the suspenders of the former. The new management will no doubt impart vigor into the suspender branch of their business, by this conjunction. The suspenders will hereafter receive the name of the "King" suspenders, as the new company is to be entirely reorganized and called The King Suspender Company. The Canadian Neckwear Company reports an excellent business in their patented "Four-in-One" cravat, which admits of such variety in tying.

* * *

The Dominion Suspender Co. has purchased the property at the corner of Park street at Cataract avenue, in Niagara Falls, and intend to erect the largest building in that town, equipped with the most modern machinery to manufacture goods now produced in other countries, and shipped into Canada. A member of the firm states that building operations will not be commenced until after a tariff has been arranged that is satisfactory. When completed the new factory will take to Niagara Falls a number of experienced men as managers of the different departments.

* * *

E. & S. Currie are opening another warehouse on York street, Toronto. The old building has been found entirely inadequate to meet the demands of their business. The new building will be confined solely to ladies' neckwear, and gill be under the charge of their Mr. Evans, while the men's wear will occupy the present premises.

HOSIERY AND UNDERWEAR.

THE feature of the underwear trade from the jobbers' point of view is the difficulty in obtaining supplies of fleece-lined goods, owing to the condition of the woollen goods market. Nearly all the houses placed large orders some months ago, and these are just now coming slowly in. The price, too, is higher, and shows no signs of dropping. Wool fleece underwear that sold last year at $3.75 is now held at $4.50, at which price there is no lack of buyers.

* * *

Linen mesh for Spring is to be a greater feature of the underwear trade than ever, to judge by the orders now being placed. This class of undergarment has nowhere been a greater success than in Canada, though in Great Britain and the United States its value is also highly appreciated.

* * *

Fancy goods for next Spring and Summer will be in great variety. This is an item in the underwear trade which is apt to be overlooked or slighted by many dealers, who seem to confine their novelty purchases to neckwear and shirts. The fancy underwear trade has been growing rapidly during the past few seasons, and with the brighest and most up-to-date dealers it has come to be an important part of the stock.

* * *

Hosiery for Winter shows but little change. Some new effects in heather mixtures are shown, not, however, varying greatly from former seasons, and for these there is an excellent demand. Heavy cashmeres and woollens are as usual in good demand in blacks. It is predicted that in the Spring lines there will be a return to tans, and also that navy blues will be a strong feature. Greys which have been in such favor in the finer goods, will, to a certain extent, find their trade in the cheaper grades.

* * *

Manufacturers are again preparing new things in fancy hosiery, and though there will probably be the usual large number of brilliant effects, indications now are that with the best trade solid colors, or very quiet patterns, willl be in the best demand.

Announcement.

The Canadian Neckwear Co. announce that they have taken up the manufacture of Suspenders and will conduct this business under the firm name of

The King Suspender Co.

in connection with their already established Neckwear trade.

$2.00 "King Quality" $4.00

SUSPENDERS.

Shortly our travellers will be showing a complete range of these new goods which it will be our aim to make the best and most attractive values on the market.

Buyers will find this combination of lines, Neckwear and Suspenders, a convenient and profitable one from a buying and shipping point of view.

60-62 Adelaide St. E., TORONTO.

THE TAILOR AND CLOTHIER.

IT is not only in Canada that there appears to be difficulties in the woollen business. The West of England, which has always been acknowledged as leading in certain cloths, particularly in trousering is facing a situation where new blood, new life, new machinery and new methods are absolutely necesary to retain their old-time supremacy, or even to keep up a profitable business. The reasons are given by The Textile Mercury as lack of up-to-date machinery and methods, and bad management. West of England manufacturers have in former years made money so easily that they are not prepared to cope with the progress of rival districts, and view with abject helplessness the capture of their trade. Yorkshire has loomed up as the rival that is killing much of the West of England supremacy. Many mills in the later district are closed, and each year sees a few more added to the list. Many of the older mill-owners invested all their available money in large estates, and thus when, in the natural trend of affairs, new machinery and new buildings were requlred, the necessary capital could not be obtained. Others were too old fashioned in their ideas to attempt to remedy the existing evils and gradually dropped into insolvency. Merchants are blamed to some extent, for this state of affairs, as they naturally purchase where they can get the goods the more cheaply. Yorkshire supplies this trade by producing a cheaper material, and the merchant is trying to procure West of England goods at Yorkshire prices. Where this is asked, the West of England mill that yields only cuts its own throat, and establishes a price which all have to meet. This price is altogether too low for the quality, and thus it is that the west either makes no profit or will have to lower the quality of its goods and fight Yorkshire on its own ground.

* * *

Irish woollen manufacturers are making complaints against the practice of certain Yorkshire and German firms in making imitations of the well-known "Donegal" tweeds and homespuns. An agitation is at present on foot to follow the steps of the Flax Spinners' Association and prosecute where goods are not exactly as described. The imitations are in many cases so cleverly made that they are extremely difficult to detect, although there is in every case a certain amount of shoddy worked in the wool. The "Donegal" tweed is an all wool, and the shoddy can be sold so much lower, that the genuine article has no chance, unless the buyer detects the fraud.

* * *

The Commissioner of Customs in writing of the German surtax which came into force last month. says that there will undoubtedly result a decrease in the Canadian importations from that country. Sugar and cement are singled out as lines that will be particularly effected, and woollens will be cut off to a great extent. Worsteds, yarns and boys' clothing have been imported heretofore in large quantities from Germany, but it is thought that almost the entire amount will be turned over to some other country, partly to England and partly to home mills.

* * *

An English tailor has recently won an important decision from the High Court. He had refused to run a unionized shop and a boycott was attempted by the International branch of the Amalgamated Society of Tailors. Two styles of placards were printed and carried around by sandwich men, near the tailor's place of business in London. One sign was in black letters on a white ground and read: "Amalgamated Society of Tailors.—Notice, the tailors of Mr. Geo Miller, 351 Oxford street, are locked out, because they insisted on having their overtime properly paid." The second ran: "Beware of having your clothes made in fever and sweating dens. Ladies, see that you get them made under trade union conditions." The secretary of the union admitted the publication, but contended that he was justified in doing so, and that it was the ordinary procedure when there was a lock-out. The jury found for the plaintiff and assessed damages. The decision has an important bearing on the tactics of trade unions in every branch.

* * *

Those who use gasoline in the cleaning of clothes seldom know what risks they are running. It is commonly supposed that the danger is small, and that the evaporation is so rapid as to render it safe almost immediately after use. Recently Mr. George Brent, a tailor of Winnipeg, had been cleaning his coat and vest with gasoline and had put them on while still damp. Thoughtlessly he lit a match, and he was instantly in flames. His injuries may prove fatal.

* * *

The English woollen trade is at present intensely interested in the action of several of the small mills, and a few of the larger ones, in adopting the policy of selling directly to the trade The manufacturers claim that the wholesale merchants have attempted to treat them in such a high-handed manner, that they could endure it no longer. They report that they have met with great success, and it is thought several other mills will do business in the same way. Of course, the wholesaler, as soon as he learns of a direct sale, takes his custom away from the manufacturer making it. Trade is naturally being disorganized to some extent.

DECISION IN A UNION LABEL CASE.

JUDGMENT has been given in the Courts at Toronto concerning the union clause in the specifications of the contract for firemen's uniforms, and the result is that the City of Toronto is permanently restrained from favoring one class of men over another. The Crown Tailoring Company in its suit, has a case which it is difficult to see how the city could combat.

The idea of a city council representing union and non-union men alike, imposing a clause in any contracts that the work must be done by union labor, must have been started by an alderman not sure of his position. To show just how unfair the demands were, it not only required that the work be union, but also that the wages paid be 18 cents an hour showing that it was not only fair wages that were sought but favoritism to the union as well.

A QUESTION OF UNIONS.

The Crown Tailoring Company pays 18 cents an hour, and yet was restricted from tendering. The Council, however, was not satisfied with favoring unions generally, but picked out a particular union in opposition to the one whose members worked for The Crown Tailoring Co. A more unfair, unlawful regulation it would be difficult to find, particularly when the secretary of the Journeymen Tailors' Union said in the witness stand that only a trifle over half of the tailors in the city belonged to his union. In Toronto there are three distinct rates of wages, the highest on King Street, the next on Yonge, and the lowest on Queen, so that "union wages" is an indefinite term.

INTERESTING HISTORY.

The history of the insertion of the objectionable clause is rather interesting. Previous to 1899 the City had been imposing no restrictions on the contracts for civil clothing, and the result was very unsatisfactory. Clothing was of cheap material, cheaply put together, and poor in fit, since the cheapest maker got the contract by paying low wages.

In that year the clothing was so poorly made, that all but a very few suits were returned.

It is a fact that may have some significance, that the examiner that year was a union man. To insure good workmanship, the clause calling for The Journeymen Tailors' Union label was, perhaps, thoughtlessly inserted.

This Spring the Crown Tailoring Co., using a rival union's label, tendered $600 lower than the next, but refused to observe the union clause.

IGNORED GOOD ADVICE.

This brought the matter before the Council, and the City solicitor expressed the opinion that the clause was illegal. The Council refused to act upon his advice, and ordered the next lowest tender to be accepted. The Crown Tailoring Co., however, now stepped forward and procured a temporary injunction restraining such action. Upon the tenders being opened again, the same company once more bid the lowest, and were awarded the contract. When the winter clothing was needed, the Crown people sought a permanent injunction against the insertion of the objectionable clause, and before Chancellor Boyd were successful.

A LOGICAL JUDGE.

The Chancellor, in his judgment, said that the City was justified in asking that a living wage be paid, but that no discrimination of one class of workmen over another is legal. There are non-union workmen who are just as capable as union members, and the true test of workmanship is not membership of a union. The rate of wages fixed by a union is a restriction upon the employer, and this fixing of wages gives a union a privilege without considering the type of work it performs. An employer should be free to go where he wishes for his workmen.

In conclusion, the judge said that the veiled attempt in the evidence to prove hand labor more beneficial to machinery, was merely opening up an old question. In his mind the introduction of machinery was a benefit to the poor. The division of labor system adopted by the Crown Co. was, according to the evidence, a better method than where all the work was performed by the one workman.

WOOLLENS AND CLOTHING.

LOWERING THE RAIN COAT STANDARD.

THE limit is rapidly being reached, says The Apparel Gazette, if it is not already, in the rain coat, when garments are being retailed as low as $5, $6.75 and $7. There must be a change in the garment soon or the introduction of cheap cotton fabrics will run it into the ground. To continue popular the garment must be kept to a higher standard. Just now there is an interesting war of prices on between certain retailers in New York, each of whom is striving to see how cheap he can produce rain coats to be used as bait. Some of these rain coats have been cravenetted and bear the genuine stamp, while others have been proofed by other processes and carry a misleading stamp. In getting up these cheap garments the department store buyers go to cheap east side clothiers, get them to procure low-grade cottons from the mills, have them cravenetted when they can influence the company to do it, if not, proofed by some other concern, and then they are made up as cheaply as the labor can be had to work. If persisted in, these shoddy goods will inflict great injury to rain coats of the genuine sort turned out by legitimate methods, and kill the fashion before it has had a chance to attain the height of its popularity.

ANOTHER FEATURE.

A MONTREAL gentleman interested in the woollen market thinks that the various reasons given to account for the unfortunate situation in the Canadian woollen industry are but minor ones, though true in themselves.

According to his view of the matter the most direct cause is to be found in the condition of the English market. In England they have immense stocks of raw material, bought under old prices, and are thus able to send goods to Canada without regard to the great advances in price which have taken place during the year. Hence they can sell at from 20 to 40 per cent., according to the grade, lower than Canadian manufacturers. The Canadian manufacturer has to compete against this, and having a much smaller field in which to operate than the English manufacturer, he cannot overstock his mills with the raw article to the same extent. It is also pointed out that it is more profitable for the English manufacturer to sell his goods at cost, or even below cost, than to close down his mills, and this is being done.

AN ODD WAGER.

THE HATTERS' GAZETTE, of London, says: "A curious wager has just been left undecided by the untimely death of the principal party to it. It is reported from Paris that a wine merchant, named M. Mary, some 19 years ago, made a bet of 20,000 francs with a companion that he would wear daily for 20 years the hat he then had on. A sum of 2,000 francs, which, with accumulated interest, would eventually reach the amount of the wager, was invested. Since then M. Mary had appeared daily in the same old hat, which was a 'chimney pot' of eccentric shape, and this extraordinary headgear became very well known in Paris. M. Mary died suddenly in a cafe a few days ago, leaving a hat that, had he lived but a few months longer, would have brought him 20,000 francs. Not many old hats are worth that amount."

SAMPLES OF TWEEDS FOR COUNTRY TAILORS.

EDITOR "Dry Goods Review": For some time I have known of wholesale woollen houses furnishing country tailors, who carry no stock whatever, with samples of tweeds from which they take orders and send for the suit patterns, which come in most cases C.O.D. from the wholesale houses. It is my contention that this is not wholesaling at all, but simply retailing, and not at all fair to the merchant tailor or retailer who handles a stock.

I am persuaded this is a question that should be brought up before the Wholesale Dry Goods' Association. I would like to hear through the columns of "The Review" what are the opinions of retailers in this matter. The incident that has drawn this letter from me took place recently, and I wrote the house, which enjoys a good reputation, but they would not listen to reason, claiming they were capable of looking after their end of the business. My claim is that they are not doing so in this case to the satisfaction of the retail trade, who they are supposed to be in business to serve, and I am persuaded that if it is their wish to work against our direct interests it will be well for us to know it now. I am, Mr. Editor,

Yours truly,

William Galt Brown,
Proprietor "The Hub."

Cowansville, Nov. 12, 1903.

Remarks: The columns of "The Review" are open for the discussion of the question raised by Mr. Brown.

PERSONAL MENTION.

Mr. John Rhodes, a merchant of Brockville for nearly forty years, is dead, aged 73 years.

Mr. O. B. Graves, a picture and wallpaper dealer, of London, Ont., is dead.

The death is recorded of Mr. James Brown, a dry goods merchant of St. John, N.B.

Mr. E. B. Wallace, of The Wyld-Darling Co., has returned from an European buying trip.

Mr. Marcus Malcolm, Brantford, Ont., a woollen manufacturer of many years. died recently.

Mr. D. Morrice, Sen., President of The Canada Colored Cotton Co., has been spending a few days in Toronto.

Mr. Percy Oswain, representing Messrs. S. & L. Ash Bros., manufacturers of plain and fancy worsteds, Leeds, England, is calling on the Canadian trade.

Mr. J. C. Greene of J. C. Greene & Co., wholesale milliners, London, Ont., although recently only returned from Europe is again on his way to that part of the world.

Mr. Andrew H. McDonell, Montreal, has returned from New York and Boston, having been looking up the thread and yarn markets. Mr. McDonell reports as having had a successful trip.

Mr. Ed. Blackier representative of the Ames-Holden Co., St. John, has accepted a similar position with the Amherst Shoe Co. Mr. N. S. Scott at present with The Langlois Shoe Co. will succeed Mr. Blackier.

Mr. C. H. Fildes, who for several years has represented The Waldron Drouin Co., Limited, of Montreal, has severed his connection with that concern to take a position with the J. W. Peck Company of Winnipeg to manage their fur department in Montreal.

Mr. C. H. Fildes has been appointed manager of the fur manufacturing department of John W. Peck & Co., Montreal. Mr. Fildes was formerly with Waldron, Drouin & Co., and before that was with Greene, Sons & Co. for about 14 years. On leaving Waldron, Drouin & Co.'s a presentation was made to him by his fellow employes. Mr. Fildes is about to start for Europe in the interests of his new employers.

OTTAWA TRADE NOTES.

The very early Autumn like weather has not added much vim to the retail business. There are a few complaints, but no general outcry. The more aggressive retailers keep things going by special purchasers of job goods that were put out on the bargain tables at tempting prices, thus keeping the salespeople busy and drawing the crowds to see the smart things in Fall wear.

This should be a banner year for Ottawa retailers as the splendid market prices for all kinds of farm produce should induce people from far and near to make Ottawa a trading point. There are few places in Ontario where the prices are so good.

Mink, White Thibet, Ermine combinations continue to be the popular fur.

AN OMEMEE STORE.

CHAS. IVORY, successor to T. Ivory & Son, Omemee, Ont., has a general store business, of which he is justly proud. He sells dry goods, clothing, gents' furnishings, millinery, groceries and boots and shoes—all handled on a strictly cash basis, and, as times are so good and money plentiful, he finds no trouble in conducting business on this basis. The business has been established 16 years, and, besides the lines mentioned, Mr. Ivory is an extensive dealer in eggs and poultry.

The store, which is 28 x 113 ft., is part of a block having a frontage of 66 ft. It is heated throughout by Gurney's hot water system, 15 tons of coal being sufficient to heat the entire block for the season. The store is three storeys high, and possesses two plate glass windows 11x12 ft., with roomy window space, well suited for the tasty displays which form a feature of Mr. Ivory's business methods. As an example of the way space is utilized in this store it may be mentioned that in the counters and the lower parts of the shelving at the walls there are no less than 184 drawers, each 3 ft. x 2 ft. x 10 in Buying for cash and selling for cash as he does, and possessing a well-selected stock, displayed in an up-to-date manner in a modern store building, Mr. Ivory is in a position to compete successfully with merchants in the large towns on either side.

ALMOST A HOLD-UP.

About 10 o'clock on Saturday night, November 21, two men walked into the store of Mr. D. Landry, dry goods merchant, 415 Centre street, Montreal, and one of them, pointing a revolver at him, demanded whatever money he had in the till. There happened to be no customers in the store, but Mr. Landry's wife and lady assistant gave the alarm, and the would-be robbers escaped, though pursued by the merchant.

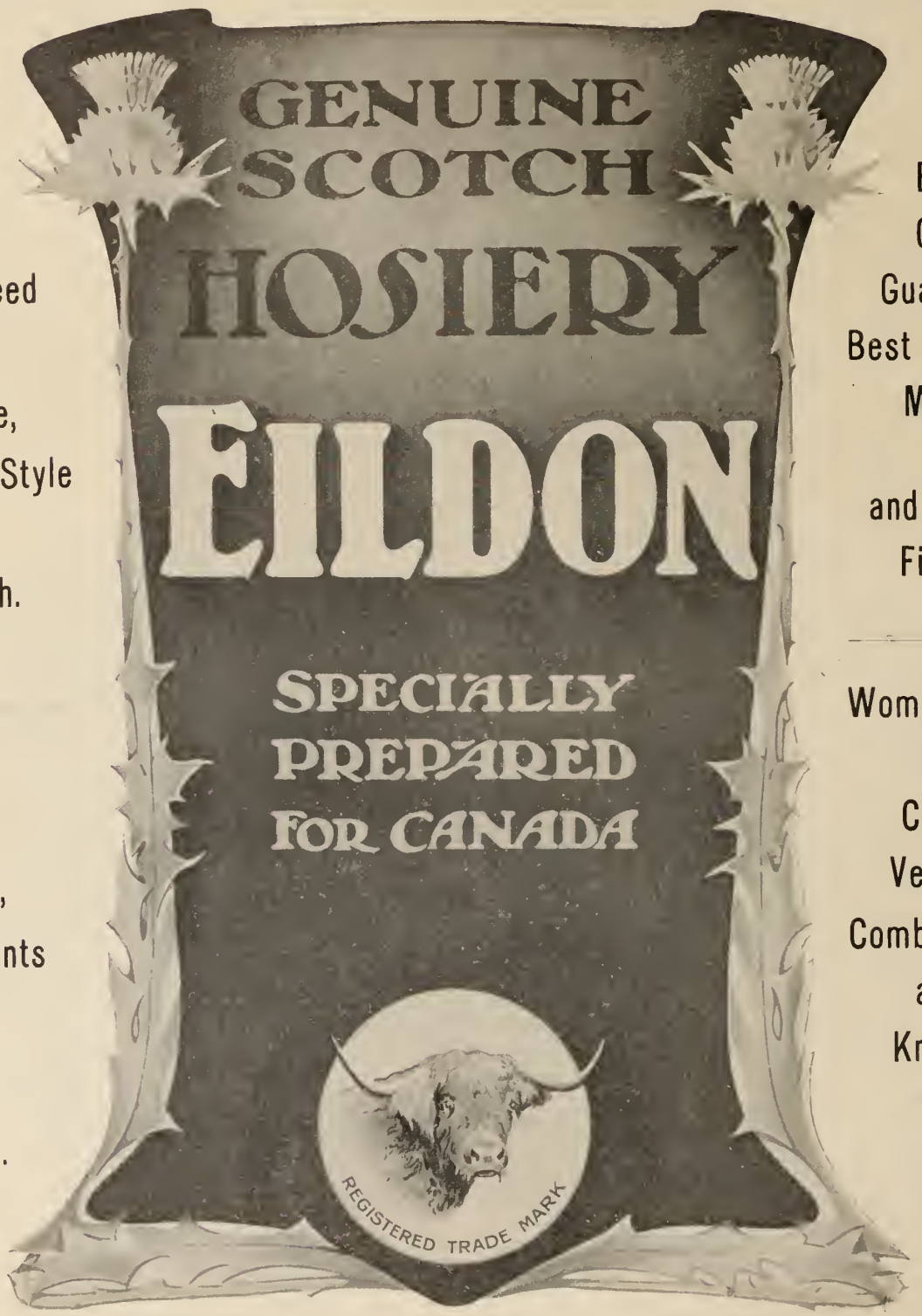


Drawn and Engraved by The Toronto Engraving Co., Toronto, Canada.

THE LATE FREDERICK KENNEDY.

On Oct. 10th, Frederick Kennedy, eldest son of Warring Kennedy, ex-Mayor of Toronto, died in that city. He was born in Belfast, but while young came with his parents to Toronto and was educated at Magill Academy and at Upper Canada College. He then entered the office of Samson, Kennedy and Gemmell, wholesale dry goods, of which he ultimately acquired the management. Since the dissolution of that firm he has been associated with Mr. R. H. Cosbie, manufacturers' agent, Toronto.

ABSOLUTELY RELIABLE



Every Garment Guaranteed Best Make, Style and Finish.

Men's Shirts, Pants and Knitted Pyjamas.

Every Garment Guaranteed Best Make, Style and Finish.

Women's and Children's Vests. Combinations and Knitted Night Dresses.

OUR LEADING LINE

EILDON "Guaranteed Unshrinkable Pure Wool."

These compare favorably with any other make on the market and we give an unqualified guarantee with every garment. These are labelled "GUARANTEED UNSHRINKABLE," in addition to Eildon tab.

CAN BE HAD FROM THE LEADING WHOLESALE HOUSES.

SOLE AGENT FOR CANADA AND THE UNITED STATES:

JOHN L. WOODS, 214 Coristine Building, MONTREAL

Ladies' Wear

KNITTED GOODS

Men's Wear

THERE is great satisfaction expressed with the slow delivery of underwear, particularly in the heavier grades. When a wholesale house sends in orders as early as January they fully expect the order filled before the next winter season. When a retailer orders his supplies months ahead of the time when he wishes the goods he, too, feels that he should be able to supply the articles when demanded. Both wholesale and retail houses are considerably inconvenienced this year, however, and it is none the pleasanter to know that their orders were in so early, and yet have not been shipped. Many January and February orders placed by the wholesale houses are still being waited for, and with considerable impatience. The Winter season is right upon us now, and it is a rather poor lookout for the retailer to feel that the time of receipt of such Winter goods is a matter of question.

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There are very good reasons for this slowness of delivery, and the underwear houses as a rule are doing their very best to satisfy their customers. The great difficulty to be met is the shortness of help, a handicap to nearly every Canadian industry. Labor unions are working hard, and filling the daily papers with acknowledged and unacknowledged articles which are intended to show that there is no scarity of laboring men. Very many of their statements have been proven false in the very columns which contained them, but a definite settlement of the question can be obtained by a visit to almost any manufacturing establishment in the country. The textile mills are suffering with the rest and underwear manufacturers are detained from filling their orders by a difficulty which it is impossible to overcome, strive as they may. There are some who hint that they are not exerting themselves to fill orders, since cotton is maintaining such a high value and stocks are very low. Underwear is certainly not bringing its proper price and if there is any profit at existing quotations it is so small as to take much of the snap out of the manufacturer's efforts to supply his customers. Everything in cotton has advanced very much beyond the increased prices in underwear, and it is surprising that the manufacturers have not got together and followed the lead of the manufacturers of cotton piece goods, etc. There is also a great lack of boxes in which the underwear in some lines is packed and as in hosiery this detains delivery. The cotton and wool yarns used in the make-up is delayed before it reaches the underwear manufacturers, so that there is little wonder, when the entire causes are reviewed, that the retailer is a month behind in receiving his Winter's supply.

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The dry goods store and men's furnisher must not neglect his underwear and hosiery department in suggesting presents for Christmas. Hosiery in all its beautiful patterns and colors has long appeared on the list and very few things are more acceptable to man or woman. The man is ever in need of fresh hosiery and there is infinite variety to select from. The silk stocking for women is something she seldom buys herself and yet it is always wanted. There are certain makes now done up in half dozen lots in neat fancy boxes, or it is not difficult to fix up a box with ribbons and all the catchy decorations that help every Christmas present. Underwear has not been so popular as a present, but its virtues are being more appreciated and there are few people who cannot add it to their list. The attractive silk, or silk and wool mixtures, are held high in esteem and the pure wool undersuit is the most comfortable of garments. The average man or woman is content when purchasing for his or her own use to buy a cotton or wool and cotton mixture, so that the receipt of a better class is looked on as a gift of special value.

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In connection with the Christmas list in knitted goods, sweaters and toboggan caps are as useful gifts as can be given to children and they are always delighted with them. The boy's sweater is now considered an article of daily wear almost as much as his coat and it is pleasant to the Canadian boy to feel that he has on something that will not be injured by a little dirt or boyish games. Their warmth too is a matter for consideration. The toboggan cap, like the sweater, comes in all colors and forms a necessary part of the Winter wardrobe of every boy and girl It looks neat, feels comfortable, is solid on the head and can be used to keep the ears warm when other headgear would be pulled out of shape in the endeavor. Shawls and golf jackets are the woman's presents among knitted goods, while the man gets a balbriggan vest or sweater.

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In advertising these lines for the Christmas trade, the merchant must not lose sight of the fact that it is through his window that he will obtain his best advertisement. It is a lamentable fact that it requires considerable ingenuity to arrange an artistic window with hosiery and underwear, but it pays to spend time on the display and every window dresser can strike a couple of good designs. The manufacturers have assisted greatly in turning out a great variety of colors that of themselves are sure to attract attention. Delicate shades of blue, pink and brown can be had as well as the white, black and deep blues and reds. The more delicate shades come largely in the silks and better grades, but even in the cheaper some fine colors are obtainable. To make the arrangement most successful fixtures are necessary. The arms of a fixture can be draped with underwear or a suit can be thrown carelessly over any shape of fixture. On the floor a few garments can be shown by setting them up on their sides, by giving the necessary bend to make them stand. Hosiery is far more easy to display on account of its great variety of pattern, but it too requires some consideration.

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It is fortunate for the retailer that in conjunction with the difficulty of getting his stock of underwear there has been a warm November, and thus very little demand for the heavier lines. For this reason the stress on the wholesale houses is considerably less than it might be and they are at present hoping that it continues for a week or two until their orders are filled more fully. Retailers have been lying low on the selling of these lines, but the demand will come with a rush. When he does get his stock in it should be pushed with enthusiasm. There is much in the way in which underwear

and hosiery is shown as to whether a sale is made, or a sale that means anything to the merchant. When a customer enters a store and asks for underclothing the merchant is too apt to size his taste for underclothing by the style of his outer garments, but this is a bad policy. The men who are most particular about the under garments they wear are often careless in their personal appearance. They appreciate comfort more than appearance. For this reason it is always best to show a fairly good grade first unless the cheaper is demanded. It is likely that a better sale will result from this than from the showing of cheap lines first. What satisfies the merchant influences to an unappreciated extent the taste of the buyer.

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It is certain that with the coming of the russet shoe there will be a demand for tan hosiery. The russet shoe is shown in its best qualities in all stocks and if it is worn, as it in all probability will, there is sure to follow a sale for tan hosiery. The fancy hosiery does not, as a rule, sell so well in the winter as in the summer, but this year seems to be an exception as all dealers report a very active demand. The low shoe is, of course, an incentive and the Winter shoe is high, but the man who wore the fancy hose in the summer became so attached to it that he is continuing its use.

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There is in the United States some demand for made to order underwear and a few of the manufacturers are catering to this demand A garment made specially would no doubt be more comfortable and many men are very sensitive as to the fit of their underwear, but as yet there is none, as far as can be discovered, made in this way in Canada. It is to be presumed that a good price is paid for such garments.

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Fleeced underwear has had such a large demand that the orders for it are particularly far behind hand. There has been no line of underwear on the market that has been so popular with the public as this class, and although many talk against it, its sale goes steadily on, varying a little from year to year, as does any other article, but in the end coming at the top again and outselling all others. The price and scarcity of cotton, which enters largely into their make-up, has kept down their production this year, and many orders are as yet unfilled. The fleece-lined article, when first manufactured, appeared only in the finer grades, but it now comes in all grades, and the popular trade has seized the cheaper qualities with great vim.

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The German surtax is looked upon as a boon to our manufacturers. The German goods have heretofore come into Canada in immense quantities, and has formed one of our principal imports from that country. The imposition of the surtax will, however, make sufficient difference to throw much of the trade in the hands of the men to whom it rightly belongs. Germany held a big share of the hosiery business more on account of the custom which our wholesalers acquired years and years ago of getting their supplies in that country than because their goods were superior to the home production. Wholesale and retail houses will now find it advantageous to look around before buying, and the qualities of the Canadian-made will be more fully inquired into. English manufacturers, too, will profit.

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There are a few men's furnishers and dry goods stores who lose quite a bit of business by neglecting the cheaper trade in underwear. There are, of course, many men who are particular about the quality they wear, and their trade should be attended to, but there is a vast public, whose only desire is to don something cheap as long as it is warm. There is money in quantities of cheap underclothing, and this trade should not be allowed to go elsewhere. This is especially true in the country, where the men have not the opportunities to be attracted by the higher priced goods, and thus stick to the cheaper lines. The dollar and dollar-and-a-quarter suits are great sellers, and no store should be without them. Cater to both cheap and expensive trade.

A German has invented an underwear that is intended to provide for all the demands that can be made upon this class of wearing apparel. The scheme is to have the garment made of two layers of cloth, the inner being of an absorbent material that will be healthful next the body by absorbing the perspiration and exudations from the skin, while the outer is an impregnated material that is moisture proof. The outer layer is, however, not air proof, and so all the requirements are attended to. The two layers are connected only at intervals with threads woven into both layers, so that there are air spaces intervening

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The present excitement in the woollen trade fortunately concerns only the woollen cloths in use for outer clothing, although advocates of higher tariff are including all classes of woollen goods. The hosiery and underwear manufacturers are not complaining of foreign competition, but rather of lack of workmen and raw material. The necessity that some have experienced of refusing further orders is sufficient proof of the volume of orders on hand. The new orders for next Winter will very soon be coming in now, and doubt is expressed as to the level upon which prices will be placed. It will be an odd position for the knitted goods mills to be right into the midst of the new orders, while they are hustling out the old, and many weeks late.

LUXURY IN LADIES' HOSIERY.

IN looking over the lines of smart hosiery for day and evening wear, the expensive character of a great deal that is shown is very apt to strike one. Even for Winter wear, for anything like a dress occasion, the hose shown is of a very sheer nature.

Fancy open worked clocks are worked in all the newest hose, and the decoration is inclined to be most important up the sides of the stocking, rather than in front, as has been the case lately. The reason that the side of the stocking is now chosen for decoration is that it is less liable to be damaged there by the rubbing of the skirt. And this about illustrates the kind of fabric that these stockings are made of.

Single, double, treble, and even more clocks are worked on the more expensive kinds, and they are either in colors or white to match the shoes and gown worn.

Some elaborate hose is met with in black silk, heavily embroidered in roses, lilies, thistles, etc., and there are others that are embroidered in jet and silk.

KNITTED GOODS PRICES WITHDRAWN.

Advances are expected in all leading lines of knitted goods, and one mill writes that owing to the scarcity of skilled labor, and the high cost of production it has been obliged to withdraw all prices. It is further stated that prices will only be quoted on application.

LADIES' KNITTED GOODS.

THOUGH the season has been so mild up to date, it looks as though the underwear shortage that THE REVIEW warned its readers about earlier in the season has materialized.

Since our last issue The Goderich Knitting Co. has asked the temporary indulgence of some of its customers, as it is not able to fill orders, and some other of the knitting mills are withdrawing many of their samples from their agents.

It is hinted in some quarters that it is not altogether the shortage in satisfactory help that is causing trouble, but that

Spring 1904

"Made in Canada"

After experimenting for some time in ***Cotton Hosiery*** that would be suitable for ***Canadian Trade***, our efforts have now been rewarded by being able to produce ***something entirely new in Cotton Hosiery.***

Our travellers are now showing these samples, consisting of 6 lines in 2 and 1 rib with ***Spliced Knee, High Spliced Heel and Toe*** and ***Double Sole***, in prices from $2.15 to $3.40 per dozen, in Women's sizes.

You no doubt have before this tested the merits of our ***well-known "Maple Leaf Brand"*** in ***Woollen*** and ***Worsted Hosiery***, and would now request you to see our "Maple Leaf Brand" ***Cotton Samples*** before placing your orders for next Spring. ***Do not miss it*** by failing to see these ***new lines.***



PROMPT DELIVERIES. SATISFACTION GUARANTEED. EVERY PAIR WARRANTED.

The Goderich Knitting Co., LIMITED, ...Goderich, Ont.

J. E. LEWITT, Manager. Established 1895.

SELLING AGENTS: *McCLUNG & BURNS, 58 Bay St., Toronto, Ont.* — *A. L. GILPIN, 469 Temple Bldg., Montreal, Quebec* — *J. H. PAYNE, Box 643, Winnipeg, Man., N.W.T., B.C.*

Established 1785.

TRADE MARK



REGISTERED

BEE HIVE Knitting Wools

MADE BY

J. & J. BALDWIN, & PARTNERS, Limited, HALIFAX, ENG.

The Oldest Established and Largest Makers of

All Kinds of Knitting Wools

KNOWN ALL OVER THE CIVILIZED WORLD.

Scotch Fingering	Berlin Fingering	Vest & Silk Vest Wools	Cocoon and Eider Wools
Wheeling	Balmoral Fingering	Lady Betty	Pyrenees
Petticoat Fingering	Merino Fingering	Shetland	Fleecy
Soft Merino	Soft Knitting Wool	Andalusian	Dresden
			Mending

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering

Especially adapted for Hand and Machine Knitting.

We claim that they will knit further and wear longer than any other make.

New Qualities: BEEHIVE Cocoon and Eider Wools.

Wholesale Only. **Send for Samples.**

Agent . . .

Duncan Bell

MONTREAL and TORONTO

the selling price of the manufactured goods leaves little or no margin of profit. In some cases qualities have been shaved, but even this does not make up the difference, and anyone who has followed the raw cotton and the wool market can well understand the situation.

The average customer is only a poor judge of the quality of knitted goods, and it is the price in most cases that she goes by. Merchants have catered to this condition so long that certain prices are more or less fixtures in the trade. The keen competition in the trade also helps to keep down prices.

KNITTED GOODS IN THE UNITED STATES.

IN the United States it would seem that the trade is in pretty much the same condition as here, as the Dry Goods Reporter says: "It is not surprising that retailers are inclined to complain when some of the goods bought at an earlier stage of the season are not delivered by jobbers. The jobber in turn has his troubles because he has not received all of the goods from manufacturers he bought when the season opened. Most of the largest jobbers of the country have not received all of the goods purchased for fall selling, but they have withdrawn lines and revised them in a manner that has not been very dissatisfactory to the trade.

"Of course orders for Spring underwear with manufacturers were placed long ago by the jobbing trade, at a time when makers had hopes that cotton would decline sufficiently to allow them to make goods and sell them at prices quoted at the time lines for Spring were submitted. Cotton instead of declining has advanced, and it does not appear that it will be quoted below 10c. for some time to come. Every one who buys knit goods from first hands is now asking, 'Will Spring underwear be delivered by manufacturers ?' Competition is so keen manufacturers have felt that to advance prices materially would simply mean a loss of business. Other makers would name low prices even though the cost of production were so high, prices made could not be profitable.

"It is about time for underwear manufacturers to make some intimation regarding prices for next Fall. Most of them thought they had a hard proposition to contend with at the time when Spring prices were named. The situation is just as full of complications as it was several months ago, and makers are beset by the added necessity of anticipating the price of cotton. Yarns are likely to be high, even if cotton declines slightly, and should the present season's crop prove to be smaller than anticipated the naming of future prices for finished goods will be entirely speculative. Retailers have been educated to expect so much for little money in the buying of knit underwear it is extremely difficult to quote prices that must mean higher retail selling marks. Consumers now expect a certain grade garment for 50 or 75c. They often gauge their purchases by price rather than quality. It seems impossible to break away from this popular idea. Retail people who have cut the prices of medium and cheap underwear, thereby using such goods as 'leaders,' are in the worst plight when higher prices must be paid at wholesale. It seems certain that retailers in that class must expect to buy poorer qualities if the old and well-established prices are maintained."

KNITTED GLOVES.

CORRESPONDENTS from Cremnity say that the glove makers are full of orders for Spring and there is a likelihood that manufacturers will not be on time with orders, as they too are having their troubles in getting experienced help. Wages are advancing, and for duplicate orders buyers may have to pay higher prices. The glove chiefly ordered is the two-clasped silk glove.

Lisle Milanese have been largely ordered and there is a considerable demand for gloves with solid palms and net upper hands.

Crescent Brand
Hosiery and Underwear

S. Lennard & Sons DUNDAS, ONT.

Manufacturers of all kinds of Ladies', Misses' and Children's

RIBBED UNDERWEAR

in Cotton, Wool, Worsted, Merino, and Silk, and "Bolton's" process for Unshrinkable Underwear.

GUARANTEED UNSHRINKABLE AND NON-FELTING.

SOLE SELLING AGENTS
The Richard L. Baker Co.
28 Wellington St. West, TORONTO, ONT.

CEETEE
PURE WOOL.
Guaranteed Unshrinkable.

CEETEE is the name of our new line of unshrinkable underwear, made from medium and the finest Merino Wools grown. All garments stamped CEETEE we Guarantee Unshrinkable.

Thousands of people would wear light woollen underwear Spring and Summer if they were assured of it being unshrinkable. This difficulty we have now overcome. These goods retain all the original Hygienic properties of the wool, leaving them very soft and elastic after being washed. Made in light and heavy weights for Ladies, Men and Children.

Our samples of Ladies', Children's and Infants' Perfect-Fitting Ribbed Underwear for next season retain all the best points of our manufacture, and a great many new features in Trimmings, Qualities and Designs.

Reserve your orders until you have seen them.

The C. Turnbull Co.,
of GALT, Limited.

GOULDING & CO., 30 Wellington St. East, TORONTO.
JOS. W. WEY, 7 Bastion Square, VICTORIA, B. C.

"Wearwell" Brand

Cotton Rib Hose, Seamless

JUST FOUR LINES.

Well Made Well Dyed Well Finished

Made by

CLINTON KNITTING CO.,
CLINTON, ONTARIO.

SELLING AGENTS:
The Richard L. Baker Co.
28 Wellington Street West, TORONTO.



The
LIGHTNING TAPERED NEEDLE
is
Needle Perfection.
Sews
with half the effort of other needles.

A Favorite With all needle workers.

Sold By
Sig. Blumenthal,
591 Broadway, - NEW YORK CITY.

The "Tiger" Brand for 1904.



TIGER BRAND

Samples are now in preparation, and will be ready early in January.

All kinds of Underwear, Eiderdowns and Eiderdown Garments.

The Galt Knitting Co.

Limited,

GALT, ONTARIO.

The Watson Manufacturing Co.

Limited

PARIS, CANADA.

Manufacturers of

Ladies' and Children's Knitted Underwear.

SELLING AGENTS

McCLUNG & BURNS, TORONTO, ONT.	A. L. GILPIN, MONTREAL, QUE.	J. A. MURRAY, ST. JOHN, N.B.	BRYCE & CO., WINNIPEG, MAN.

THE CELEBRATED



WOLF BRAND

Unshrinkable
PURE WOOL
Underwear,

The Very Best in Make, Style and Wear,

For Men, Women and Children.

Can be had from the Leading Wholesale Houses.



MERCHANTS IN CANADA can do a large and very profitable business with

Ringheim's Ramie Fibre Underclothing

THE MOST IMPORTANT DISCOVERY IN HYGIENIC SCIENCE.

RAMIE FIBRE, beside its innumerable advantages not contained in any other fibre, has in itself combined all the good properties of wool, silk, linen and cotton, but none of their bad ones.

It preserves and restores health, receives the endorsement of physicians the world over and is persistently recommended by all who wear it.

Can be retailed in Canada with big profit for $5 per suit; prices in the United States $6.50 and $7, on account of higher duty.

Write for our booklet "About Ramie," samples, prices and other information.

We can deliver our goods to Canada from United States bonded warehouses or direct from our factory in Sweden.

Ringheim-Schlichten Ramie Mfg. Co.,

INVENTORS AND SOLE MANUFACTURERS OF ABOVE UNDERWEAR.

Factory—Carlskrona, Sweden. *Plantations in China.*

General Offices for the American Continent:

57 Greene Street, NEW YORK, N.Y.

Cartwright & Warners'

Celebrated All-Wool

UNSHRINKABLE UNDERWEAR.

CARTWRIGHT & WARNERS' name on a garment carries with it the value of a hundred years' successful experience in the manufacture of the best Knit Underwear in the world, and stamps it with the character of superiority that places it above and beyond all other in a class by itself.

R. FLAWS & SON, Agents, Malinda St., Toronto



Hermann H. Wolff & Co.

170 McGill Street, - - MONTREAL.

SOLE DISTRIBUTORS OF THE



Health Brand Underwear

Made in Ladies', Misses', Children's and Men's.

OUR LONDON FASHION LETTER

Plaited Sleeve Ruffles—Deep Lace Collars—Features in Furs—English Opinions on French Fashions for the Summer—Warm Woollen Jerseys—The Vogue of Velvets and Velveteens.

London, Nov. 18.

AMONGST the novelties shown for the Xmas trade are deep plaited sleeve ruffles, made up in every imaginable way with fine embroiderings and edges of real lace. These flounces are still largely worn with short-skirted walking dresses. For dressy gowns, the sleeve ruffles are of lace and fall far below the tips of the fingers. A gown of putty-colored mousseline velvet that was thickly shirred at the waist and was encircled about the knees with inset shingles of mousseline, between each of which there was a flat edge of gold lace about three inches wide, had a long sweep of sleeve drapery of white Alencon flounces over gold bullion ganze.

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One notices still many deep lace colars, but it is evident that they are not at all like anything that has been worn before. They are now composed of two, or even of three, laces in combination, coarse and fine Irish lace, for instance, Milanese and Venetian mixed, and others are in old Valenciennes and bits of fine embroidered cambric, the whole finished with rectangular motifs of guipure lace. In this way each colar may be novel in shape and design.

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The sleeve on cloth gowns is getting fuller at the top, and below the elbow it is composed of many encircling puffiings of mousseline or of mousseline velvet separated by tiny ermine tails laid on in rows, each tip loose, each end fastened with a tiny buckle.

* * *

Most women are wearing furs, but in a careless fashion, for it has hardly been cold enough to need them. Such charming little fichus of supple fur, worn dropping low about the back and elbows, the long fronts in points lined with painted royal blue velvet or with soft shirrings of mousseline encrusted with fur motifs, star or wheel-shaped, and in the same color as the mousseline.

* * *

English women who have just come from Paris, and Frenchwomen who live in the gay capital all the year round, have entirely opposite versions of the fashions to give this autumn. The Englishwoman exclaims, "How utterly everything has changed." The Parisienne, on the other hand, avers that she never remembers a season in which there have been fewer alterations in the reigning mode. The Parisienne speaks the truth; the fashions of this autumn are evolved from those of the summer that has passed. There has been no startling changes. There never are in the ateliers of the best modistes and milliners. The Englishwomen also speaks the truth, for when she goes to Paris she sees toilettes, hats, and little adjuncts of dress that are absolutely new to her, because she has not watched dress closely enough to note its every change. So both are right after all.

* * *

A Vienna Correspondent writes: "The short skirt is de rigueur here for all street toilettes. Frills and furbelows are relegated to occasions of ceremony, and fair pedestrains have gained an added grace by the freedom of movement which is permitted by the kilted and pleated skirts—'foot-free' as we call them in the Kaiserstadt."

The natural corollary of this eminently sensible fashion has been an epidemic of original ideas on the part of the bootmakers, and the most fascinating examples of feminine chaussure are seen on every hand. We do not confine ourselves within such rigorous bounds as are enforced upon you in London by the horrors of your climate. Shoes of black patent leather are certainly seen here and there, but a much prettier idea is soft grey Swedish leather, while the happy possessors of exceptionally small feet are favoring a trim button shoe of red morocco, and most popular of all during the bright autumn days are the daintiest of cloth bottines, made to match the various gowns and laced at the side in a way which shows the wearer's foot to the best advantage.

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At present there is every indication that the revival of the shapely, well-fitting, and warm wollen jersey will seriously interfere with the morning blouse. Not that the latter is ever likely to disappear from fashion's list, its claims to smartness, comfort, and convenience being too well established for it to be thrust on one side. The plain and well-fitting woollen jersey is, however, particularly well adapted for early morning wear. The jersey has the advantage over the blouse of being extremely trim, tidy, and simple, thus making it an ideal garment when one is compelled to be busy over household matters. It may be had in varying degrees of thickness, and in almost every color, cerise, scarlet, and crimson being the favored shades.

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The elaboration of the veil this autumn marks an epoch in the very great importance fashion places in apparently insignificent items. There may be two veils needed on one hat—a face veil and a drapery veil. A charming design, and one of the newest is a drapery veil of white chiffon with a large circular spot embroidered in soft yellow upon it. The face veil that accompanies it is of white mesh spotted with large white chenille dots. White or black mesh, with or without the dot, is worn for the face veil, whatsoever the color or design of the drapery one may be, by the woman who values her appearance. For colored mesh veils are a delusion and a snare. Chiffon ones are different. There are a number of veil patterns with intricate borders following the outline of the face. These are of fine Brussels net, either of black or white, with contrasting borders. Few all-over lace veils, however, are used as face veils, but Alencon and Chantilly are employed with the most distinguished effect as draperies. These draperies are allowed to float in apparently the most careless fashion, though they are fastened to the brim of the hat, and at the back are skewered through with a handsome dagger or brooch.

* * *

Evening gowns appear in many materials—in gauze, lace, chiffon, muslin, crepe de Chine, soft broeade and velvet—everything, except the old-fashioned solid silks and satins. Lace, flowers, and paillettes are the favorite trimmings, and the make of the gowns show no marked departure from the fashions that ruled six months or more ago. In the softer stuffs the skirts are pleated in fine pleats around the waist and hips; in the thicker

materials, such as velvet and brocade the upper part of the skirt is cut and fitted with glove-like perfection. All the gowns have trains ; the bodices are either half-high, or cut round and low, slipping from the shoulders in true mid-Victorian fashion. Most of the bodices are belted, and have a wide waistband of soft silk or ribbon. The chief novelty appears in the sleeves. These are in several instances, full and floating and one original toilette had the puffed Renaissance sleeves, beloved of artists, the puffs in rich thick cream lace and the bands that divided them in a pale green velvet, of which the gown was composed.

* * *

A charming gown was in black net over soft black satin, the skirt trimmed with lines of narrow black velvet placed horizontally from waist to hem, and having panels of jet at the front, sides, and back, each of which finished in a point at the feet. The bodice was cut in the new, round



A New Veil in Red Net with Black Chenille Spots.
From Fidswell's, Wood St. The hat is red silk beaver bound with old silver braid. The pompon is in red also.

shape ; and in this frock, the sleeves were nearly tight-fitting, made of net, with the velvet bands resting on the arm, and at the elbow a double flounce of white tulle falling from it in soft, full folds.

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Another attractive black evening dress appeared in mousseline de soie, richly embroidered in fine jet. The entire skirt gleamed with jet, and at the edge, near the feet, was a wide ruche of black chiffon roses. The bodice had a bolero of jet and many soft ruchings of the mousseline in the front, and near the neck. The sleeves were long, floating, and graceful ; they were caught up at the shoulder by a wreath of chiffon roses.

* * *

Very fine shows are being made of frocks prepared for winter balls. One, in pale blue tulle, appeared a fairy-like garment, covered with tiny ruchings of tulle, and a cloud of flowers—white and blue single hyacinths. These flowers outlined the d'colletage, and fell in a loose shower from waist to feet. Another beautiful dress was in pink gauze, veiled with white gauze of cobweb fineness, applique with motifs of Venetian lace, the design picked out with gold thread. The edge of the skirt was finished with frills of pink and white gauze, the sleeves were treated in the same manner, and the deep-folded waistbelt of golden tissue made an admirable finish to a charming costume.

* * *

Many dressy adjuncts to the toilette are the new bags. A new automobile bag is a very smart affair, large, oblong, and very flat, made of Morocco in black, a deep brilliant blue, green or a bright scarlet, lined handsomely with moire silk and either carried by a gilt chain or fixed inside the car in the way a bag usually is. The jewel bag, although not designed to be carried openly, is finished quite as tastefully as though it were. An up-to-date jewel case



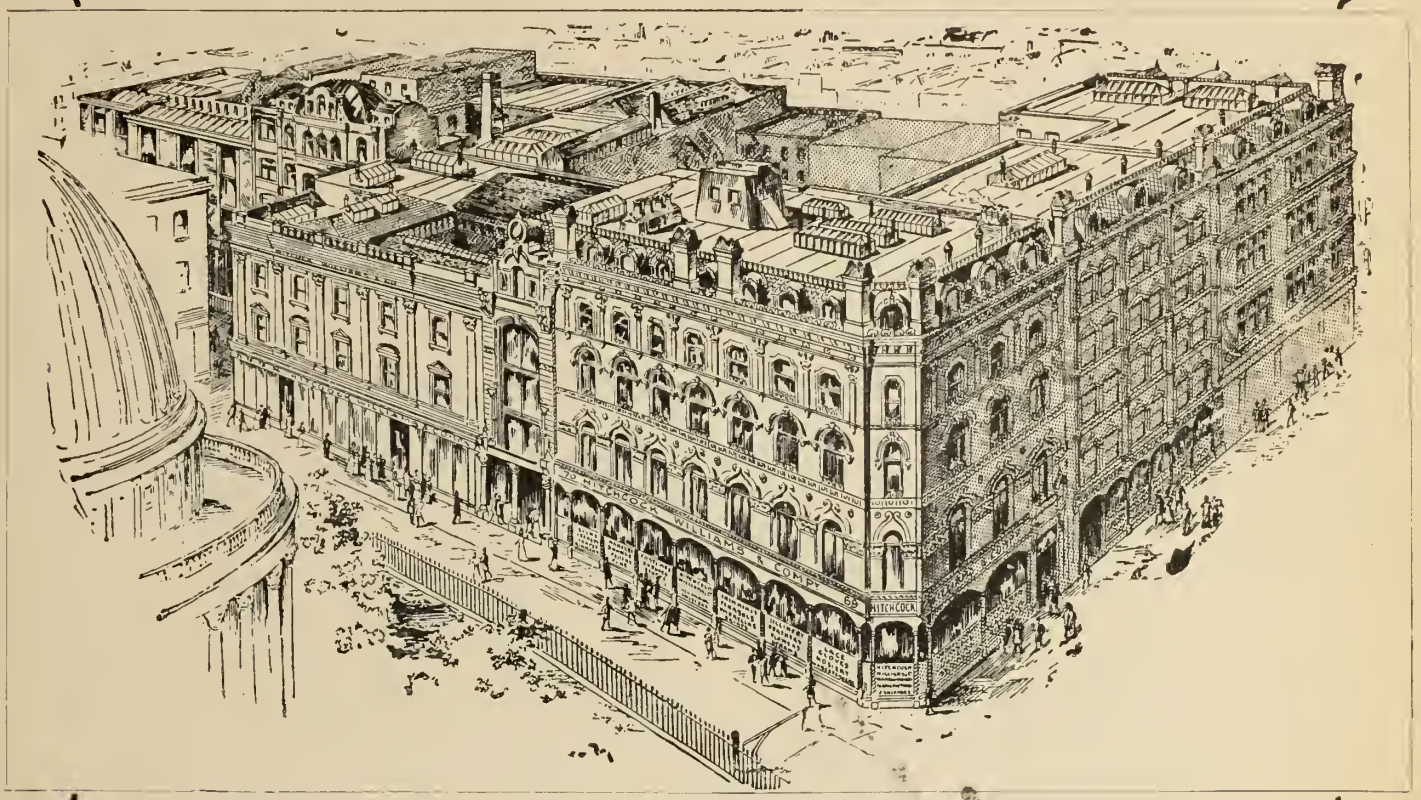
An Evening Blouse of Grey English Crepe de Chine
With silk banded trimming and a yoke of raised wool lace.

of brown suede which opens out like a wallet is quite a novelty. The inside is lined with chamois leather, and is provided with carefully secured pockets for rings, bracelets, chains, the watch, locket, and other jewellery worn by the fashionable woman. There is a diminutive little bag of suede which is meant just for rings. This is attached by a chain to a safety pin by which the bag is secured.

* * *

It is a long process of evolution from the old time prototype, the carpet bag, to the up-to-date train or railway bag, as the travelling bag is now fashionably called. Gorgeous to behold are these bags of lizard, morocco, seal, walrus, or alligator equipped with most elaborate attention to luxurious details, with all the toilet requisites, from brush, comb, and mirror to the manicure essentials. The appointments are mounted with silver, gold, ebony, ivory, mother of pearl, or the new copper.

Hitchcock, Williams & Co.



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WAREHOUSES:

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Canadian Buyers should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **Fancy House** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

Millinery and Millinery Materials, Fancy Lace Goods, Blouses, Chiffons, Fancy Costumes, Mantles, British and Foreign Dress Materials, Prints, Silks and Velvets, Ribbons, Trimmings and Especially Mantles and Furs.

Most of these goods can be represented by patterns, which we shall be glad to send sets of on application.

Our Mr. Cliffe visits Canada twice a year, He will be glad to hear from any friends at his usual central address, The Windsor Hotel, Montreal.

LADIES' NECKWEAR

ORDERS for Christmas neckwear are now placed, and those retailers who have delayed doing so will stand a poor chance of receiving a nicely-assorted line of holiday goods, as manufacturers, with a few exceptions, are doubtful if all the orders they have received up to date can be filled before the rush comes.

* * *

As manufacturers are so busy there will be nothing new showing until the holidays are over. Usually, if a new idea strikes a neckwear designer it is put on the market at once, as the value of these goods consists, not so much in material and labor, as in the pretty and novel styles in which the material is manipulated.

* * *

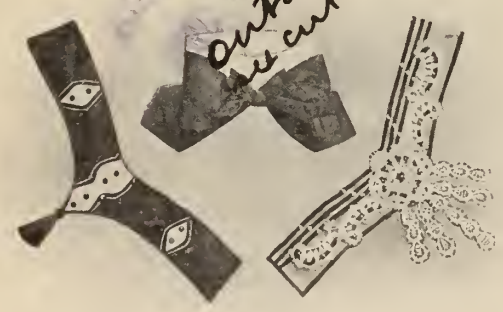
Neckwear manufacturers are among those who are worried by the impossibility experienced in obtaining an adequate supply of suitable help and more than one firm would extend its business if it was not for this condition of affairs. Few, if any, have all the hands they could employ.

* * *

Various schemes are on foot for bringing out operatives, but nothing very practical has been evolved so far.

VARIETY IN NECKWEAR.

IF variety is the spice of life, there must be lots of it in the ladies' neckwear departments, as there is an endless assortment, not only of styles, but of materials also. Though so many materials are shown, the taffeta stock has lost none of its old-time favor, and some of the smartest and prettiest of this season's stocks are made of



Shown by the Ontario Neckwear Co.

this fabric. Some are plainly tailored, but the majority are appliqued and ornamented in a large variety of ways.

Transparent chiffon effects are more and more in evidence as the holiday season draws nigh. Lace motifs sown with beads, either gold, steel or colored, are used, as well as embroidered chiffon motifs in Persian or natural colorings, together with wide and narrow ribbons, ribbon velvets, etc., for trimming these transparent neck pieces. These dressy little stocks are just the thing to wear with a fancy silk blouse, as the collar that ordinarily accompanies even an expensive blouse is usually too stiff; and then it is generally of a nondescript character.

A novelty in stocks is the introduction of Bulgarian motifs and bands into their ornamentation. The bands were formed into a straight collar, while the tabs turn over from the top of the collar and are finished with a point that is often further ornamented with tassels or a fringe. The motifs are particularly good on either white or black taffeta stocks.

As the holiday lines begin to be shown it is seen that the novelties in jabots are not confined to lace and pleated chiffon—chiffon and lace stocks have elaborate jabots knotted and bowed, of wide ribbon or crepe de chine, appliqued with lace medallions. Teneriffe wheels were used with good effect on one of these jabots.

There is some enquiry for silk Oxfords with the stock part laid in hemstitched tucks and the ends finished in lace or in embroidered chiffon.

NEAT FINISH OF CANADIAN-MADE NECKWEAR.

THERE is one point at least in which Canadian neckwear manufacturers are superior to their competitors over the line—they give a much better finish to their work.

The attention of the writer was called to this point by a large dealer in ladies' neckwear, and specimens of both Canadian and American-make shown in support.

Certainly on the Canadian goods were no long stitches and raw edges, and the neckwear shown that came from the other side was not in cheap lines either.

HIGH-CLASS LINES.

A HIGH-CLASS line was shown of ladies' neckwear to the writer the other day—not that all the specimens were high priced; in fact, the range was very comprehensive, as neckpieces all the way from 15c. to $15 were shown, and the same care and good taste that made the higher priced goods so beautiful was also displayed in the make-up of the smaller-pried goods. While in the expensive lines the value was extremely good. Canada must be indeed going ahead when a Canadian firm can turn out such goods as this, and it is just such high-class goods that give weight and meaning to that term "Made in Canada."

Some handsome pleated jabot effects in soft white silk were edged with a border, faggoted on, of bright red, and the stocks were ornamented with embroidered silk medallions in floral form to match. This style was very effective also carried out in pale blue and pink.

Quite a novelty in stocks was shown in a Louis XIII. collar of taffeta appliqued with white silk braid.

In the fashionable stoles were some lovely appliqued goods in taffeta and braid. In the more expensive lines there was a wonderful combination of both colors and materials shown that was most effective. One handsome creation of white taffeta was embellished with silk braid applique in white, filled in with lace stitches and spider-webs in heavy white silk, and had flowers and leaves in champagne satin with centres of net in Paris ecru, and applications of ecru lace motifs, while the whole effect was heightened by touches of steel in the form of bead veilings to the flowers and leaves. The whole effect was charming, and the combination of bright and dull surfaces and the different colors was excellent. This handsome stole could be retailed at $15, and was splendid value for the money.

Some lovely collars and stoles were shown in black taffeta appliqued with silk braid and cord. Some of these black stoles showed the coming gold embroideries. One with applications of Persian, shot with gold, and further embellished with gold embroidery, was very handsome.

Remember that at Christmas time there is always a call for boxed neckwear. Make arrangements for these boxes to be put up in white paper, and use a colored cord like the candy makers do to tie up your parcels. All these little points count in drawing the trade at the holiday time.

DRESS GOODS

FEATURES OF THE TRADE

THE general tone of the market for dress goods is firm, especially in the case of woollens. Though the London wool sales opened comparatively low, there is no hope that low prices will prevail. At the previous sales the opening was also low, but before the closing the price had gone up from 15 to 20 per cent.

* * *

There is a marked scarcity of blankets and knitted goods, shirts and drawers, and wholesale houses have difficulty in procuring fleece-lined goods. "We are receiving now," said the representative of a large jobbing and importing house, "fleece-lined goods that we ordered last March, and we are saying 'thanks' to the manufacturers for them."

* * *

As to cotton goods, keen observers of the market give it as their opinion that the price will not go lower than 10c. before the next 12 months. If the trade in the Old Country were at all brisk the price would probably advance 25 per cent., but though the market is quiet, the price is still firm.

* * *

Advices have been received by Canadian wholesale houses from linen manufacturers in Belfast and in Scotland withdrawing all quotations; and an advance of from 7½ to 10 per cent. on fine goods, and 10 to 12½ per cent. on coarse grades, is quoted.

* * *

Silks and velvets are also firm. Velveteens are stiffening, and unless contracts have been made, repeat orders placed abroad would only be filled at an advance of about 10 per cent. The position of velveteens, however, is directly affected by the cotton market. Should cotton decline (which is altogether unlikely) there would probably be an easing off in velveteens, into the manufacture of which cotton enters to such an extent.

* * *

Rumors as to the proposed amalgamation of the Dominion and Merchants' cotton companies and The Colonial Knitting and Bleaching Co. continue to go the rounds, and though those directly interested will not confirm the reports, it is generally believed that some such movement is under way. That the amalgamation would be mutually beneficial to the three concerns is also the general opinion among dry goods men.

* * *

Notwithstanding the fact that the Hon. John Frost was tardy in putting in his appearance in Canada this Fall, and that the weather for the largest part of this month has been unusually mild, sorting orders are coming to hand in a way that shows that the retail merchants' stocks are getting pretty well broken into, and that in spite of the mild weather there must have been a considerable sale of seasonable goods.

* * *

There is no need for any price cutting in the dress goods department this fall, except in the case of novelties, which, of course, should never be carried over. In ordinary lines and in plain goods values are too firm for price cutting to be indulged in, as chances are that goods if sold could not be replaced at the price that was paid for them, and the advisability of jobbing off such goods is more than doubtful. Those who took the advice given to hold on to last Spring's stock, have now sold these lines at a handsome profit.

* * *

Travellers who are out with Spring lines are sending in some nice orders, and the business so far done will compare favorably with those taken at the same date any previous Spring.

* * *

The cotton goods' market is very firm, and manufacturers are adhering closely to their quotations. During the month some good orders have been taken for prints and ginghams.

The demand for goods suitable for the holiday trade has set in, and most of the wholesale houses are showing lines specially bought for this time of the year.

A TURN IN THE TIDE OF FASHION.

AFTER the advent of the tailor-made gown, every woman was ambitious to possess one, and when manufacturers put on the market the ready-made suit, every woman wore it. With a smart blouse it was considered good form for almost any occasion. These were the days of the decline in the dress goods department.

But changing conditions and styles have once more restored this—the premier department in a dry goods house—to something of its old footing. Not that we have turned down tailored suits, far from it; but we reserve them for street and useful wear, and for the afternoon and evening we choose a more or less elaborate costume. So universal and widespread has this practice become, that merchants who never before had any call for such goods are handling stocks of materials in light weights and colors; and the practice is increasing, as the wholesale trade reports that the demand for this class of goods is steadily growing.

The large array of sheer woollen and silk and wool materials that are now shown, and the moderate price at which a pretty fabric of this description can be bought, has served to popularize this fashion.

In these materials voiles seem to be the leading fabric; in fact, anything allied to a voile sells well. Bright silky fabrics, such as eoliennes, drap-de-Paris, tringalines, etc., are also good sellers. Crepe-de-Chine in silk and in silk and wool and in all wool are well used.

Albatross is another dainty and inexpensive fabric that makes up into a pretty and inexpensive dress. Cashmeres are showing in all shades, and lustres in pale shades are taking well for evening wear.

In materials that are a little heavier in weight, are fine broadcloths, Venetians, cream and white cheviots, Bedford cords, etc.

Besides the plain materials in these wool and wool and silk fabrics, there are many fancies. Some few are flaked and boutonne, but many are either silk striped, barred or figured.

The rage for white and cream continues, but cream is beginning to give way to champagne color.

Very pale shades, just off white, seem to be leaders, such as oyster, pale grey, nile, reseda, shrimp, and a pale rose pink, etc., and in strong contrast are royal blue and light navies, as well as golden brown and black.

Some pretty robes that are tucked, embroidered, and lace and fringe trimmed, are showing for the holiday trade.

There seems to be a fancy for a contrasting lining in making up these goods. Thus a pale grey would be made over reseda, or a biscuit over pink.

COLORED LININGS FOR SPRING FABRICS.

MANY of the fabrics for the Spring and Summer of 1904 are very open in weave and texture. Not only is this true of the wool fabrics, but both cottons and linens follow suit. Combined with this is a feeling for a contrasting color underneath; not by any means a strong one, but rather one pale shade melting into another.

That the wholesale houses are persuaded that this is to be a leading style is shown by the many substitutes for silk that they are showing, and under various names, such as silktaff, taffetaline, etc. These materials are shown in all shades and colors. They will be used for the drop skirt and for a separate lining for the waist.

It is said that it is the usual custom to add a frill of taffeta as a trimming to the bottom of the cotton drop skirt.

LARGE ARRAY OF NOVELTY LINES.

AFTER viewing the somewhat bewildering array of novelty materials for Spring, the dress goods buyer will feel that it will take all his powers of judgment and discrimination to eliminate the materials most suited to his trade.

This season it is the buyer that knows his customers—their tastes, and just about what price they can be tempted to give—that will get the best results. He, however, must bear in mind as well that the majority of women read the current fashion publications, and are pretty well posted as to what are the new fabrics, and have a reasonably good idea as to what weaves are in style and what are out.

A mistake that some buyers have to guard against, and one that they are particularly likely to fall into in such a season as this, is buying goods just because they suit their own taste. Good taste they must exercise, but to buy solely because you like a thing, and without a thought of how your customers will like it, is a bad fault in a dress goods' buyer.

In buying you must keep in mind that medium and comparatively heavy cloths are being used for street and general wear, while thin, light-weight fabrics, and also sheer ones, will be required for more dressy occasions. Remember, too, that the newer styles call for more material to make a gown.

It would seem as though novelties and fancy materials were gaining ground, and that the coming season will see figured and spotted goods used for the whole costume, particularly in the new mohairs, and that lace-striped or Dentelle mohairs, metal printed, and small figured mohairs will all be used for costumes.

The shirtwaist suit that was introduced last Spring bids fair to add to its popularity in the coming season, and this class of goods are right in line for making up into these suits.

This is one point that the dress buyer must keep in mind, and that as suits in woollens, cottons, linens, mohairs, both plain and fancy, and in the higher trades, in silks also, are to be greatly worn, he must lay his plans to cater for the idea.

While the shirtwaist and separate skirt are not looked upon with favorable eyes by La Mode, this convenient form of dress is by no means out of date, and the department devoted to goods suitable for shirtwaists must be as well stocked as ever. Indeed as one fashion publication sensibly says: "Where is the wise woman who, once having experienced the delights of a shirtwaist, is going to relinquish it and don a stiff bodice?" This is the feeling that is going to keep the shirtwaist to the fore indefinitely. Therefore, the dress goods buyers must stock a carefully made selection of blouse materials.

The employment of sheer light-weight goods, such as voiles, twines, etc., represents a fashion development entirely separate from the shirtwaist suit idea. Many women require gowns of one material for afternoon and evening wear, and these light, sheer woollens are just the thing, both from a beauty and an artistic point of view.

These goods will be much favored in the Spring, both in plain and in quiet fancies, such as boutonne, noppe and nub effects, and also in stripes and in embroidered goods.

The more closely your clientele follow the fashions, the more consideration will you have to give to this class of fabrics for Spring.

SPONGING DRESS MATERIALS.

IN a previous number "The Review" strove to impress upon its readers the necessity of possessing a sponging outfit, or some arrangement whereby the materials sold in a department can be properly sponged.

Most firms make no charge for this service, recognizing the benefit it is to the department, but whether a charge or not is made all sales-people should lay stress on the absolute necessity of sponging. The fact that this is done will do away with a great deal of complaint.

Salesmen, both for their own and their firm's benefit, should not fail to impress on customers the value of sponging.

All reliable manufacturers of ready-to-wear garments carefully sponge and shrink every yard of the cloths they use. As the ready-made department is the dress department's chief competitor you should see that in this point you are not behind.

The mohairs and lusters that are so largely featured in the Spring lines need particular attention in this respect—they positively must be shrunk before they are made up, whether it be for blouse, costume or skirt. The white and cream varieties wash beautifully, if only this point is attended to.

Sponging, however, should not be confined to the woollen and mohair materials. It will help your cotton goods if judiciously introduced into that department. All waistings are greatly benefitted by the application of this process, as they are all the more satisfactory if the shrinking takes place before the wash.

Many of the heavier cotton weaves too, should be shrunk—the cotton suitings, the homespun suitings, the crashes, etc., should all undergo the sponging process, and the sooner both retailer and customer understands this the better for both.

If a material gets the name of shrinking its sale is seriously handicapped. "It is very pretty, but it shrinks so in the wash," is a complaint that is often heard. This can, in a great measure, be avoided by employing a first-class sponging outfit.

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There is money in it.

Our travellers will call upon you with the largest variety in **American Fashion, American Make** and **American Finish** of SILK WAISTS, SILK COATS, SILK DRESS SKIRTS and UNDERSKIRTS, also FANCY COTTON WAISTS and CLOTH SKIRTS.

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UNDERSKIRT.



Made of Extra Quality Black Mercerized Sateen.

Three Frills, 2 plain, 1 crimped, strapping on top of each frill.

Generously cut, is 74 inches wide at top of flare.

Made, as all our skirts are made, on two-needle machine, making a neat, clean finish and of extra strength.

Made in every detail as perfect as it is possible to make them, justifying our use of the phrase, "Perfect in Make, Fit and Finish."

Other lines

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'PIRLE' Finish

Indispensable for the Open-Air Girl.

"LADY'S REALM" says:

"The out-door girl who loves to cycle, walk and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will **remain unspotted** and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."



REGISTERED TRADE MARK.

"Madge" in "Truth" says:

"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer.

"The proprietors undertake to make good any material so stamped that has been actually damaged by rain."

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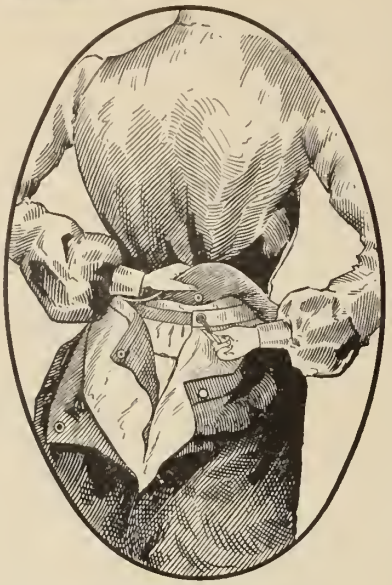
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The Only Perfect Garment Fastener and Supporter.



No hooks, pins or teeth to tear the garment.

Supports ALL garments at the same time.

No sagging of skirt or petticoats or crawling up of waist in the back.

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DRESS ACCESSORIES

LACES AND TRIMMINGS.

TRAVELLERS for the fancy dry goods houses are now beginning the Spring campaign in earnest, and now is the time to place your orders for the coming season, if you want the latest thing, the correct thing, and the novelties.

You do not want to overbuy in your placing orders, but you want to start the season with confidence that you have the right thing on your counters.

More elaborate and dressy than ever have become every article of woman's apparel. The woman of to-day is dainty, and thoroughly feminine in her tastes, and, Mr. Merchant, if you wish to keep her trade, you must have laces, trimmings, and all dress accessories of a newness to attract her, and of a daintiness to make her buy.

The manufacturers of the world are showing a larger and more varied assortment than ever before in the lines mentioned, all of which goes to show the tendency of the fancy dry goods business.

Everything points to the lavish use of both laces and trimmings on our Spring gowns. Lace and lots of it, is Fashion's decree. When Monsieur Doucet was asked recently if this extravagant use of lace and trimmings would not lead to monotony, he replied: "Laces contain not only so many patterns, but so many tints and shades, that sameness is hardly possible." There are laces that look dust color against pure white, but which have a warm tone when used with blue or grey. Coming Modes says that in the Doucet establishment one sees a whole chromatic scale of lace trimmings, from pearl white through to grey, blue and brown.

Macrame cords and fillet effects in insertions from two to twelve inches wide will be used in self colors, and in two-tones, or contrasting combinations, as marine blue and champagne, etc., and there are all-overs to match. Plauen straight insertions and panels will also be in great demand.

This season has only seen the beginning of the popularity of Cluny effects, and Cluny insertions and all-overs will be used in all forms.

Lace robes will be worn and very heavy Brussels and Greek nets will be used for the daintiest of gowns.

Torchon laces will be very strong. Insertions from one to three inches, and with edgings to match, will be very much in evidence. The fine Maline Valenciennes will be more popular than the heavier grades of this lace, that have been in use heretofore.

Silk Valenciennes in black and white is to be one of the novelties, and there is showing for Summer wear a new silk lace and all-over guaranteed washing silk, that really does wash like a piece of cotton. This will be used largely for high-class shirtwaists, and promises to fill a long-felt want for something nicer than cambric, and better wearing than thin muslin.

In trimmings, the novelty idea is expressed in the one word "gilt." All importers are predicting that gold effects is the mode in trimmings. So strongly is this felt, that when the first faint idea started, some American firms had such confidence in it, that they sent agents over to Europe to buy up all the gilt at their own price if the seller was not alive to the tendency, but at the seller's price if he was.

Gold will appear in nearly everything—gold motifs as finishings, gold net to place under laces and chiffons, and gold embroidered trimmings.

During the past and present seasons, decorative braids in great variety have proven very popular, and have to a great extent displaced other forms of trimming. Indications for Spring seem to point to the continued use of braid, but it is braid either all of gold, or beautifully embellished with gold threads, thus producing a new trimming material.

The new gilts are vastly superior to any ever before in use, as they are softer and more pliable, and of a richer coloring and lustre. Those of French origin are most recommended as they do not easily tarnish.

The solid gilt braids come in many weaves, and, being very soft, can be as easily and effectively applied to a garment as a silk braid. They come in all widths from soutaches up to three or four inches, and can be used for neckwear, millinery, beltings, etc., as well as for trimming coats, suits and waists.

Fringe is unquestionably one of the high-class trimmings of next season, and many novelties in silk and silk and jet are showing.

UNDERSKIRTS.

NO branch of the trade is more interested in the changing styles than that which is concerned with the making up of ladies' underskirts, and just now they are closely following the indications of change in the shape of the new dress skirts.

If the underskirt is not properly cut and does not fit as it should, it is useless to expect the overskirt to set properly. The new underskirts are cut so that they will fit closely in the upper part of the skirt and give the fashionable fulness around the feet. Makers of underskirts in the States are using various forms of stiffening, and some are even going so far as to run a cane or a cord in the edge of the skirt. The Canadian makers, however, have had no demand as yet for this style of skirt, and are contenting themselves with making a fuller knee flounce and trimming it with many little frills.

In effect the underskirts are hardly wider this season than those shown last year, the bouffant style being obtained by the lines of trimming. This is the reason that the many styles of ruffles are taking the place of the accordion-pleated flounce, though this style of trimming is by no means out of date.

On lines of skirts designed for the holiday trade and for evening wear, some very elaborate effects in tucked silk with Valenciennes insertion, and lace and silk frills mixed, are seen. As for example diamonds of tucked silk will be let into the flounce of a skirt with insertions of Valenciennes lace, the space between the medallions being filled in with groups of small tucks, left loose at the bottom, and the flounce edged with alternate ruffles of silk and lace. Another trimming that is extensively employed in the make-up of silk underskirts, is row upon row of narrow and medium-width ribbon velvets. This style looks particularly well in some of the pale shades, and also in black.

In some lines of Spring skirts manufacturers are making use of the fibre silk clunys, and, as can be easily imagined, some very handsome skirts are the result. Quite a quantity of pinked-out ruching is used on some of the skirts shown. This style of trimming is a leader in the black skirts. Black silk skirts of course are the heaviest sellers, but next to them can be placed the pale shades, and champagne figures are much more prominent than was expected. Reseda green is another good selling color, and, as for the rest, rose, sky, cerise, red, navy, brown, and a few purples and mauves, complete the list.

There will soon be put on the market a skirt made of a new material that great things are expected of. This material, while not all pure silk, has all the features that make a taffeta so popular, and when it is said that it wears much better, will not cut, and can be retailed with a good margin of profit at the same price as a low-grade taffeta, it will be seen that there is just cause for the firm who are introducing this new skirt fabric to have a very good opinion of it.

The manufacturers of skirts of mercerized sateen, silkette, and other materials of the same class, are putting forth every effort to fill their orders. This class of skirt, which has an extensive and increasing sale, is manufactured almost entirely of Canadian-made fabrics, and some difficulty has been experienced because of the inability of the cotton mills to fill orders on time. In fit, cut, finish, and style, these skirts are not one fraction behind the more expensive silk goods, and the trimmings used on them are similar in style—ruffles taking the place of pleating, etc. The lines shown are all in black, as there is no demand for a colored skirt from the general trade.

The latest novelty in this calss of skirt is the moire, or moirette, and this is taking well with the trade, but in black only. An attractive colored line was at first shown, but the response was so small that it has been withdrawn, and now only black is made.

More than once has complaint been made to "The Dry Goods Review" of the poor sale for silk underskirts in Ontario. In the Northwest and in the Maritime Provinces there is a demand worth catering for, but the trade in Ontario seems to take very little intetest in them. Is this lack of demand the fault of the retail merchant, does he not stock them, or does he show them attractively when he has them? It seems hard to believe that the women of so prosperous a province do not wear silk underskirts, and neither home-made nor custom-made ones have the chic and finish of a factory-made skirt. The large departmental stores who sow the country broadcast with their catalogues and booklets, have all large departments devoted to the sale of silk underskirts, and perhaps here we have the solution of the enigma. Surely the man on the spot can successfully fight the man at a distance in this case as he has done in many others.

A silk petticoat is always a present that is looked upon with approval by its feminine recipient, and nothing adds to its attractiveness so much as the fact that it is packed in a neat box. The skirt should be neatly folded and tied in with colored ribbons. The ribbons should be fastened to the bottom of the box and then tied over the skirt to hold it firmly in position. If a spray of holly is tucked in as well, it will be a great help to the appearance of your skirt.

There is no reason that this way of putting up skirts for the Christmas trade should be confined to the silk ones, as your sateen, silkette and moire skirts will all sell the better for being attractively boxed. Show a few in your windows and in the skirt department, and don't forget to talk about them in your advertisements, and see how well the idea makes your skirts sell.

KID GLOVES.

WITH the holidays so near retailers should be making advance displays of kid gloves, as this is always a splendid selling line at that season. Staple colors and styles are the rule in gloves this year, but many retailers sort up with a few fancy colors and novelties to give an extra smart appearance to their stock for this time of the year. Evening lengths are apt to be wanted at this time for gifts and for use. The elbow length gloves shown are almost invariably in the mousquetaire style.

Many stores tried the glove certificate plan last Christmas, but not all to their satisfaction. Customers in many cases wanted to exchange for other goods.

If you let it be known that you will gladly exchange gloves that are not the right size, color or finish after the holidays, that will be sufficient without a certificate.

If you have this offer printed on the envelope that the goods are enclosed in, or on some little cards, if boxes are used, and that can be slipped inside; it will draw attention to the fact that you will change them after the holidays. The cards should also call attention to the fact that gloves that have been tried on can not be exchanged.

VEILINGS.

TRAVELLERS are out with samples of Spring veilings and report that the trade is taking considerable interest in them, some nice sized orders being already placed. The tuxedoes shown for Spring are extremely attractive. Besides the new designs in broken plaids there are many hexagonal and pentagonal figures that have a very pretty effect. Some of these are worked up with very small chenille dots, either singly or in clusters. As might be expected black and white effects are selling best, but some blacks and also white and black effects are taken. For the present there is quite a demand for tuxedos, and this is likely to last through the Winter, as it is essentially a Fall and Winter veiling.

The chiffon veil is taking on new forms specially adapted for the season of the year. The new departure is the storm veil. It is seen in all colored chiffons, but brown in all shades is the popular color. Blues rank next. These new storm veils are a great protection to the face and head, and keep the hair in excellent order as well. To arrange this veil you take a yard and thre-quarters of good quality double width chiffon; hem the upper end with a half inch hem, into which you run a round silk bonnet wire 14 inches long; sew the ends of the wire together, and you have a ring that is placed right on top of the hat when the veil is adjusted. Finish the edges down the back with a narrow hem. In the centre of the front slit the veil up for about a yard and finish with a hem to match the back; put a wide hem or a hem and tucks on the two ends. To adjust the veil put the ring on the crown of your hat, and bring the veil down over your face, then loop it up and cross the ends, putting them around the throat and bringing them back, either tieing or knotting them on the left side in front. This is a style that should recommend itself to the country trade, as it is a splendid protection when driving.

For Spring, chiffon-made veils, with a half-inch hem finished with faggoting of the same width in white silk, are showing. The colors are white, biscuit, tans, browns, royals and navies, both light, mid and dark, and also black; but black even when relieved with the white fagoting, has rather too funereal a look to suit most tastes.

DISPLAY FIXTURES

OF EVERY KIND FOR ALL CLASSES OF BUSINESS.





Our new adjustable mirrors, both **OVAL** and **SQUARE,** are just the thing needed. Save cost of triplicate mirror. They swing to any position desired. The arm is **Telescopic,** and mountings are finished in either oxidized copper or nickel. Fitted with best **British Plate Bevelled.**

We carry large stock of high-class **Wax Figures,** Forms, Glass Counters, Show Cases, Cloak Racks in Metal and Wood, Store Stools, Ribbon Cases, etc. Coat Hangers in great variety.

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48 Richmond St. W., Toronto, Ont.

DRY GOODS REVIEW

has enquiries from time to time from manufacturers and others wanting representatives in the leading business centres here and abroad.

Firms or individuals open for agencies in Canada or abroad may have their names and addresses placed on a Special list kept for the information of enquirers in our various offices throughout Canada and in Great Britain without charge.

Address: Business Manager,

Dry Goods Review,

Montreal and Toronto.

ESTABLISHED 1830. REGISTERED SAJONIC TRADE MARK.

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BIRMINGHAM, ENGLAND.



Come Out OF THE DARK!

Bring your "ads" with you.

ILLUSTRATE!!

By doing so you illumine and release from obscurity many a cheerless "type ad" that is suffering for the want of a little pictorial light.

We furnish the kind of pictures that give to your "ads" a bright and smiling countenance. *A cheerful face gains favor every time.*

Estimates on all and every style of design cordially furnished.

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ASSETS $23,600,000.00

CANADA PERMANENT MORTGAGE CORPORATION

Formerly the Canada Permanent and Western Canada Mortgage Corporation.

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President: GEORGE GOODERHAM.
1st Vice-President and Managing Director: J. HERBERT MASON.
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received in sums of

One Dollar

and upwards. Interest paid or compounded twice a year at

3½ Per Cent.

You can quite conveniently deposit with this Institution by mail.
Send your address for our Booklet
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Your Bank Account

Will receive every care if kept at

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Head Office: - TORONTO.

Paid-up Capital $2,950,000.00
Reserve Fund $3,050,000.00
Total Assets (over) $24,000,000.00
Incorporated 1855.

BUSINESS ACCOUNTS Invited.
SAVINGS ACCOUNTS receive interest every six months.

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CAN BE SAVED BY MEANS OF AN ENDOWMENT POLICY.

YOU CAN ONLY SECURE SUCH A POLICY WHILE YOU ARE IN GOOD HEALTH.

Pamphlets and Full Particulars regarding the New Accumulation Endowment Policy sent on application.

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ASSOCIATION.

W. H. BEATTY, PRESIDENT.
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HEAD OFFICE, - TORONTO, CANADA.

THE CANADIAN BANK OF COMMERCE.

Paid-up Capital, - - $8,700,000
Rest, - - - - $3,000,000

HON. GEO. A. COX, President. B. E. WALKER, General Manager.

HEAD OFFICE: TORONTO, CANADA.

This Bank, with 105 branches, covering all the principal cities of Canada and the Pacific coast of the United States, and its own offices in London, Eng., and New York, is able to offer to those engaged in mercantile business of any kind unexcelled facilities for any legitimate banking business.

LIST OF BRANCHES:

BRITISH COLUMBIA:

Atlin	Greenwood	Nanaimo	Vancouver
Cranbrook	Kamloops	Nelson	" East End
Fernie	Ladysmith	New Westminster	Victoria

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Calgary	Elgin	Moosomin	Swan River
Carman	Elkhorn	Neepawa	Treherne
Dauphin	Gilbert Plains	Ponoka	White Horse
Dawson	Grandview	Portage la Prairie	Winnipeg
Edmonton	Innisfail	Red Deer	" North
	Medicine Hat	Regina	

ONTARIO AND QUEBEC:

Ayr	Dundas	Ottawa	Stratford
Barrie	Dunnville	Paris	Strathroy
Belleville	Fort Frances	Parkhill	Toronto, 8 offices
Berlin	Galt	Peterboro'	Toronto Junction
Blenheim	Goderich	Port Perry	Walkerton
Brantford	Guelph	St Catharines	Walkerville
Cayuga	Hamilton	Sarnia	Waterloo
Chatham	London	Sault Ste Marie	Wiarton
Collingwood	Montreal	Seaforth	Windsor
Dresden	Orangeville	Simcoe	Woodstock

MARITIME PROVINCES:

Amherst	Canning	New Glasgow	Springhill
Antigonish	Halifax	Parrsboro'	Sydney
Barrington	Lockeport	Sackville	Truro
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IN THE UNITED STATES:

New York Portland, Ore San Francisco.
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LONDON, ENGLAND, OFFICE: 60 LOMBARD ST., E.C.

A general banking business transacted. Foreign exchange bought and sold

ADVANTAGES

of using a Corporate Trust in preference to an individual:

1. Continuity of Service.
2. Absolute Security.
3. Experienced Management.
4. Reasonable Charges.
5. In Administrations, Bond not required by Court.

THE TORONTO GENERAL TRUSTS CORPORATION

was established expressly to furnish the public with a thoroughly equipped organization to undertake Trusts of every description.

J. M. LANGMUIR, Managing Director.

Booklet on Application.

The Metropolitan Bank

CAPITAL PAID UP, - - $1,000,000.
RESERVE FUND, - - 1,000 000.

DIRECTORS:

REV. R. H. WARDEN, D.D., President. S. J. MOORE, Vice-President.
C. D. MASSEY, T. BRADSHAW, F.I.A., D. E. THOMSON, K.C.

HEAD OFFICE, - - TORONTO.

W. D. ROSS, - GENERAL MANAGER.

SAVINGS BANK DEPARTMENT

at all Branches.

Interest allowed on all deposits of $1.00 and upwards at highest current rates.

FINANCE AND INSURANCE

ONE of the largest items in modern financing is that of life insurance, says The National Monthly. In Canada the total amount of policies at present is $508,812,305, an increase of 500 per cent. in 25 years. A quarter of a century ago people were more or less suspicious of insurance companies, and some failures aggravated their ill favor in certain districts. But improvement in methods has kept pace with the increase of business, and the present insurance laws of Canada are safe.

* * *

A pleasing feature of the insurance business as it now stands, is that more than three-fifths of the total amount in force is held by Canadian companies. Of the balance about $160,000,000 is in American companies and $40,000,000 in British. Twenty-five years ago Canadian companies carried only $28,650,000. Thus, while the annual figures show a steady increase in the aggregate business, they also testify distinctly to the enterprise of our home companies. A number of excellent British and American companies are doing business in this country, and are no doubt serving a good purpose by affording healthy competition and the example of progressive methods, but it will be a matter of satisfaction to patriotic Canadians that an increasing amount of the people's insurance is "Made in Canada."

* * *

The Financial Times, London, Eng., says regarding the incorporation of fresh banks in Canada that when Canadian banking has been developed along such conservative lines, the formation of no less than eight new banks speaks volumes for the financial activity prevailing in the country.

* * *

Mr. David Dexter, president and general manager of The Federal Life Insurance Co., Hamilton, has been again elected president of the Insurance Officers of Canada. Born near St. Thomas, Ont., in 1848, and educated in that city, he became identified with a manufacturing concern at an early age, and on the formation of the Federal Life in 1881, became its managing director. The marvellous success of this company is a standing tribute to Mr. Dexter's great ability and popularity. Very highly esteemed in private life, he devotes considerable of his attention to educational matters, at one time being chairman of the School Board, of which he is still a member.

* * *

The value of life assurance as a means of providing substantial cash capital in event of death is generally recognized. The attractions of endowment insurance which guarantees the payment of the sum assured on the attainment of a certain age, or, at death, if previous, are also clearly realized; but many people are unaware that a well-selected life policy may be taken that will yield as large an income as can be obtained from investment in stocks and shares, and which provides a degree of security and other advantages which few if any stocks or shares present. Such policies as these are intended to be permanent investments, and offer no very sensational opportunities for loss or gain, as occur in connection with some classes of stocks and shares. The absense of any possibility of rapid increase in capital value may be a drawback to this class of insurance policy in the minds of some, but the impossibility of any decrease in value is an advantage of no little importance, while the complete security offered under the policy is unapproached by any ordinary investment.

* * *

That life insurance is coming to be generally regarded as a profession is shown by the several correspondence schools recently established in the United States. No less than three or four American universities have already included in their curricula a course in life insurance, while others provide frequent lectures on the subject.

* * *

Bradstreet's says the demand for money from the west and south continues, but begins to show a diminished



David Dexter,
President and Managing Director of the Federal Life, Hamilton.

volume, and it is thought that a return flow of funds to New York is not far off. During the past month or so it has assumed unexpectedly large proportions, nearly $50,000,000 being shipped during the five weeks ending November 21, against $20,000,000 during the same period last year. This increased demand was largely on account of troubles among financial institutions at Baltimore and St. Louis, which necessitated the forwarding of large sums to these cities. New York has also furnished more money than usual to other cities for moving crops and other purposes. It is almost certain that the latter amounts will be returned in part or altogether now that the financial difficulties are straightened out, and that with cotton

and grain moving rapidly the return of funds to the east will be accelerated.

* * *

A French company which insures against frost is shortly to established branches in London, Eng., and the colonies. The London branch will be interested only in the insurance of agricultural produce from Canada.

* * *

Canadian merchants are receiving the circulars of a San Francisco get-rich-quick concern, presenting a time-worn proposition. The concern proposes to give away $2 for $1. You pay in $1 a week for 80 weeks and at the end of the period draw out $160. A very sophistical argument is presented to the effect that this is a legitimate investment of the same nature as insurance, and that the profits are made out of lapses. Canadian merchants need scarcely be warned that the scheme is fraudulent.

Insurance against appendicitis has been undertaken by The Royal Exchange Assurance Co., of England, which will issue policies at the rate of $1.25 a year for every $500. The holder is guaranteed all medical, surgical and nursing expenses up to the amount insured.

The mortgage market in New York is characterized by pronounced dulness. As a result there has been a marked curtailment in building operations in that city. The generall demoralized condition of the stock market is to some extent responsible for this. As a rule these life and fire insurance companies invest their money in mortgages. At present, however, instead of investing their money to the same extent to this kind of a collateral, they are investing it in the low-priced securities of the stock market. This, according to some of the New York papers, is causing some adverse comment.

OBJECTS OF THE INSURANCE INSTITUTE OF TORONTO

THE following is the last paragraph in the address before the Insurance Institute of Toronto, of Mr. P. H. Sims, the president, and briefly sets forth the objects of that organization: "It will be noticed that though the aims and objects of the institute are mainly educational, it does not propose to teach. It has neither the means nor the ability to do such work successfully. It gives directions by outlining the course of study and assumes the responsibilities of the examinations to guarantee proficiency. It therefore follows that those who undertake the educational course must provide the teaching. This, however, in the elementary is not expensive, inasmuch as the books required are plentiful and cheap. In the advanced subjects correspondence schools will be found of great assistance, and which present the advantage of enabling energetic students to qualify for examinations while continuing their daily occupations. The important requirements are first, resolution, and second, determination, which will surely bring success. If the institute, in pointing the way, awakens and stimulates these qualities, its existence will be amply justified, and its reward will be in having assisted our young men to qualify themselves for the responsibilities of the business of insurance in coming years."

A NEW YORK VIEW OF OUR BANKS.

From The New York Sun.

CANADIAN bank stocks are, in general, a sound and excellent investment. The branch bank system obtains and some 10 chartered institutions conduct more than 900 banks throughout the Dominion, nearly one-half of them being in the Province of Ontario. Wherever there is a promise of profit a bank is opened. A town is evolved from a village, and assumes commercial proportions. A bank speedily appears to help it along, and to earn money by doing so. The central offices of the large banks are in constant touch with their branches, and surplus or requirement in any section is known at once and at all times. The distribution of money according to need is thus facilitated, and financial equilibrium is maintained throughout the land.

Whether the Canadian system of branch banks and note security would work successfully in the United States is, perhaps, doubtful, but it has certainly stood the test of Canadian needs. Canada's wealth has increased very rapidly during recent years, and there is much in the future which promises a continued increase. Yet that very success and its promise should warn Canada against overconfidence, and lead Canadians to keep an eye out for financial squalls.

BANK DIVIDENDS.

The following banks have declared dividends at the rates and payable on the dates given below:

Montreal,	5	per cent.	half yearly,	payable Dec. 1	1903
Toronto,	5	"	"	"	"
Hamilton,	5	"	"	"	"
Standard,	5	"	"	"	"
Imperial,	5	"	"	"	"
Ottawa,	4½	"	"	"	"
Merchants,	3½	"	"	"	"
Commerce,	3½	"	"	"	"
Union,	3½	"	"	"	"
Hochelaga,	3½	"	"	"	"
Ontario,	3	"	"	"	"
Quebec,	3	"	"	"	"
Traders,	3	"	"	"	"
St. Jean,	3	"	"	"	"

LIFE INSURANCE OFFICERS.

At the annual meeting of the Life Insurance Officers' Association of Canada, held in Toronto on November 20, the following officers were elected:

President, David Dexter (re-elected); 1st Vice-President, T. Hilliard; 2 d Vice-President, D. Burke; Secretary-Treasurer, T. Bradshaw; Auditors, E. W. Cox and J. F. Junkin; Executive Committee, F. Sanderson and George Wegenast in conjunction with the officers above mentioned.

REAL ESTATE ON THE INDUSTRIAL PLAN.

AMONG recent developments in the financial and industrial line is the real estate concern on the industrial or instalment plan. One enterprise reported to be doing a phenomenal business in Toronto at the present time operates something after this fashion:

The prospective shareholder pays a $5 contract fee to become a member of the company and afterwards a monthly fee of $2.50, for a term of 25 months. At the expiration of this time the company binds itself to invest in real estate for him to the value of $1,000. Then he begins a new series of monthly payments of $6.00, takes possession of a home and is given a deed of it, the company, however, taking a first mortgage on the property for the cost price minus the funds already paid in by the purchaser. After paying in 204 of these $6 monthly instalments, altogether $1,319, for a property valued at $1,000, he is given a clear title and bona fide deed. He has paid in $25 less than he would have had he been renting a house at $6 per month, but what is more to the point, he owns his property, whereas otherwise he would have had nothing more substantial than the memory of an exacting landlord.

If the purchaser desires to pay the whole sum earlier than the stipulated time, the company takes his money and allows him the current rate of discount. If he wishes to invest in a more expensive property a proportional charge is made on the basis of the above schedule. Suppose he cannot meet his monthly obligations, the property is sold. The company's expenses are first met and whatever balance of the amount already paid in by the sub-

scriber remains reverts to him. In the event of his having made less than three monthly payments he forfeits whatever he has paid in to the company.

The scheme looks attractive enough to the unsophisticated workman. A real estate business on the instalment plan with adequate paid up capital, and competent management, with reasonable charges, and offering reasonable security to an investor, is in the interest of the workingman. The spirit of any arrangement that allows a man to gradually pay for his home as a substitute for landlord's tribute—and that for less expense than the ordinary rent he has to pay—challenges at least public attention.

CURRENT BANK NOTES.

The Bank of Toronto has opened a branch at Maisonneuve, Que.

Heymann & Duncan, brokers, Bonanza, B.C., have dissolved partnership.

The Merchants Bank of Canada have opened a branch at West Lorne, Ont.

The Bank of Ottawa are opening a branch at Maniwaki, Que.

The Dominion Bank have opened a branch at Fort William.

P. I. Bazin & Co., bankers, Ottawa, have been succeeded by J. H. Dube & Co.

The Canadian Bank of Commerce have opened a branch at Prince Albert, N.W.T.

It is reported that the Union Bank of Halifax will open a branch at Lockeport, N.S.

The new bank building for F. N. Bell & Co., Morris, Man., is nearing completion.

A sub-office of the Sovereign Bank of Canada has been opened in the market district, lower town, Ottawa.

It is said that the Bank of Nova Scotia will shortly open a branch at Truro, N.S.

The Bank of Hamilton have succeeded Jackson Bros., private bankers, at Ripley, Ont.

The Bank of Montreal have taken over the business of the Exchange Bank, Yarmouth, N.S.

The Molsons Bank are opening a branch at Wales, Ont.

A branch of the Sovereign Bank has been opened at Claremont, Ont.

W. G. Browne, formerly assistant manager of the Montreal branch of the Sovereign Bank of Canada, has been appointed manager.

A dividend of 11c. on the dollar has been declared on the estate of Mouat's Bank, Stratford, which closed its doors four years ago.

C. A. Crosbie, of the Royal Bank, Halifax, has been appointed manager of the Vancouver branch and supervisor of British Columbia branches.

The Southern, The Southwestern and The Star Loan companies, St. Thomas, Ont., have amalgamated to form The Southern Loan and Savings Co.

The Royal Bank of Canada gives notice in The Canada Gazette that tenders will be received for 296 shares of $100 each of its new stock, issued by the board of directors, February 11, 1903.

G. W. Yarker, formerly manager of the Toronto branch of the Bank of Montreal, and latterly a broker in Toronto, has been appointed permanent manager of the Bank Clearing House, Toronto.

At the annual meeting of the Canadian Bankers' Association in Montreal on November 12, the entire board of officials with one exception were re-elected for the ensuing year.

Arbuckle, Smith & Co.,

General Shipping, Forwarding and Insurance Agents, Carting Contractors and Storekeepers

63a St. Vincent Street, Glasgow, Scotland.

Inward consignments or export shipments attended to on behalf of mrechants upon most favorable terms. C.O.D. system.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

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Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims

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HON. GEO. A. COX, President

3½% Interest Paid on Deposits

CENTRAL CANADA LOAN & SAVINGS CO.

26 KING ST. E., TORONTO

4% Interest Paid on Debentures

E. R. WOOD, Managing Director

UP-TO-DATE

Financial and Commercial Corporations ask applicants for positions to furnish a Guarantee Bond instead of letters of recommendation. For particulars apply

DOMINION OF CANADA GUARANTEE & ACCIDENT INSURANCE CO.

Cor. King and Yonge Sts., TORONTO.

J. E. ROBERTS, - General Manager.

WESTERN ASSURANCE COMPANY. Incorporated 1851

FIRE AND MARINE

Head Office Toronto, Ont.

Capital - $2,000,000.00

Assets, over - - 3,333,000.00

Annual Income - 3,536,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMP'Y

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, $1,000,000.00.

TOTAL ASSETS, $1,864,730.13.

LOSSES PAID SINCE ORGANIZATION, $22,527,817.57.

HEAD OFFICE, - BRITISH AMERICA BUILDING, Cor. Front and Scott Sts., Toronto.

GEO. A. COX, President. J. J. KENNY, Vice-President.

P. H. SIMS, Secretary.

Your Cloak Section's profit for Spring will be determined by the kind of goods you buy. Garments made by us are the "Easy to Sell" kind, and are fashioned and built on profit-yielding principles, to you and to us.

Our representatives are on their respective routes now with samples for Spring of Costumes, Coats and Skirts. See them before placing your orders.

We want your trade. That's why we advertise.

THE Merchants' Mantle Manufacturing Co. Limited

LADIES' READY-TO-WEAR

Coats, Costumes, Skirts and Capes.

36 WELLINGTON ST. E. and
1, 3, 5 LEADER LANE.

TORONTO, Canada.

By His Majesty's Royal Letters Patent
PATENT No. 5295
The Premier
ART PROOFING

Ladies' and Misses' Garments Bear this Label.

HIGHEST GRADE
BRITISH-MAKE

FOR LADIES, GENTS, MISSES AND BOYS.

Guaranteed

"PREMIER" WATERPROOFS and SHOWERPROOFS

The "Premier" Waterproofs are the absolute Guaranteed Garments in the Dominion of Canada, thoroughly waterproof and will not harden

BEWARE OF IMITATIONS

STANDARD OF THE WORLD

Established 1873.

(Guaranteed)

Head Works:
MANCHESTER, ENG.
Branch Works, Showrooms and Offices:
MONTREAL and WINNIPEG.

The PREMIER WATERPROOF GUARANTEED TO RESIST ALL CLIMATES

Gentlemen's and Boys' Coats Bear this Label.

CLOAKS, COSTUMES AND SKIRTS

THE Fall and Winter season for the manufacturing end of the business is about over, though, of course, repeats are likely to come in for some time yet. The passing season has, on the whole, been a very satisfactory one to the manufacturers. Placing orders were of a reasonable size, and this enabled manufacturers to handle them better, and certainly helped them to get out all orders on time. Repeats have also come to hand liberally.

* * *

Travellers are out with early Spring lines, and by the manner in which they are being received, the trade has every confidence in the judgment of the manufacturers, and is willing to back that confidence by placing orders. Of course, what is showing now is for the staple and early trade, as novelties will not see the light for some time yet.

SPRING LINES.

THE long-coated suit is to go for early Spring in suits, and it looks at present as though the broad shoulder and cape effects will be even more pronounced as the Spring comes in.

Large, handsome sleeves will again be the rule, and it is altogether likely that a great deal of attention will be paid to the designing of these sleeves, as they are likely to be the most striking feature of the costume.

Later on in the season Etons, and to a less extent boleros, are confidently predicted for next Spring.

Skirts show a decided tendency towards a fuller style. Yoke skirts are again to be good, and in thinner materials, shirrings as well as plaitings will make their appearance, but as the full skirt scored no very great success last season, it is not likely to meet much encouragement this year, and while it is true that Paris designs lean towards full skirts, it is hardly likely that we shall follow their lead in that respect. Paris has never taken kindly to the plain tailored suit, which is solely an American idea, and she has less influence on tailored styles than on any other.

In point of fact for this Fall, Paris said short-coated suits, but the New York people, whom we follow here, brought out the long-coated suits, and the long-coated suits were worn, not only on this continent, but also in Europe as well.

The circular flounce is another style that is talked of for the coming Spring.

For trimmings, small buttons and a few fancy braids will be used, and most probably gold will also creep into many of the trimmings used.

There are two garments that the manufacturer can place a good deal of trust in. One is the covert coat and the other the rain coat.

WRAPS FOR EVENING.

THE styles of evening dress in vogue at the present time render an evening wrap a necessity rather than a luxury, and to have one is really a matter of economy. This is to save the freshness of the airy, fluffy costumes and more particularly the sleeves, which, being made of such perishable materials, easily crush and tear.

Street wraps cannot be used for evening, as it will be found that the sleeves are too tight for to accommodate the dress sleeve. Because of this the sleeves of evening wraps are immense, and are cut with a very large arm size as well.

The wraps themselves are made of sheer and shimmering cloths, and many of these cloths are shot.

Velvet wraps in soft shades of ecru, champagne, turquoise, in geranium pink, fuchsia, mauve and the dahlia shades are all colors in vogue.

The outlines are very much like a surplice, only they are shirred up to the neck instead of the fullness being gathered into a yoke.

The velvets used are all of the softest makes to admit of this treatment.

Laces are the favorite trimming, but embroideries, spangles, beads and furs are also used. Real laces are those in use, and the heavier kinds are most favored. The very latest is macrame, which is made of a round twisted ward, which forms the chief part of the pattern, the filling-in being done with heavy twisted linen thread.

This lace, when compared with the finer kinds, is easily made, and the large patterns and bold designs make it a particularly happy trimming for these long, loose, flowing evening cloaks.

Renassance lace is used for evening wraps lined with pleatings of chiffon in the color most becoming to the wearer.

The cloths that imitate fur, particularly bear, curacul, etc., are often employed for evening wraps. They are heavily trimmed with rich cord ornaments.

To show how gold is to be used the description of an evening coat is given. This coat hung in straight lines and was shirred around the neck. The trimming was three rows of the new, soft gilt braid that was pinched in at regular intervals to form a fan trimming. The lining of the coat was the new gold tissue.

THE MANUFACTURERS OF "HOOK-ON."

IN THE DRY GOODS REVIEW for November there was printed an item giving the decision of Judge Ferguson in the case testing the validity of the patent "Hook-On" hose supporter. In that item it said that as a result of this decision, The John D. Ivey Co., Ltd., of Toronto, was the only firm in Canada authorized to manufacture this supporter. This was an error. The firm having exclusive control to manufacture "Hook-On" in Canada is the I. B. Kleinert Rubber Co., 26 to 28 Front St. West, Toronto, a branch of the New York firm bearing the same name. THE REVIEW regrets the error was made, and hopes that the publication of this explanation will rectify any misunderstanding that may have existed.

A CANADIAN BRANCH OPENED.

I. Frankenberg & Sons, the big English manufacturers of waterproof and rainproof garments, whose head offices and factory are in Manchester, have opened up a branch in Montreal, at 1883 Notre Dame street. Here they will manufacture the "Distingue" garments, which are already well known to readers of THE DRY GOODS REVIEW.

Frankenberg & Sons have two large floors in the new premises and splendid manufacturing facilities. Their lines will be a welcome addition to Canadian manufacturers.

Wholesale Millinery

Vastness
Variety
Value



Vastness, Variety, Value—important features in the magnificent range of samples for Spring and Summer season, 1904, which we have the pleasure of placing before the millinery buyers of Canada.

Our travellers will visit all points from coast to coast. They will advise you in due course when they will be with you.

In the meantime, we would respectfully request you to reserve your order until you have inspected our offerings.

THE D. McCALL CO., Limited

Debenham, Caldecott & Co.

MONTREAL

Complete stock of

LATEST NOVELTIES in Millinery and Fancy Dry Goods.

Our Travellers are now out on the road with a complete range of

SILKS, RIBBONS, LACES, STRAW GOODS.

Flowers, Millinery Trimmings and Fancy Dry Goods

FOR SPRING **1904.**

Debenham, Caldecott & Co.

70½ St. Joseph St.,
QUEBEC.

18 St. Helen St., Montreal

The Canadian Millinery Review

Fall Prospects and Styles.

THE Canadian millinery trade has had, on the whole, a most satisfactory season, and is now busied with preparations for the early spring orders. The makers of ready-to-wear hats are always early in the field with their sample lines, and are now pretty well forward with Spring goods, in fact travellers are now out with advance samples of some lines.

READY TO TRIM.

A LINE of hats that were exploited to some extent last Fall were the "ready-to-trim" hats. Between then and now the manufacturers have made many improvements in this class of hat, and they ought to be quite a feature in the trade in the coming Spring. These hats are made of the various kinds of straw braid over a wire shape, and the milliner can then add the desired trimmings. This class of hat ought to be quite a boon for the country milliner as the shape is ready to try on and the trimmings and materials can be added. This gives the individual touch so much admired with very little outlay of time and trouble, and no two hats need ever be alike.

THE READY-TO-WEAR HAT.

THE ready-to-wear hats have had their popularity tested for several seasons, and, though inexpensive, their form and finish, if from a reliable firm, leave nothing that the most exacting could find fault with. This class of hat has worked quite a revolution in the millinery trade in the last few years, and it is no longer necessary, thanks to the ready-to-wear, to go to a great deal of expense to obtain a smart hat for ordinary use. Clear-cut line and a very sparing amount of trimming are the two most conspicuous features of this class of hat, and few ready-to-wears properly have more than a rosette or so and a wing or quill. Simplicity marks those that are in the best style.

The manufacturers of this class of hat have been very successful in bringing out pretty and attractive designs this season. They have wisely left the high crowns to the dressy picture shapes, and are showing smart little pouted turbans and military shapes. The small bell crown and large rolling brim, high on the left side, is also featured, as also a large turban with a wide brim that curves down over the face in shepherdess fashion, though the hat is totally unlike the old shepherdess shape.

Gilt is to be much used on the ready-to-wear hats next season, but the tendency is scarcely to heavy effects, but mixed in with the cords and other trimmings. Little turbans of chiffon have touches of gilt here and there, and the same idea is in use for hat facings. A good deal is made of the many fancy crowns that were shown at the mid-season millinery displays, and almond, torpedo, heart-shaped and diamond-shaped crowns, both in large and small sizes, are seen. The shape that seems to be elongated the wrong way, being longer from side to side than from back to front, is also shown.

Straw braids are again the chief material for these hats, and some attractive novelties are being made use of. The new braids are very soft and light, and the hats made from them are indeed featherweights—an important feature in a Summer hat. The novelty in braids, however, is the pyroxaline or wood-fibre braid. This braid is a combination of silky wood fibre and horsehair. The silk is shaded, and a very handsome braid is the result. Most hats are made of two-toned braid or are combinations of two different colored braids.

There is quite a call for black and white, navy and white, brown and white just at present, and of course plain navys, and blacks are also shown, particularly for the early trade, but when the season opens up, champagne and reseda are expected to lead.

Trimmings on ready-to-wear hats, as every one knows, do not amount to much, and even less than usual seems to be the vogue this season. Rings of straw, with a ribbon drawn through, and a few buckles and quills, seem to be most used. At any rate this is the case at this early date, but no one knows what changes may be brought about before the retail season opens. Generally speaking the fewer details that are used on a ready-to-wear, the smarter is the hat.

MARRIAGE OF MISS IVEY.

THE marriage of Miss Myrtle A. Ivey, eldest daughter of Mr. John D. Ivey, millinery importer, Toronto, to Mr. J. T. Wells, of Memphis, Tennesee, took place recently at the residence of the bride's father, 152 Carlton St., which was transformed into a veritable fairy bower with decorations of white chrysanthemums, ferns and white tulle.

The bride was gowned in the richest white satin, trimmed with Duchesse lace, and advanced to the altar through an aisle formed of white satin ribbons.

THE REVIEW was shown some of Miss Ivey's hats, which were perfect examples of the highest millinery art.

WINTER HATS.

TRADE in the millinery houses for the present season is dwindling down to a few special orders. These are chiefly for large picturesque dress hats and turbans. Mink fur is much used on these hats in conjunction with tulle, lace and velvet.

Rich shades of velvet, such as ruby, hunter's green and royal blue, are in vogue, and the folded or shirred facing is generally of white tulle. Large tips are the newest on these hats. Milliners are using quantities of rich laces, and the silk Clunys are still keeping the popularity they acquired earlier in the season.

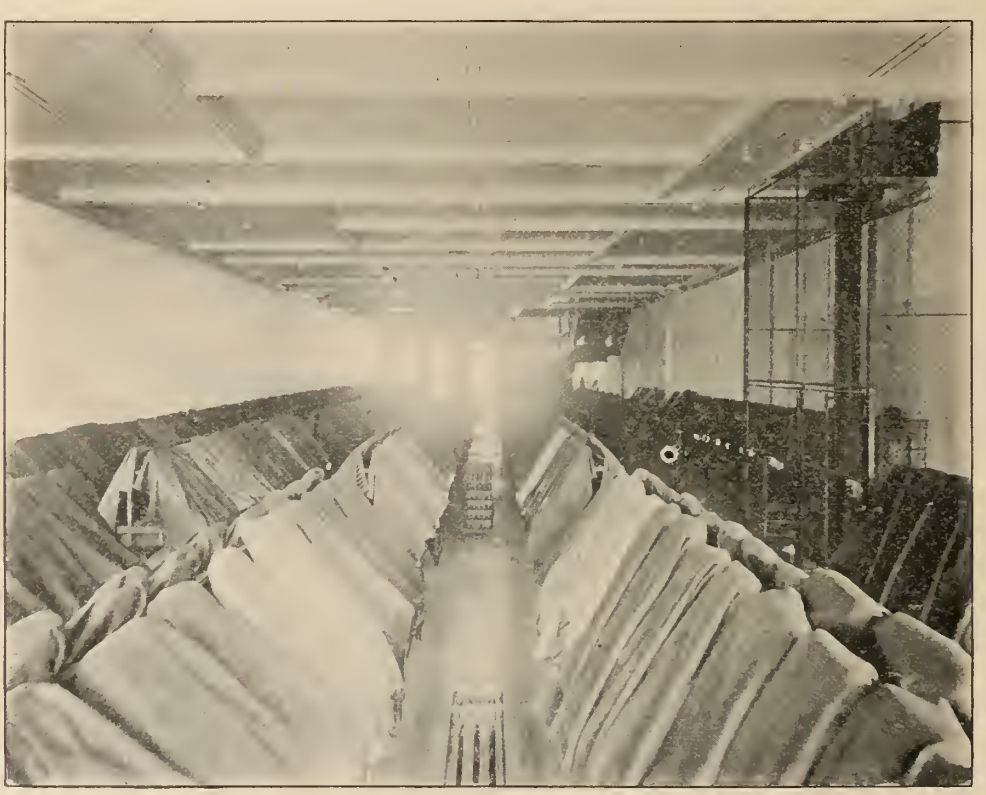
Foliage and unmounted roses are very much used on the late Winter hats. Many all-white hats are selling, and soft white fur is much used. Some of the newest of these hats are entirely covered with lace and are edged with bands of the fur.

WOVEN SILK LABELS.

THERE has recently been established in Toronto a company for the purpose of manufacturing woven silk labels, a line of goods hitherto unknown as a Canadian product. These goods are in demand, and have been purchased from German and American manufacturers. The Canadian Silk Co. has been formed with the object of confining to Canada as much of this trade as possible. They commence business under favorable circumstances, and the samples of their output are, indeed, creditable. At the present time their attention is absorbed in the manufacture of a line suitable for the labeling of clothing and shoes. They look to place a few good manufacturers of these lines on their books as customers. When done they will devote their attention to a full line of woven silk goods.

A MODERN SAMPLE ROOM.

The engraving here shown gives some idea of the manner in which A. McDougall & Co.'s new sample room is arranged. This is an idea of American origin, several of the leading houses in the large United States cities displaying their goods in this way. Customers can walk the aisles examining minutely the various cloths, and making a selection with much more satisfaction to themselves than in the ordinary way, and also, with much less trouble to the salesman. McDougall & Co. are the first to adopt this method of showing goods in Canada.



A. McDougall & Co.'s New Sample Room.

LOOKING UP TRADE IN CANADA.

Mr. R. Hahn, representing Jaffe Bros. & Co., has been in Canada for some weeks in the interest of his firm. Jaffe Bros. & Co. are large exporters to all parts of the world, and have warehouses and offices in Dundee, Manchester, Glasgow, Belfast and Bradford. Textiles is one of the lines they largely export. The appointment of agents is one of the objects of Mr. Hahn's visit to Canada. He has already been in Montreal and Toronto, and before returning will visit Winnipeg, and possibly, Vancouver.

OUTLOOK FOR THE CORSET TRADE.

IN an interview given to THE DRY GOODS REVIEW by a Toronto manufacturer who has just returned from a trip through the Lower Provinces, he expressed himself as very much pleased with the indications of trade for the coming Spring. Prospects, he says, for the next season are very bright for the underwear and corset trade.

There is very little call, he thinks, for any change in corset lines, and for Spring the probabilities are that trade will be done on just about the same class of corsets as at the present time. The large orders placed the past year, and the volume of advance orders booked at this early date for next Spring for Canadian-made corsets, is most gratifying, as it shows that the home manufacturers are gaining on the imported article. Population is not increasing so fast that the rapid expansion of the Canadian trade can be accounted for in that way, so the inference must be that Canadian-made corsets are displacing the American-made ones on this market, and that the imported goods are taking a back seat.

There has long been a prejudice in favor of the imported article. The Canadian makers have had uphill work in overcoming it, but, in the end, if a good article at a fair price is put on the market and if the maker starts out with the firm determination to give as good value as possible for the money, and if this article is placed before the public in an attractive manner, and is well and properly advertised, success is bound to come. This has been the history of the Canadian corset trade up to date and now they are beginning to reap their reward.

There are no indications that would point to any alteration in the prosperous conditions in Canada to day, whatever may be the case with our neighbors to the south of us. Orders placed so far are larger than those for the preceding Spring, and those in many lines were record breakers. In short, everything points to a busy and prosperous Spring.

The only cause for any trouble in the Canadian market lies in the fact that the American manufacturers are dumping their over-productions upon this country.

SPRING 1904.

MILLINERY.



Ladies' Straw Hats,
Straw Braids, Flowers,
Feathers, Ostrich Feathers,
Chiffons, Laces, Fancy
Trimmings, Mechlins,
Nets, Veilings, Silks,
Ribbons, Crapes,
Grenadines,
Hat Ornaments.

Also **Novelty Lines.**

RETURNED
Cut book 15
Page 29

Our travellers are now out with samples of above—also all our lines of

STAPLE and FANCY DRY GOODS.

For Christmas Trade!

Write us for samples or information regarding

LADIES' LEATHER HAND BAGS.
LADIES' LEATHER PURSES.
LADIES' SILK BELTS.
LADIES' SILK, APPLIQUE and LACE COLLARS,
ALL NOVELTIES.

CAVERHILL & KISSOCK

72 St. Joseph Street, QUEBEC.
19 Elgin Street, OTTAWA.
MONTREAL.

FEATURES IN STAPLES

THERE has been no indication of an easier raw cotton market during the entire month of November. Raw cotton which closed last month at 10 50 has been constantly rising ever since. Opening the month at 10.60, the startling crop statistics and weather reports have sent prices up day by day until, on Nov. 26th, spot cotton is quoted at 11.30, and there are no immediate prospects of a drop. Sully, the bull of months ago, is still a bull, and says he looks for higher prices. The highest price reached during the month was on the 13th, when the quotation was 11.50, and since the 14th it has not dropped below 11.30. The Canadian mills which were so well supplied three months or more ago, are running out of the raw material, and there is no way to replenish their stock, except at a loss.

* * *

Merchants who have been holding off their orders, in the hope that lower prices would come, have found themselves facing very much higher prices instead. Warnings were given each month in the DRY GOODS REVIEW that the hope of cheaper cotton was vain, and many retailers in consequence bought as freely as they could. These merchants are now watching the efforts of late buyers to obtain their supplies. It is not that advanced prices are felt so keenly by the retailer, but the quality at a given price is poorer than six months ago, and in other lines it is impossible to buy the needed lines. There is not a pair of cotton blankets for open sale in any wholesale house in Toronto and merchants are spending their time in vain going from one house to another. Several other lines are carried in smaller assortment than ever before, and retailers have to take what they can get.

* * *

The month of November has brought advances in three lines of cotton goods. Cotton blankets are raised 2½ cents, and none can be obtained even at the advanced price. This is the second advance in two months Grey cotton is 5 per cent. higher and wholesale houses are now paying what they used to ask from the retailer. Cotton warps are up 2 cents a pound and wholesalers are now paying 10 cents more for a 5-lb. bundle, than the retailers was asked a few months ago. One mill has withdrawn all prices on warp and blankets, and another will not take any orders. This indisposition of the mills to fill orders at any price is a natural result of the high price of raw cotton. At present prices the cotton could not be bought and manufactured, save at a loss, and the manufacturer is no fonder of doing this than anyone else. Unless the raw material becomes very much cheaper, and supplies are received more freely, it will not be long until wholesale houses will be short of other lines than blankets, and merchants should prepare for this. One thing is sure, that no matter how cotton drops, there will be no lowering in prices for the spring goods. At the very highest computation of the cotton crop there cannot be sufficient to bring prices below the price which is represented in the present manufactured cloth.

* * *

The attitude of some of the merchants towards wholesale houses in the present cotton situation is extremely unfair. A few of these will enter a wholesale house, enquire the price of a certain cotton fabric, and because it is not as low as formerly commence to browbeat the salesman for putting his prices up. They say that the price was only so much six months ago, and cannot be convinced that there is ever the least cause for a change. They consider nothing but the fact that they will have to charge more, and, perhaps, make less. A rather amusing incident came under the notice of a representative of THE DRY GOODS REVIEW during his calls on the wholesale houses. While in one house, a country buyer entered and asked to see cotton blankets. He was told that there were none in stock. With a scowl he said: "I know I can get them over at Blank's (naming another house). Are you going out of business?" A short time after the representative was in Blank's house, when the same buyer entered asking the same question. He was again told that there were none in stock, and, with an evident appreciation of his cutting remark at the first wholesale house, he turned away saying: "Are you going out of business?" Merchants should know that there is such a thing as shortness of supply, and should be in close enough touch with present conditions to understand that an advance in prices is reasonable.

* * *

Although Canadian mills are yet retaining their staff of employes at the old wages, the United States mills have found it necessary in many districts to lower the scale. In the New England States some 65,000 cotton operatives have been forced to accept a reduction of 10 per cent. Fall River, the great cotton centre, was the first to raise the scale some time ago, but they have also been the first to be forced to lower it again. The price of raw material, and the entirely unproportionate price of the manufactured article has brought this about, and the operatives see that it is no use striking for the old rate. If the present conditions continue, it is feared the same will follow in Canada.

* * *

The great demand on the resources of the cotton supply is proven by the immense shipment from United States ports during October. During that month $60,000,000 worth was exported, an amount exceeding by $200,000 any other month in the nation's history. The Census Bureau has issued a statement which adds to the seriousness of the situation. It shows that there have been during 1902, fewer ginneries to the number of 1,600, and ginning only about 63 per cent. of last year's amount. Of course, the different conditions of the two seasons account for some of the loss, but there is sufficient difference to help show the seriousness of the situation. Another serious handicap upon the cotton material production, is the price at which cotton yarn is held by the spinners.

* * *

The present condition of the silk industry is exceedingly complicated, and is anything but satisfactory to the manufacturers. The high price and scarcity of cocoons, coupled with the small demand and the low price of yarn has made the manufacture of silk a loss. A large silk manufacturer, of Como, is suggesting the getting together of breeder, spinner and manufacturer and forcing the middleman to pay higher prices, who in turn will be forced to charge the consumer the advance. Zurich attempted concerted action in restricting production, but some broke the agreement. At present the United States is following Zurich's example and the Lower Rhine is working only to older. But Lyons and Crefeld are working full time and indications point to the continuance of

business in those district.s The Textile Mercury says that limitation of production and the other means suggested may relieve the situation to some degree, but the real remedy, according to an authority in the silk industry, lies in so directing fashion as to create a demand for better qualities of silk goods.

* * *

The linen market is stronger than ever, and although no prices have been advanced during the past month that effect the retail business, there is every indication that prices will advance. At any rate they are certain not to drop. The Russian flax crop has been the worst in three years and the effects of this are rapidly being felt. The only thing that prevents an advance of 10 or 12½ per cent. in all linen goods is the poor demand both here and in the United States. If this should pick up and become even of average strength there would be events of moment for the retailer.

* * *

A substitute for cotton has been discovered in Germany after lengthy experiments with European soft woods. One of the new fibrous materials is called "Silvaline" and is made from central European pine trees. From it can be spun ropes, belts, decorative and clothing stuffs, flour and corn sacks. A number of other raw stuffs, such as straw, alfa, bamboo, rags, bass, jute refuse, etc., can be employed under this process, and yarn, from the coarsest to the finest, can be spun from th m. A ton of yarn varies in price from 30 to 300 marks and in strength from 40 to 80 per cent. of that of jute and cotton yarns. The yarn is very clean and tight.

LANCASHIRE COTTON TRADE.

UNDER date of November 9 the Manchester correspondent of Bradstreet's writes: "Most of the cotton-spinning mills in South Lancashire are working, and those weaving sheds which consume their own spun yarn have also resumed full hours. There is no dearth of the raw material. The receipts of American cotton in this country last week were 141,334 bales, and at the same time there were at sea for Great Britain 311,000 bales. Moreover, the stock in Liverpool and Manchester is daily increasing. America up to Saturday night has sent to this country this season so far 725,000 bales, as compared with 747,000 bales in the same period of 1902, which is encouraging in view of the lateness of the American crop. . . . The feature of interest in the cotton piece goods section is the backward demand from India at practicable rates. Somehow or other dealers in India reason that prices will be lower later on. In this they will probably be disappointed. Limits are being raised here and there, and an increasing amount of business has been done during the last ten days. This has led many manufacturers who use bought yarn to resume full hours, but there are still a number of looms idle in Blackburn, Accrington, Church and District. China at the moment is disappointing, but a good deal of business has been done for South America, as well as Egypt and Turkey. In the home trade there has been more doing. Altogether the position in weaving is improving, but the machinery is not getting to work so quickly as in spinning.

GOSSIP OF THE TRADE.

The Dominion Linen Mills Co. is offering its stock at $25 a share.

Mr. Miller has opened a new clothing store on Main St., Cornwall.

L. C Holloway is stocking a new men's furnishing store in Selkirk, Man.

John MacLeod & Co., tailors, Winnipeg, have opened a new store on Garry street.

Alvinston is soon to have a flax mill. The stock is all taken and a site is being looked for.

J. F. Gamble, tailor, late of Thorold, Ont., has opened up a tailoring and men's furnishing store in Barrie, Ont.

The J. D. Tait Co., St. Catharines, has recently fitted up its store, doubling the space and frontage and installing new show cases and counters.

Howard Heming, traveller for The Truro (N.S.) Knitting Mills, has resigned, and purchased the crockery business of W. F. Linton, Truro.

A serious fire of $40,000 in St. John, N. B., has damaged the buildings occupied by Thorne Bros., furs; Dowling Bros., dry goods; and Charlton & Co., departmental store.

The Ontario Neckwear Company, Toronto, is handicapped by the scarcity of girls in Toronto, and Brantford has been asked to state the possibilities of obtaining more help in that city.

G. A. McKay, formerly of the firm of Tolton & McKay Toronto, has opened up a retail store on Yonge street. Mr. McKay will continue in the made-to-order shirts and blouses branch of his business.

Owing to the death of the late Thomas MacLean, the dry goods firm of McLean, Ogilvie & Lochead, Brantford, Ont., will be conducted by the two remaining partners, Mr. William E. Lochead and Mr. James Ogilvie.

The Clark, Wood Company, wholesale milliners, London, Ont., has been incorporated with a capital of $50,000. The provisional directors are A. E. Clarke, George Wood, James England, Arthur Ash and A. McGowan.

The Toronto Bedding Company, Limited, has been authorized to increase its capital from $15,000 to $50.000. The company intends to build a new factory in Parkdale, and the increased capital is sought for this purpose.

There is a proposition before the Edmonton town council to erect a linen factory immediately, with machinery to cost $15,000. The building will be 500 x 100 ft. A bonus of $5,000 and exemption from taxation is asked.

The estate of W. W. Sneath, dry goods merchant and grocer, Midland, Ont., has been wound up, with an estimated nominal surplus of about $1,000 The Playfair, Preston Company of the same town has purchased the stock and a lease of the premises.

FURS

THOUGH the season has not been favorable to the wearing of furs so far, the fashion end of the trade has had enough influence to keep the furriers busy. Furs nowadays are not worn exclusively for the comfort and protection they afford, but are worn according to the dictates of Dame Fashion. As it is her decree at the present time that furs shall add the completing touch to feminine dress, all women are wearing them.

The fact that the wearing of furs is governed by the mode, rather than by necessity, while greatly increasing their sale, creates other conditions that make the trade more difficult to manage. Fashion singles out one particular fur and stamps it with her approval, and up goes the price; and not only that, but the fur is difficult to obtain, so great is the demand for it. It is not that the fur in question has any extra merit above other furs; it is simply that it is fashionable.

There are some furs that the laws of fashion cannot touch. Their very costliness creates a vogue of its own. In this class may be mentioned Russian sable. Sea otter, silver fox, Hudson's Bay sable, and seal, are rapidly approaching this position. This year the fashionable craze is for moleskin, and a countless number of the skins of this animal are being used. Not only have the skins jumped in price, but the very size of the pelt means expense, as it takes a very large number to make a single garment, and, besides the number taken, each skin has to be graded and matched. However, there are many imitations on the market, and this would be perfectly legitimate if they were always described and sold as such; but when rat skins, cat skins, coney skins, musk rat skins and sheared squirrel are all sold as mole, it is time to call a halt.

This evil is not confined to any kind of fur; the whole trade is honeycombed with it. If the fur was only sold for what it is there would be no cause for complaint.

Many trades suffer from this kind of misrepresentation, but none so much as the fur trade, for in no other line of business is the average buyer so much at the mercy of the salesman.

In our large dry goods stores, where they carry a fur department, this misrepresentation is often as much the result of ignorance as any desire to deceive. A man must serve a long apprenticeship before he knows furs and is able to place and grade them. He must have more than a bowing acquaintance with natural history, and he must know all about the dyeing, blending and the many other manipulations furs are subjected to. A man cannot pass the best part of his life in a totally foreign trade, and then by managing a fur department for a few years pick up a thorough knowledge of furs. What matter where he buys his furs, or in how large a quantity, if he has to rely on the judgment of others! It is a clear case of the blind leading the blind. Just a case in point. There have been advertised from time to time in the daily press Persian lamb jackets at a very low figure, with the added rider that these jackets are not made from whole skins. No misrepresentation there, you might say, and yet on the authority of an experienced furrier, I state that all jackets sold by reliable firms are made from whole skins, and those that are not are just pieces and clippings fastened on to rubber—made to sell and not to wear, and they are sold on the reputation of the firm advertising them.

Take another instance: Skunk in this country is cloaked under the name of Alaska sable, and, supposedly, everyone connected with the trade knows what it is, yet firms get letters often asking for sable when it is skunk that is meant. Alaska sable is a lovely, rich black fur, and is much prized in Europe. This is comparatively an innocent fraud, as full value is given, but furriers can tell of numberless cases of misleading and misrepresentation in advertising furs.

That this is not the only country where the trade suffers from this evil is proved by the recent action of the Fur and Skin Section of the London, England, Chamber of Commerce, in issuing a letter calling attention to the wilful misnaming and misrepresenting of furs by certain retailers, and also by sending special letters to the press asking for co-operation in preventing the insertion of misleading advertisements, calculated to deceive purchasers as to the quality and material of goods offered for sale, such advertisements, in point of fact, amounting to a "false trade description" under the Merchandise Marks Act of 1837.

Here, however, we have no law to cope with the evil; but one is badly needed, both for the protection of the honest furrier and the buying public.

FASHIONS IN FURS.

NOW that the retail season is at its height furriers are making some beautiful displays. To the average Canadian, mink is always an interesting fur. We claim it almost as the representative national fur, and, as one of our exchanges says, quoting from a Regent street, London, fur house, "Mink, which is a humbler member of the sable class (and when the price of sable is considered this is a not unflattering description of mink), is extremely useful to those whose purse will not allow them to buy sable, as it is both moderate in price and extremely durable." Mink skins are being made up in similar shapes to Russian sables, and the finer qualities produce most beautiful garments. Mink has been an extremely popular fur in Canada this Winter, as brown furs are quite fashionable.

And not much sable either, though Hudson's Bay and Russian sable have been shown here. The increased price would account for this. Sables are the leading fashionable fur, but it is not every pocket that can stand the strain. Some very handsome fur pieces in mink have been noticed. Immense stoles and pelerenes in graceful and picturesque shapes are shown. To wear with these are large flat granny muffs. Cords and tassels and handsome passementrie ornaments are often used on furs. This is a fashion that some furriers do not admire, claiming that the ornamentation is not in keeping with the fur; yet if the stole, etc., is not too much loaded, certainly the general effect is good. Rich capes of mink are well shown, and in millinery mink is almost the exclusive fur.

Quite an amount of mole has been shown, though it is a question as to whether a great deal has not been imitation. But imitation or not, this is a beautiful fur and has an irridiscent sheen that is very attractive. Some of the best imitations come very close to the original.

Muskrat is being dyed to imitate mole, and some very smart little coats are made in this fur. A very new one had a fitted back and an Eton front, fastened into a deep girdle of suede kid covered with rows of stitching, and a short peplum with deeper points in front.

Some lovely neckpieces in mole and ermine were on view lately in the store of one of our leading furriers. A handsome pelerene was of ermine, the edge in scallops, and from this hung a flounce of the mole, also scalloped. This

HATS, CAPS, FURS, ROBES, etc.

See our splendid line of samples for Spring trade

FALL Lines for IMMEDIATE Shipment.

Merry Christmas and A Happy New Year.

EDGAR, CORISTINE & CO., Montreal.

is a style that the shape of the mole pelt easily lends itself to.

A long ermine stole had graduated medallions in diamond shape let into the long ends of the stole.

Isabella, sable, white and pointed fox boas, and the sets of boas and muffs in medium-priced furs, are selling well. Newest in fox furs, however, is a flat stole, finished as the boas are, with paws and bushy tail. In white and red fox are shown the whole animal—the head forming the fastening. This, however, is a style confined to misses' wear, and is only shown in the red and white fox furs. For misses' wear also are the long Thibet boas and stoles in white, and, more seldom, in black. Alaska sable is well shown, and in some new forms, but it does not seem to hold its own against the colored furs.

FUR JACKETS.

THE ladies' fur jackets for season 1903-04 show a greater proportion than ever of the shorter lengths, eighteen-inch jackets being much favored, the most popular lengths running from 18 to 30 inches. There are, however, a fair proportion of 34-inch jackets, chiefly in the long-haired furs, which are more suitable for the three-quarter lengths. Racoon is again a popular fur in the three-quarter coats, and wallaby and astrachan are coming in for a good share of attention.

In 22 and 24-inch jackets the leading place is given to persian lamb, in all sorts of combinations with other furs, such as Alaska sable, mink, stone marten, etc. Several pretty styles in these furs are shown in blouse fronts, with collar and large lapels in the trimming fur.

Another favorite combination in the short blouse-front jackets is an electric seal coat with Alaska sable trimming. This is also shown with skunk-dye racoon collar and lapels. There is very little grey lamb shown. It is principally confined to children's garments.

Ermine-trimmed jackets are not more prominent than usual, though there is a fair sprinkling of them. An ermine collar, lapels and cuffs make a pretty combination, with grey squirrel jacket; but, though when contrasted with seal the effect is strikingly handsome, the favorite combination is the former.

While the price of European furs is rather higher than last year, Canadian furs in several instances are considerably lower, though unfortunately the greatest drop in price has occurred in bear skins and others which are not in demand for present styles. Otter, however, is 15 per cent. below the price quoted last Spring; and marten is also cheaper to the same extent. Fox and mink have declined in price 10 per cent.

There are various styles of collars on the latest models, the favorite being storm collars with wide lapels, though many handsome boa collars are shown. Bishop sleeves with large cuffs are to be seen on many of the leading shapes. One manufacturer has put out an attractive sleeve with a two-inch band around the wrist instead of the wide cuff, an introduction which seems to have taken very well. Another sleeve seen on many of the Winter jackets is a flare with trimmed cuff, which shows when the sleeve is turned up, but turned down it is hidden. There are also a good many bell sleeves, usually untrimmed, while the plain sleeve is shown as usual.



I HAVE ON HAND for immediate delivery a choice stock of Muffs and Ruffs in Mink, Alaska Sable and other Fashionable Furs. Also Ladies' Coats in Persian Lamb, Electric Seal, and Sealskin, with Mink Linings or Plain.

My stock of RACOON COATS is complete.

Prices and Samples on application.

A. J. ALEXANDER

Wholesale Manufacturing Furrier,

504 St. Paul St., MONTREAL.

A LAW SUIT.

A CASE of much interest to business men was recently before the courts in Toronto. The defendants, Albert L. Pentecost, Robert W. Pentecost, managing director of The W. R. Brock Co., Toronto., Edward Wilson, and Hamilton Cassels, were sued by Gault Bros., wholesale dry goods merchants, Montreal, on the ground that certain moneys had been unlawfully turned over by Albert L. Pentecost, dry goods merchant, Hamilton, to his brother, Robert W. Pentecost, and The W. R. Brock Co. after the former was in financial difficulties, thus prejudicing the interests of the other creditors.

A. L. Pentecost began business in 1899, his brother assisting him financially from time to time, and securing himself as best he could. When payments began to press too hard Mr. Pentecost sold some of his goods to two firms and later on a further portion to E. Wilson, who had been sent by R. W. Pentecost to assist his brother as financial adviser. A large consignment was then sold to A. Wood at 85c. on the dollar and the remainder of the stock to Mr. Wilson at various rates—60, 40 and 25c.—and the proceeds from the last sales were turned over to R. W. Pentecost and The W. R. Brock Co.

Gault Bros. claimed that the proceeds should have been put into the general fund for the creditors, but The W. R. Brock Co. denied that they knew of Mr. Pentecost's approaching insolvency, and that, therefore, the payments were legally theirs. R. W. Pentecost also denied knowledge of his brother's straits, and having loaned his brother some $10,000, considered the money paid to him as within his rights. When the case had proceeded a couple of days and evidence had been adduced that showed clearly that A. L. Pentecost was insolvent at the time of his later payments to The W. R. Brock Co., the head of that firm came forward and stopped the suit by paying into the creditors' fund $7,000, saying that he had been entirely unaware of the transactions that had been carried on, and that he did not desire to hold any advantage which his company had secured.

MILLS BURN.

The Montreal Woollen Mills Co.'s warehouse on the Lachine canal bank was destroyed by fire on Sunday, November 15, together with all its contents, which were very valuable. Fortunately the big mills of the company near the burning warehouse were saved. The damage to the mill property is placed at about $15,000, which, however, is fully covered by insurance.

A PARTIAL FAILURE OF JUSTICE.

A REPRESENTATIVE of THE DRY GOODS REVIEW called upon Mr. S. A. Jacobs, of The New York Silk Waist Co., in regard to the Margolius, Bachrack and Blakely conspiracy, in which he had taken so prominent a part in bringing these men to justice.

Mr. Jacobs said that he regretted exceedingly the termination of this case. He had himself gone to much expense and had spent much time in bringing the guilty to justice, and he had to regret that the results were so unsatisfactory.

Mr. Jacobs said that he was sorry and surprised to find that the commission appointed here to go to New York and take evidence against these people, at great expense, was not permitted to utilize this evidence. The evidence obtained there was, he considered, of a very damaging character, and considering the fact that the commission was presided over by one of our judges and the curator and lawyer of the estate, he could not see why it was illegal. He also said that this would be positively the last occasion on which he would ever associate himself in similar cases with the wholesale houses, who signed the petition discontinuing the prosecution, for the consideration of a few paltry dollars.

"It seems a great pity," continued Mr. Jacobs, "that the sentiment originally manifested for justice was so completely lost sight of toward the end, thereby losing an opportunity rarely afforded the wholesalers to make an example of dishonest merchants. The Crown had in its possession enough evidence to once and for all bring to justice those whose only ambition was to defraud their creditors, and a fine of $50 or $100 was little more than a mockery.

"There is no doubt but that Margolius was merely a tool in the hands of the other conspirators in this case, and his present trial in Toronto for forgery is one occasioned by the damaging evidence he gave while in the witness stand in Montreal."

ADVANCE IN DRESS SHIELDS.

MANY industries are feeling the cost of the high price of rubber, and when the rubber merchants of the Dominion met recently in Toronto an advance in the price of manufactured goods, was discussed, but nothing done.

On the advice of the India Rubber Association, the English manufacturers have made an advance of from 5 to 10 per cent. The first line, however, to feel the advance in Canada is dress shields, and The Kleinert Co. report that prices are up in all lines.

Rubber that was 67 to 75c. in July and September, 1902, has been this year as high as $1.11. Taking into consideration the fact that fine cambric has also advanced from 1½ to 2½c. per yard, it will be seen that higher prices in dress shields is the natural outcome.

DEATH OF AN OLD DRY GOODS MERCHANT.

MR. A. L. C. MERRILL, for over forty years in the dry goods and carpet business in Montreal, died on Friday, November 27, from an attack of pneumonia, having been ill only a few days. At one time Mr. Merrill was one of the firm of H. & H. Merrill, dry goods merchants, but afterwards went alone into the carpet business at 1661 Notre Dame street, where Merrill's Carpet Store, which was founded in 1845, has become one of the landmarks of the city.

The late Mr. Merrill was 78 years of age at the time of his death. He leaves three sons and four married daughters. The funeral took place on Saturday, November 28, and was largely attended.

A CARPET COMPANY'S CHANGE.

The Empire Carpet Co. have removed their plant from St. Catharines to Dundas, Ont., having purchased the building there formerly occupied by the Canada Felt Co. The dimensions of the building are 90 x 50 ft., with wing 50 x 38 ft. The building is three storeys and basement with engine and boiler house separate, 30 x 20 ft. The company have secured a loan from the town of $10,000 for ten years, with fixed assessment at $2,500 for ten years, free water, etc. They will employ 50 operators to start with. Their lines will be same as produced in St. Catharines, viz., wool and union carpets, art squares and Smyrna rugs. Their travellers are now out for Spring and their looms will be in full operation in two weeks. A stock company with a capital of $75,000 is being formed, and the name will be The Empire Carpet Co., Limited.

GAVE THEIR EMPLOYES TURKEYS.

On Wednesday, Nov. 25th, the dry goods house of H. B. Claflin Co., New York, presented each of their employes with a Thanksgiving turkey. To do this in their North and Church St. warehouses required 1,146 birds, weighing 16,668 lbs. This large amount of turkeys did not include their factory employees, who also each received a turkey. Though the gift was made in the name of the firm the impression prevails among some of the employes that Mr. Jno. Claflin makes this an annual personal donation to each employee from his own private funds. Needless to add the gift was appreciated by each recipient.

FADED WALLS AND CEILINGS
may be restored to orginal brightness by
THE CLEVELAND WALL PAPER CLEANER.
A 25c. can will clean the average room. We supply free samples with every order. Write us above it.
Geo. Ridout & Co.,
77 York Street, TORONTO

R. FLAWS & SON, Manchester Bldg., Melinda St., TORONTO
Dry Goods Commission Agents.
Representing
STEAD, MILLER & Co., Philapelphia, Pa., Tapestry Curtains and Upholstery Coverings,
CARTWRIGHT & WARNERS, Limited, Loughborough, Eng., Hosiery and Underwear,
BENTLEY & TEMPEST, Leeds, Eng., Casket Cloth, Vicunas, Serges, Cap Cloths,
HOOD, MORTON & Co., Newmilns, Scotland, Lace Curtains.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word first insertion, 1c. a word each subsequent insertion.

Contractions count as one word, but five figures (as $1.000) are allowed as one word.

Cash remittance to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

WANTED—An A No. 1 travelling salesman, preferable experienced in carpet sweepers; if had none, must have had experience in selling to the hardware house furnishers, carpet and curtain trades. Man taking position, will have entire charge of the Canadian business with branch office at Toronto. Services to commence Jan. 1. Applicants must state full particulars as to previous experience, territory covered, age and salary expected. Address, National Sweeper Co., Marion, Ind. (12)



Don't fail to see what we are showing for next Spring.

Our travellers are now out with full lines of the latest productions of the European and British manufacturers in :

Veilings, Laces, Chiffons,
Dress Trimmings, Embroderies, Allovers, etc., etc.

Even if you don't buy, be sure to look, you will learn something.

Canada Veiling Co.
50 Bay Street, - TORONTO, CAN.

Spring 1904

"Lawrus" Fabrics.

Our Spring Collection for these Fabrics is now complete, and includes the latest novelties in **Black and Colored Lustres, Alpacas and Mohairs**— all exclusive designs. Our standard ranges defy competition.

LAW, RUSSELL & CO., LIMITED.
BRADFORD AND LONDON, ENGLAND.

HINTS TO BUYERS

From information supplied by Sellers, but for which the Editors of THE REVIEW do not necessarily hold themselves responsible.

JOHN MACDONALD & CO.

IN the staple department John Macdonald & Co. are showing clearing lot of wrapperettes to sell at 8c ; flannelettes at old prices ; comforters all filled with pure white wadding, to sell at $1.25, $1.50, $2, and $2.25 ; linings, complete in fonldards, silecias, linenettes, percalines, spun glass, and taffetas ; fancy linens for Christmas trade, in tray cloths, side board cloths, five o'clock tea cloths, and doilies ; towellings in their usual large range will be complete this month, all at old prices ; also a very large range of towels, napkins, and tableings.

John Macdonald & Co have made great preparation for the Christmas trade in handkerchiefs, braces, and neckwear, and their assortment in these lines is very extensive. In handkerchiefs everything is carried, from the fancy border at 15c to ladies Swiss embroidered at $7.50 per doz. Their line of imperial suspenders is very extensive, forty different patterns to retail at 25c, also twenty-five different patterns at 50c. Their neckwear in ties surpasses anything they have heretofore shown, and advance orders are over donble any of previous seasons. Their stock of these goods is fully assorted at present, and letter orders will have special attention. Boys' fleece underwear in all sizes now in stock : also men's low fleece to retail at 50c.

They are showing special clearing lines during December, in their woollen department, of black and blue worsteds and serges, Scotch tweed suitings, Canadian tweed suitings, Oxford grey and black overcoatings, fancy worsted trouserings, grey and black freizes.

GREENSHIELDS LIMITED.

The range of white goods shown by Greenshields Limited on the road is altogether exceptional, as to quailty, price, and variety. Prices from the lowest to the highest can be had. The goods have met with a very heavy demand from the trade.

This house has secured a big line of American muslins at remarkably low prices of which the Canadian trade will be given the benefit. The English and French muslins are also shown in quality and value to excell all past seasons. Samples are now in their travellers' hands.

Greenshields Limited have a great range of Persian lawns in a special silk finish made purposely for this house. The goods cannot be purchased anywhere else.

The merchant who fails to inspect this firm's print samples is making a great mistake. The range is much larger this year than ever before, and their trade is correspondingly greater. Especially should a look-out be be kept for their special jobs at 20 per cent. below mill prices.

Greenshields Limited have been doing a heavy trade in cream silks and lustres of all kinds for the holiday trade. This house has a lot of handsome cashmeres which should be seen by the trade. They can't be beaten in the market.

In their lining department Greenshields Limited report orders coming in nicely for Spring. There is a tendency they find towards the finer goods. Their fine colored sateens, fine percalines, spun glass, and taffeta lines are taking exceptionaly well, and the firm are confident of a considerable increase in the business of this department. Judging by the buying for Spring, green and cardinals will be leading shades for the coming season, though many other light shades are in good demand.

The sorting trade has been eminently satisfactory. So far orders have been sent in rapidly, and the firm are pleased to state that the business in the lining department is ahead of last year. They have the usual heavy range of special lines in black mercerized sateens.

Greenshields Limited have booked many large orders in their carpet department for the Spring season. The travellers have now been out for some time with the Spring goods, and there is every indication of an increased trade. Shipments are now going forward rapidly. Some "very special" values in art muslins and cretons for Spring are shown which should not be missed.

For the sorting trade in carpets this house is especially well prepared. All sorting lines are complete, and the trade now doing is quite brisk.

Greenshields Limited are well prepared in their men's furnishing department for the holiday and Winter trade, and in this department at present all is activity. A great assortment of "Wolsey" underwear is now in stock in sizes ranging from 34 to 50. Notwithstanding the difficulty in procuring fleece-lined goods this house has secured a large quantity and can fill orders promptly.

The famous Shield Brand Cravenette coats are in stock in this department. The demand for these coats grows from year to year, and this house is now called upon to supply immense quantities of them to the Canadian trade.

Many handsome furninshing lines suitable for the Christmas trade are shown here, including a fine assortment of the latest things in neckwear. There are also some American novelty-colored shirts that will create a demand for themselves on sight. A fine line of dressing gowns is included.

Greenshields Limited have a handkerchief department, which contains an assortment of novelties and styles in handkerchiefs that is wonderful in variety and range of prices. The firm have long made a speciality of handkerchiefs, with the result that this department has grown to very large proportions. All sorts are shown, Swiss embroidered, plain hemstitched, initialed silk, fancy silk, and so on, including everything in this line that could be desired. A visit to it will repay anyone looking for taking Christmas novelties. Another special department in this house is that devoted to ribbons. The values here are unexcelled in Canada.

The Spring samples of ladies' and children's cotton hosiery, underwear, lisle thread and taffeta gloves, laces, embroideries, etc., shown by the travellers of Greenshields Limited, have met with well-merited success. The trade placed good orders in all the lines shown, and the firm look forward to a larger business than ever in these goods.

In the dress goods department orders for Winter goods are still coming in, and shipments of friezes, snowflake cloths, velveteens, etc., are going forward promptly. They have experienced an unusually large demand for velveteens, on which prices are very firm. Repeats would cost 10 per cent. more, but fortunately this house is secured by their contracts, and can supply the goods at the usual prices.

Some new things in cravenette cloths are shown, in black and white, flake effects, which are taking very well.

The travellers on the road with Spring samples have been very well received. They found a very strong feeling for lustres and sicilions, in blacks, white, and navy.

They show lustres and sicilions, in these colors, plain and with small metal spot, which are very attractive.

They received large orders for granite cloths and panama cloths, and in tweed effects for costumes the firm have done well. Eoliennes, crepes de chine, voiles, etamines, poplins, satin cloths, and Venetian cloths went well. They also have in stock a lot of fancy lustres, in white, cream (or champagne), sky, navy, and pink grounds, with striped and fringed designs.

Their eoliennes for waistings were also successful. The firm announce that they will have all their Spring waistings delivered in December.

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THE W. R. BROCK CO., TORONTO.

In the linen department there is a large stock of fancy linens for the Christmas trade—doilies round and square, fringed and unfringed, and many other openwork. These they offer at 50c, 75c, $1, and $1.25. Tray clothes fringed and hemstitched can be had for $2.25 up to $15 dozen ; carvers at $4.50 to $12 ; tete-e-tetes at $4.50 to $24 ; dressers $1.25 to $6 ; sideboards at $3 to $24 ; hemstitched napkins and cloths to match in sizes 8x10 and 8x12 at $2.50 to $15 a set.

In the small wear department for holiday trade they are showing an assortment of embroidered lace-trimmed, hemstitched, initial and picture handkerchiefs in half silk brocade, in a larger assortment than usual, to retail at 25c and 50c. Among the novelties coming in after Dec. 1 are presentation umbrellas for ladies and gentlemen, with handsome handles in pearl, horn, celluloid, or natural woods. There are New York novelties in silk tab collars, belts, including red, blue and black patent leather, and crush leather ; and new lace collars and trimmings. A large shipment has been received of laces in all the latest styles, and celluloid and horn combs and hairpins.

The W. R. Brock Co. Limited report from their ladies ready-to-wear department that " Her Ladyship " brand gains in favor each day. They are receiving a great number of repeats on their better grade waists in silks, lustres, and matting goods.

For Christmas trade they are showing several new ranges of silk waists in all the leading shades, and expect to do a heavy business in them. Their representatives have now a full range of these goods in their hands for Spring, and are meeting with great success. " Her Lady-" ship " overskirts all come boxed singly. This greatly helps the sale of them, as they always open out fresh and clean. They would draw special attention to a few numbers " Lady Ethel," their cheapest skirt, is made of a 21 oz. chevoit in black, grey, and navy cut gore, full flare, beautifully made. This skirt can be retailed for $1.75 with a good profit. " Lady Virginia " is cut 7 gore from an 18 oz. wool freize in black, oxford, and navy, trimmed about hips with two fancy straps and buttons, self-cordings on body of skirt, perfectly made, inside seams taped, boxed separately, can be retailed for $2.50.

" Her Ladyship " range of cotton waists is most complete and full of specials in the way of price and design. In black satins they show a good assortment. Number G129, a waist that retails for $1, in former seasons would cost that, and if for this number alone merchants handling these goods should look at " Her Ladyship " waists.

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JOHN M. GARLAND, SON & CO.

John M. Garland, Son & Co. are introducing a few very special numbers in neglige shirts. M109 is a soft finish zepyhr in popular designs and coloring that can be retailed at 50c. N.B. will be a good running mate to retail at 75c. M113 English zephyr promises to be one of the 1904 leaders in a cool, serviceable shirt, and should be a rapid seller, retailing at 75c. While K regatta, nobby colors, cuffs attached, is a go between price, the Garland people claim it to be an extra good seller to retail at 85c. American work shirts are a new line for 1904 selling, and are made up of ducks, drills, and moles, specially large sizes, which you can sell at $1 if you wish, but our price permits 50 per cent at 75c.

A stroll through the tie section of John M. Garland, Son & Co will reveal an extensive range of ties in puffs, string Derbys, bows, knots, and Ascots. There you will find that comfortable muffler, Way's. Passing on you will find fresh samples of Balbriggan for Spring and Summer underwear, quick selling lines to retail at 35c, 50c, 75c, and $1. Imitation merino will be a popular line, an all cotton garment with a naturally woolly finish, quick to absorb the perspiration from the body, all sizes, including specially large ones, to retail at 50c each.

The tweed department is showing special values for Spring that will meet the retailers' demand for lines to sell at $15 and $18 per suit. The $29 dozen trouser is excellent value, and can be had in some twenty different patterns. Suspenders can be had at manufacturers' clearing prices. This lot embraces all the popular attachments, the finest webbs and trimmings. In securing this large quantity prices can be put very low, and these can be retailed at 10c, 15c, 20c, 35c, and 50c.

A little purchase of white cotton shirting cloths about twenty months ago has now developed into a line of white dress shirts that are good value for the price asked, can be retailed at 50c, 75c, and $1.

In doll-dom, the Garland people will show the largest range of dolls that has ever been shown in the house. On the same floor will be found a display of correct styles in belts, buckles, including the patent-white, black, and crimson enamel kid, and adjoining the belt and buckle section will be found fancy combs, pins, staple, and fancy perfumes.

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THE WYLD-DARLING CO., LIMITED.

The staple department is just opening up a shipment of Canadian goods in shirtings, flannellettes, linings, and sateens, and will be ready to ship them very soon. They have also received a lot of white cottons, some of which can be had at old prices, as they were bought when the market was easier, and in such quantities as to include the greatest advantages. They are passing into stock daily, repeats of flannels, grey navies, militaries, scarlets and creams, the prices of which are exceptional. They have sheetings and pillow cottons in all widths and weights.

The linen department is prepared to fill all orders for holiday trade, and suggest handkerchiefs, table linens, fancy linens, towels, etc., as one of the most acceptable departments from which to select Christmas presents. Linens are going up, and the merchant should forestall the advance.

In the dress goods department, G70, a cold cashmere, to sell at 50c, is a popular cloth shown in all colors. Cheviots, in black, light, mid and dark navy, D17, D18, and D19, can be retailed at 75c to $1.25 per yard. A special is No. 54, a grey zibeline to sell at 50c. There are novelty effects in blousings, embroidered lustres, ombrey-striped lustres, Dresden voiles in two toned effects, etc. Broad cloths and Venetians are carried D15 to retail at $1. D16 is in all colors, and retails at $1.25. The silk goods are in full assortment—black peau de soies to sell at 65c to $2.50 : black taffetas to sell at 50c to $2.50 ; black satins 50c to $2.50 ; black faille $1 to $2.50 ; black grosgrain to retail at $1.25 to $2.50.

AMERICAN SILK WAIST CO.

The American Silk Waist Co. have made up their Spring samples in an almost unlimited number of different materials. The tendency of fashion is chiefly along along Parisian lines, but the popular make and finish is American. Among the many lines which are attracting great attention are soft and airy silks, heavy and light crepons and Chinas, silk nets in plain and fancy designs, mousseline-de-soie, chiffon, satin finished crepe-de-chine, liberty satin, peau-de-soie in lustre and dull finish, satin-de-Lyons, check and plaid materials, and taffetas, lustres and mercerized cottons in plains and fancies. The assortment certainly seems to contain as large a variety of samples as can be seen anywhere in ladies' ready-to-wear silk garments.

Most of the waists are unlined, all beautifully made up, and many quite extravagant in fashion and very light. The majority of the materials are guaranteed to wash. Collars and cuffs are all soft—no stiffening whatever used.

It will be of mutual benefit if the trade will wait until they see this company's samples before purchasing. The travellers are now on their routes. Most of the orders received are for immediate delivery, especially for the high-priced goods.

NERLICH & CO.

Nerlich & Co. are assisting their many customers who advertise by furnishing them with cuts for illustrating their Christmas announcements, a specimen of which we give here. These cuts would be cheap at a dollar from any



engraving house. Nerlich & Co. are supplying them at the low price of 50c. Only one retailer in each town can be supplied, so early application is advisable.

GREEF-BREDT & CO.

Greef-Bredt & Co., Montreal and Toronto, are making arrangements to enlarge their manufacturing capacity for the purpose of filling orders for their new garment fastener and supporter, "Lox-All," more promptly. In order to answer all requirements of their numerous customers, the firm have found it necessary to enlarge their office and manufacturing staff and extend their premises.

Ladies who have used this new device are very much pleased with its reliability and simplicity, and say it gives satisfaction in every respect. The firm will be pleased to mail samples to any dealer on application. Samples can also be obtained from wholesale dry goods houses. The retail price is 25c. a set.

THE NEW YORK SILK WAIST CO.

The New York Silk Waist Co. are at present shipping Christmas novelties. They make a specialty in this class of work, and all orders received during the next ten days will be shipped on time. This company report a very satisfactory business in jackets and long waists.

The company have issued a circular in booklet form, entitled "A Few Words on Ladies' Garments," which anyone in the retail garment trade will find of interest. It contains several excellent hints as to the materials and styles it will be profitable to purchase, which will prove of value.

ARBUCKLE, SMITH & CO., GLASGOW.

.. Canadian houses when ordering from manufacturers and others in the United Kingdom are frequently put to much inconvenience and expense through their goods being shipped to them in the manner most convenient to the shipper, without regard to the interests of the receiver, who, in the greater majority of cases, has to bear cost of transit and shipping charges. If the goods are sold to the Canadian buyer free at ship or f.o.b., the shipping and other charges are matters of interest to the buyers only. Where the buyers have houses in the United Kingdom the case is somewbat different, as the question of shipping to the best advantage is thoroughly gone into, and the various orders are bulked and shipped on the instructions of the home house. Where there is no home house, we find that shipments are in many cases not dealt with as they should be.

Arbuckle, Smith & Co. are equipped to meet buyers' difficulties in this matter, and are giving special attention to the interests of Canadian buyers who have not the benefit of their own offices in the United Kingdom. That their services are appreciated is clear from the fact that they already have a considerable number of Canadian customers who instruct their goods ordered in Scotland and the North of England to be held at the disposal of Arbuckle, Smith & Co. for shipment.

Our remarks apply specially to receivers of small lots, whose goods are frequently shipped in such a way that heavy minimum charges fall to be paid, which can always be avoided if the proper method is observed. Arbuckle, Smith & Co. can be recommended to all shippers. Their head office is situated at 63a St. Vincent street, Glasgow, Scotland, and their Canadian agent is Mr. E. W. Edwards, 223 Board of Trade, Montreal.

CANADIAN UNDERWEAR CO.

The collar buyers in many of the large retail stores are looking for an expansion of trade, namely in the selling of wing shapes and other straight-banders. The Canadian Underwear Co. have been shipping to all the large centres in Canada wing shapes. The extreme small wings are not selling; the tendency is for standard shapes in wings, and the retail trade need not fear buying them, as they are in good demand.

The eyelet buttonhole is now beginning to show its superior wearing qualities over the ordinary buttonhole, and many American makers are now substituting this eyelet buttonhole for the old style.

Regarding the advance in the price of collars; this is bound to come. In view of the large advance in all raw materials the company feel quite certain that in the near future the Canadian manufacturers will advance their goods at least 10 per cent.

The collar business is growing to such an extent that it is now considered one of the best departments in the retail men's furnishing trade. The sales are in excess of any other line in comparison to the stock carried, and the retailer is paying more attention to this branch of his trade.

IMPORTANT TO MANUFACTURERS.

An announcement of interest to manufacturers appears in another column of this issue. Andrew H. McDowell, who has been engaged in manufacturing for some time, has taken up the importation of sewing threads and mercerized cottons specially adapted for the different branches of the manufacturing trade. This is of more import when we consider that the goods are not trust products and prices. Mr. McDowell carries all threads in stock.

BROPHY, CAINS & CO.

Brophy, Cains & Co.'s specially designed and imported Spring dress novelties have now been placed before a considerable portion of the trade, with results extremely gratifying to the firm. The delicate treatment in the designs of these cloths has won the admiration of the keenest buyers in the trade, who were quick to seize upon what they knew would become a feature of the Canadian Spring dress goods trade.

Apart from special novelties such as these, the range of Spring dress fabrics shown in this house is unsurpassed in quality or beauty, or in the values offered. Lustres and Sicilians in fine bright finishes are shown in great variety, and are in excellent demand for Spring. There is also a large assortment of mohairs, canvas cloths, cotton blousings, etc., while in the voiles, etamines, eoliennes, and many other of the light fabrics that are again to be so fashionable in Spring styles, a choice is offered here in colors, textures and prices that cannot be bettered on the market.

NEW DEPARTURE IN "VIYELLA."

Wm. Hollins & Co., Limited, manufacturers of "Viyella," have somewhat recently made a new departure in the way of making up shirts from this material for men and boys, and are placing them on the market amongst the men's furnishers. The shirt goes by the name of "Hero." This is of interest chiefly because up to the present they have been manufacturing "Viyella" in the piece only. Wm. C. Meredith, Melinda street, Toronto, has the Canadian agency.

DEBENHAM, CALDECOTT & CO.

Debenham, Caldecott & Co. have stocked up their silk stock in all the lines at present in demand, and are showing a great range of colored English silks in all the leading colors, making special provision for the bright yellows and orange shades, so much used at Christmas time. The demand for velvets this season has been remarkable, and knowing this, Debenham, Caldecott & Co., have kept their famous "Premier" brand of silk velvet well up in all fashionable shades, and will do so all the year round. Peau-de-soie silks are great favorites because of their lasting qualities. In this class of silk Debenham, Caldecott & Co. carry an enormous range in all qualities, from the lowest to the highest.

KYLE, CHEESBROUGH & CO.

Kyle, Cheesbrough & Co. have placed in stock, to distribute by December 1, a complete assortment of Swiss and Nottingham curtains.

James Kyle, European buyer for Kyle, Cheesbrough & Co., has just returned from French, Swiss and German markets, where he secured a great assortment of novelties for the holiday and Spring trade. These goods, the quality of which is the finest, are now on display in the warehouse at 93 St. Peter street. They include laces and embroideries, belts, lace collars, sachet powders, and a host of other novelties, confined to this house.

It is a fact known to all the trade that the house of Kyle, Cheesbrough & Co. have always made a specialty of fine dress goods. This year the choice offered customers is larger than ever. Not only is the assortment of novelties large, but the lace trimmings for evening costumes is also a remarkably fine range. This house have an immense assortment for Spring of blouses, lingerie, wrappers, underskirts, walking skirts, parasols, umbrellas, etc., of the latest fashions for 1904, which cannot be surpassed for beauty or value in Canada.

THE KNOX MFG. CO.

The Knox Mfg. Co., of 48 and 50 Wellington street east, Toronto, have just closed a lease giving them the possession of the whole building now partly occupied by them.

For some time this company have been put to great inconvenience for want of space, and last Fall bridged over the street to an annex on Colborne street, which they will now retain as well as the whole of the large building on Wellington street.

The large staff of hands are now busy turning out novelties in ladies' and children's ready-to-wear hats for Spring, and every preparation is being made for a large business in the coming season. In the height of the season this firm alone employs 200 hands in making ready-to-wear and ready-to-trim hats.

Besides the hat department, the Knox company make a line of children's furs, and some of the cutest little hoods, coats and gauntlets were shown to the representative of "The Review."

ORLWOOLA.

Many a woman has bought a pretty flannel and had it made into a dainty waist only to see its beauties fade in the wash tub. The fact that so many flannels shrink in the wash makes many a woman pass this fabric by.

Flannel has so many advantages that if this drawback were only removed many a woman would gladly give it the preference when she wants a smart and useful waist.

If you wish to keep a flannel that will not shrink in the wash, you should stock Orlwoola. This is not an unknown fabric as it has been selling for the last seven years in England, but has only just been introduced here.

Special attention may be called to the Autumn collections of novelty patterns, many of which show the popular noppes and flakes. A wide range of lovely printed designs are shown for blouses, house gowns, kimonas, wrappers, etc.

The fact that this flannel is unshrinkable specially adapts it for making into ladies' and children's underwear; gentlemen's shirts, pyjamas, etc.

Any responsible publisher will tell you that it requires years of hard toil, at a cost of thousands of dollars, to build up a paper's circulation and reputation, and that the same toil and expenditure of money is necessary to maintain it. "The Dry Goods Review's" large and increasing circulation and advertising pages proves that time and money has been and is being spent.

Golf blouses for Fall in this material are just the thing, as it is warm and yet light in weight, and gives ample protection from chills.

THE PUGH MFG. CO.

The Pugh Mfg. Co., of Church street, Toronto, are makers of underskirts that are right up to date in all respects. In one respect these skirts are unique. The same care in making and finishing is bestowed on all grades. Every seam is flat finished and every frill is banded at the top. There are no raw seams. These underskirts are made of black mercerized sateen and silkette. They also show a line of moire. This is a fabric that is coming into popular favor.

The Pugh Co. will be glad to send samples to any firm, as they feel confident that the style and value of their skirts will bring orders.

Not only is the manufacturing of this firm done in Canada, but all the materials used are also of Canadian make.



Grip, Limited, Toronto.

THE W. R. BROCK CO., MONTREAL.

The W. R. Brock Co., Montreal, are showing some job children's dresses in all-wool serge, well lined and trimmed in navies and crimsons, which they are selling at about half the regular price. The company have just received two special lines of blouses in cashmere flannel for the Christmas trade. They also carry a full line of white lawn and silk blouses which cannot be bettered. In the white goods department they are daily receiving all the novelties for Spring in white organdies, dimities, lawns, broeades, mattings, vestings, and fancy and striped muslins; indeed, the most varied assortment shown by any house in the trade.

The ribbon department is now complete in all lines. Ranges of all the staple ribbons, such as taffeta, duchesse, Ottoman, etc., are coming in daily, and from all indications, the coming season promises to be as strong as ever in all these soft makes of ribbons. The handkerchief department is showing some nice lines of these goods, especially in lace-edge and embroidered goods. The above are greatly in demand, and this firm have a very attractive line to sell from 4c. up to $1 each. The Brock Co.'s lace department has one of the largest ranges of laces to be seen in the trade, and it will pay any merchant to take a look through their representatives' samples. All makes can be seen and all the latest novelties are shown.

Brock's Montreal house report that they have made great exertions this season to secure the best lines of embroideries, and are showing thousands of patterns, ranging from the cheapest to the most expensive qualities.

Blouse cloths for the Christmas trade are being opened up in large quantities by The Brock Co. There is always a certain demand at this season of the year for shawls, squares and longs. This want can be supplied by The W. R. Brock Co., Montreal, with the most satisfactory results to the purchaser. Fancy tweeds for rainy-day skirts and for rough hard wear are now being bought with very fair courage by the retail trade. This firm are getting quite a share of the business.

CATALOGUES, BOOKLETS, ETC.

NEW WASH GOODS BOOK.

The H. B. Claflin Co., of New York, are just sending out their new wash goods book for 1904, which is one of the finest works of printers' art ever issued by any house in the dry goods trade. Every firm in the business should if possible procure a copy, for the 12 large beautiful colored plates depict faithfully the fabrics which will undoubtedly be sought for in the coming season. With each colored plate there is a short full description of the goods in the book, and to every dealer who desires to keep posted on the popular fabrics for the coming season, this work is of the greatest importance.

The H. B. Claflin Co. will be pleased to send a copy to their Canadian friends on application.

* * *

STATIONERY CATALOGUES.

A couple of handsome catalogues have just come to hand from W. J. Gage & Co., stationers, Toronto. Catalogue No. 1, a little booklet in a green and red stiff board cover, is devoted to the stationery manufactured by the firm themselves, and includes blank books, memo books, writing tablets, writing papers, papetries, envelopes, etc. It is freely illustrated with cuts, which bring out well the various articles of stationery manufactured by W. J. Gage & Co. Catalogue No. 2, bound in stiff ingrained purple paper, with an artistic cover design in black and red, is devoted to the stationers' sundries, office supplies, etc., handled, though not manufactured by the firm. This catalogue is also freely illustrated.

Any merchant who has not yet received copies of these catalogues may have them by applying to W. J. Gage & Co., Toronto. They will prove most useful for reference.

* * *

The catalogue of Peter Robinson, Limited, London, Eng., has been received. It contains 16 pages of fur fashions, well illustrated. Fur, and fur-lined coats, capes and cloaks, fur neckwear and sets, are shown in all the furs that are in demand. Each illustration is a lady wearing the fur advertised, and in this way the appearance is easily grasped.

WANTED.

TRAVELLERS calling on the Millinery Trade in Quebec, Ontario and the Northwest to sell our Folding Millinery Boxes as a side line. In writing, state what territory is covered, and how often. All correspondence will be treated as confidential.

THE D. F. BROWN PAPER BOX AND PAPER CO., Limited
ST. JOHN, N.B.

FANCY FURS

We have ready for Fall assorting trade a full line of fancy furs at closest possible prices.

RUFFS, MUFFS and COLLARETTES

a specialty.

Write us direct or call and see samples when in city

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1300 ST. CATHERINE ST., - - MONTREAL

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Merson, Geo. O., Toronto.
Williamson, F. G., Toronto.

Barristers, Solicitors, Etc.
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Beatty, Blackstock, Fasken and Riddell, Toronto.
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Cameron, D. O., Toronto.
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Vidal, I. L. O., Montmagny and Quebec.

Cash Registers.
Hallwood Cash Register Co., Toronto.

Cloaks, Costumes, Skirts, etc.
Hitchcocks, Williams & Co., London, Eng.
Kyle, Cheesbrough & Co., Montreal.
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"Premier" Waterproofs, Cohen B., Montreal
Pugh Mfg. Co., 33 Church St., Toronto.
Tooke Bros., Limited, Montreal.

Commission Agents.
Flaws, R., and Son, Toronto.

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Konig and Stuffman, Montreal.

Cottons, etc.
Conadian Colored Cotton Mills Co., D. Morrice & Sons, agents, Toronto and Montreal.

Cotton Batting.
Dominion Wadding Co., Montreal.

Dress Goods, Silks, etc.
Brophy, Cains & Co., Montreal.
Hassberger, E. S., Montreal.
Hitchcock, Williams & Co., London, Eng.
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Kyle, Cheesbrough & Co., Montreal.
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Macdonald, John, & Co., Toronto.
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Hassberger, E. S., Montreal.
Parker, Hine & Co., London, Eng.

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Dyers, Cleaners, etc.
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Educational.
St. Margaret's College, Toronto.
Canadian Correspondence College, Toronto.
Western Business College, Toronto.

Engravers.
Grip Limited, Toronto.
The Toronto Engraving Co., Toronto.

Fancy Goods, Novelties, etc.
American Electrical Novelty Co., Montreal.
Brock, W. R., Co., Montreal and Toronto.
Caverhill & Kissock, Montreal.
Garland, John M., Son & Co., Ottawa.
Ingersoll, Robt. H., and Bros., New York.
Nerlich and Co., Toronto.
Pilcher, J.V , Mfg. Co., Louisville, Ky.
Weese, G. A., & Son, Toronto.

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Canada Permanent Mortgage Co., Toronto.
Canadian Bank of Commerce, Toronto.
Central Canada Loan and Savings Co., Toronto.
Confederation Life Assurance Co., Toronto.
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Merchants Mercantile Co., Montreal.
Metropolitan Bank, Toronto.
Toronto General Trusts Cor., Toronto.
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Edgar, Coristine & Co., Montreal.

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Interior Store Fixtures, etc.
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Kirk, Samuel, & Sons, Leeds, Eng.
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Brophy, Cains & Co., Toronto.
Brock, W. R., Co., Montreal and Toronto.
Frank & Bryce, Montreal.
Knox, Morgan & Co., Hamilton.
Liddell, Wm., & Co., Belfast, Ire.
McDowell, Andrew H., Montreal.
Old Bleach Linen Co., Randalstown, Co., Antrim, Ireland.

Metal Shingles.
Metallic Roofing Co., Toronto, Montreal, Winnipeg.

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Canada Veiling Co., 50 Bay st., Toronto.
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Hitchcock, Williams & Co., London, Eng.
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Sig, Blumenthal, 591 Broadway, New York.

Office Systems, Supplies, etc.
Briggs Ledger System Co., Toronto.
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Brock, W. R., Co., Montreal and Toronto.
Irving Umbrella Co., Toronto.
Kyle, Cheesebrough & Co., Montreal.
Macdonald, John & Co., Toronto.

Pillows, Cushions, etc.
Alaska Feather & Down Co., Montreal.
Toronto Feather & Down Co., Toronto.

Ready-to-Wear Clothing.
Wilkins, Robt. C., Montreal.

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Young, C.G., and Co., Toronto.

Rugs and Mattings.
Hees, Geo. H., Son Co., Toronto.
Ishikawa, K., & Co., Toronto.
Macdonald, John & Co., Toronto.

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Ford & Featherstone, Hamilton.
Taylor, J. and J., Toronto.

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Miller Bros. Co., Montreal.
Mitchell, A. B., & Co., Toronto.
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Salem Co., Montreal.
Tooke Bros., Montreal.
Parker, Hine & Co., London, Eng.
Williams, Greene & Rome Co., Berlin, Ont.
Wreyford & Co., King St. W., Toronto.

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Frank & Bryce, Montreal.
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"Viyella"—Wm. Hollins & Co., Limited, London, Eng.
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Wolff, Hermann H., and Co., Montreal.
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Wyld-Darling Co., Toronto.

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"Vizella"—Wm. Hollings & Co., London, Eng.,

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Fisher, John, Son & Co., Toronto, Montreal and Quebec.
Kirk, Samuel, & Sons, Leeds, Eng.
Leigh Mills Co., Bradford and London, Eng.
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Oxford Mfg. Co., Oxford, N.S.
Wyld-Darling Co., Toronto.

Wrapping Paper, Boxes, etc.
Brown Paper Box and Paper Co., St. John, N.B.
Canada Paper Co., Toronto and Montreal.

TESTS FOR TEXTILES.

CAUSTIC soda, obtainable in any drug store, has the faculty of dissolving animal fibres, while having no effect upon those of a vegetable nature. Consequently, remarks an exchange, if a woollen fabric be boiled in a strong solution of this chemical the wool contained in it will be dissolved, while the cotton or other vegetable fibre will be left intact. The results of thus treating clippings of different woollen fabrics, which are to the eye similar in make-up, are at times very remarkable, one sample being entirely dissolved, and thus proved to be of wool, while another is left almost intact, the small coating of wool being eaten out and a cotton fabric remaining.

If it be desired to leave the wool and take out only the cotton, this may be done by boiling a sample in diluted sulphuric acid, which will eat out the cotton and leave the wool.

As most people know, a very simple method of testing a woollen fabric is to pull out a few threads of warp and filling and burn each thread separately. If the yarn is composed of wool it will shrivel in the heat and give out a smell like that of burnt feathers; whereas, if it is cotton it will burn with a flame and little or no odor, leaving a grey ash.

The best way to decide whether a fabric is of cotton or flax is to examine some of its fibres under a microscope. A cotton fibre has the appearance of a flat strip slightly twisted, while the flax fibre is round like a fine worm.

If a microscope is not at hand, boil in water a small piece of linen. After drying the sample, place it for seven minutes in a mixture composed of three parts sulphuric acid and two parts of nitrate of potash. Then wash the sample in water, drying it thoroughly by a gentle heat, and place it in a mixture of ether and alcohol. The cotton will be [illegible]ved, leaving the linen untouched.

Strong hydrochloric ac[illegible]lves silk, leaving vegetable or animal fibres untouched. [illegible]s the presence of cotton in a so-called silk fabric can be detected by soaking a sample in the acid referred to. Silk is also soluble in sulphuric acid, but inasmuch as this acid has the same effect on cotton, this test is not suitable for silk fabrics adulterated with cotton.

Practice is needed with all these tests to make the results reliable, and the strong acids and alkalis required must be handled with care.

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